



CREATIVE BUSINESS CARDS
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{ CREATIVE BUSINESS CARDS }

BUSINESS

MARKETING

Business cards function as indispensable and unavoidable tools for social communication, networking and brand promotion.

The content of business cards has evolved with time. For example, early versions in ancient China consisted of only a name and domicile of the owner, while later versions included the office address as well, like modern cards.

Visiting cards, also known as calling cards, were the forebear of modern business cards. Introduced in the 17th century Europe, during the reign of Louis XIV, these delicately and skillfully crafted cards were adorned with coats of arms. Visiting cards were considered an essential accessory for the upper and middle class in the 19th century. During the Industrial Revolution, social etiquette changed as the middle class rose and there was an increase in the exchange of commercial information. The shift of emphasis to practical communication gave rise to the prevalence of clearly if unattractively designed paper cards focusing mainly on their functionality. Because of this shift, the concept of business cards became more distinct from that of visiting cards. In America, business cards became commonplace in the 1890s and nearly ubiquitous by early 20th century.

The business card is a kind of short cut to acquaintanceship, an important means of expanding one's social circle, and in business etiquette, providing a business card for exchange is the standardized first move. Bearing a condensed self-introduction that encompasses the name, title, office address etc., the modern business card functions as a universal "1-minute advertisement" and is a crucial part of an individual or a company's identity.

If artistic value and functionality are successfully combined, a business card can not only serve as an instrument for publicity and marketing, but also a small piece of graphic art. The identity of the company or the characteristic of the card owner must be integrated into the design; otherwise the product will only serve to provide information, not to make an impression. Without that creative element, not only will it fail to impress, the card will likely to be discarded right after the encounter. Today when the designer of a business card sets out to create a graphic impression, the artist can make use of a wide range of materials. The paper for a business card, though most commonly made of pulp, includes many types ranging from the ordinary kinds to exclusive embossed types. In the pursuit of quality, creativity and something that captures attention, the design of the business card can now finally be unchained from standard choices of materials and utilize a variety of materials including wood, plastic, iron and many others. An original business card, skillfully decorated and adorned is destined to leave a favorable impression and social impact on behalf of its owner.



▲ **HAPPY TREE & CO. LTD**
DA: Commune

"To visualize the company's name: "Happy Tree," the shape of a tree was pressed out. The outline of the card was cut in curves to soften the feel.

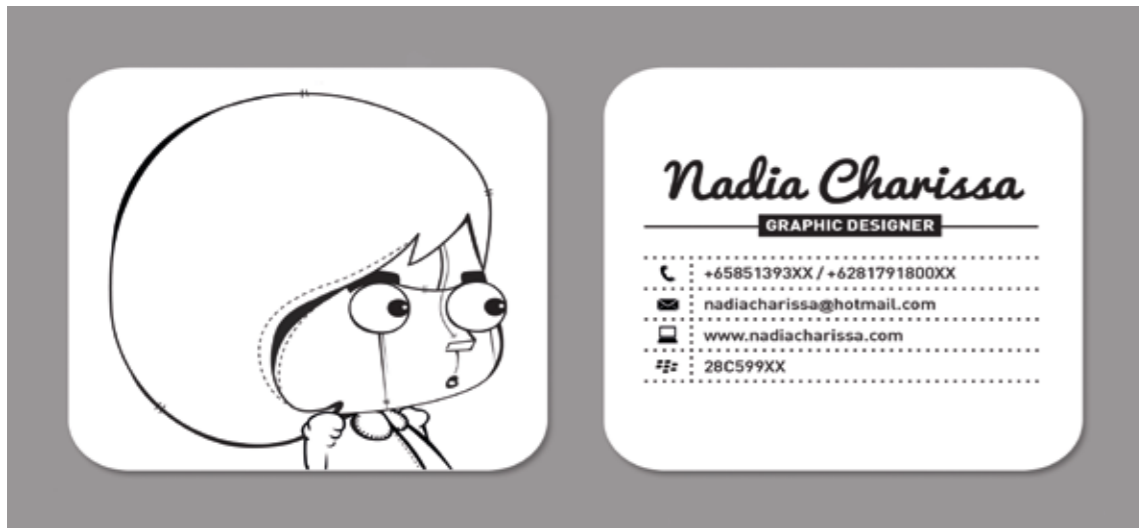
▲ **VERDARIUM**
DE: Anouk Rehorek

Verdarium is an experimental garden that also sells weather-resistant furniture. Their business card presents images of the place combined with handwriting and drawings of their customers.

▼ **FFURIOUS**
DA: fFurious

Inspired by the studio's multi-disciplinary output, various geometric patterns were coalesced into the embossed mark of the studio. The debossed back of the card is sandwiched with another card to conceal the debossing.





NADIA CHARISSA
DE: Nadia Charissa Tedjamulia

As an instrument of self-promotion, Nadia printed an illustrated portrait of herself on her business card to demonstrate her style. In the shape of a square, the card is professional yet playful.

BLANCA UNZUETA
DE: Wladimir Marnich

Designed for a fashion stylist and consultant, this card displays the contact information in silver foil, eliminating all decorative elements that are not essential.

SCENARIA,
DA: moodley brand identity

"Scenaria, Inc." is a consulting company. The comma in the name, next to "Scenaria" symbolizes as an opening-up towards the future, and the flip-open mechanism emphasizes that concept.



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