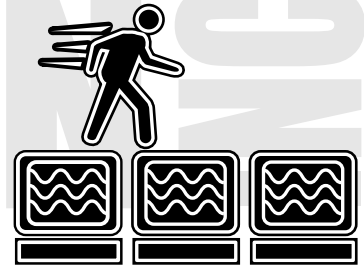
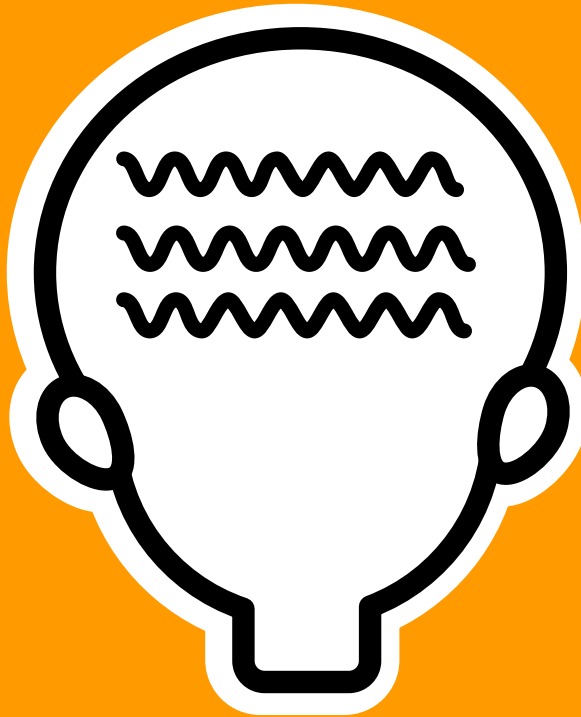


IMAG

INATIONS



EXPLORATIONS



setting text for

business cards

Make your business card designs look professional



Business cards are among the smallest but most important layouts you can design for a company. Everything, logo, display, background all play a part to provide information and set a mood for the design. The text of the business card should reflect the highest standards of typography. This presentation will provide you with some guidelines to help make your business card designs look professional.

Before you begin this presentation, please make sure you have completed and understand the material covered in the presentation [Introduction to Typography](#).

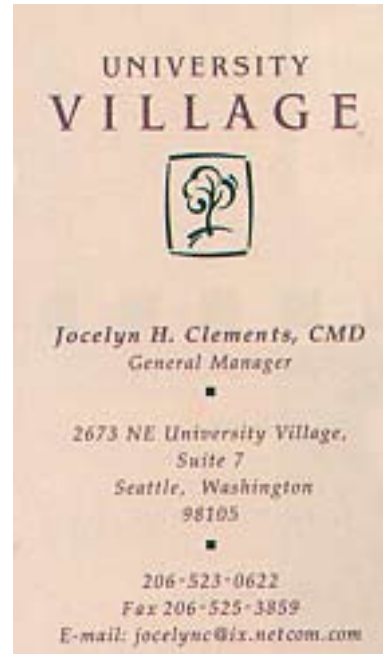
Font Size

When setting the text for business cards, don't set the type too large or too small.

Set the type between 8pt. and 10pt.



Use Proximity (see principles of design)



Use the principle of proximity. Make sure to group together the information that belongs together. For example, group the street address, city, state and zip code together.

You may want to group all the phone numbers together and have them separate from the address. The employee name and position should be grouped together.

When setting the state, either spell out the word completely or use the correct US postal abbreviation.

Example 1: Florida

Example 2: FL not Fla.

Notice that the abbreviation is set in all caps without a period.



Use the proper abbreviations

When setting the rest of the address, either spell out the word or use the following abbreviations. Remember to use caps for proper nouns.

Street = St.

Road = Rd.

Place = Pl.

Avenue = Ave.

Parkway = Pkwy.

Court = Ct.

Lane = Ln.

Drive = Dr.

Terrace = Terr.

Square = Sq.

Circle = Cir.

East = E.

West = W.

North = N.

South = S.

Apartment = Apt.

Post Office Box = P.O.Box

Building = Bldg.

Space P.O. Box correctly

When setting, P.O. Box, don't space after the period following the P.

Also use optical kerning when using punctuation after caps.

P. O. Box 122
Eagle Lake, FL 33839

wrong

P.O.Box 122
Eagle Lake, FL 33839

correct



Reduce the size of lining figures

Ordinary lining figures tend to look a bit too large when set at the same size. Set lining figures $\frac{1}{2}$ to 1 point smaller than the rest of the text on the line.

1995 Thunder Road
Eagle Lake, FL 33839

wrong

1995 Thunder Road
Eagle Lake, FL 33839

correct

Use oldstyle figures for traditional style

Some fonts, including the Adobe “Pro” fonts have “oldstyle” figures. These figures are designed like lower case letters, with ascenders and descenders, so they fit better in a line of type.

Use oldstyle figures when available to set a traditional mood.

0123456789

lining figures

oI23456789

oldstyle figures

Setting area codes

There are a variety of alternatives to the parentheses that typically surround the area codes. On a clean page, parentheses tend to make the numbers look cluttered. Here are some examples that you may wish to use as an alternative to using parentheses.

(863) 297-3099	parentheses	863 297-3099	bold area code
863.297.3099	periods	863 297-3099	bold number
863 297 3099	spaces	<i>863 297 3099</i>	italic area code
863-297-3099	hyphens	[863] 297 3099	brackets
863/297-3099	slash	⁸⁶³ 297-3099	baseline shift

phone number variations

Setting telephone numbers

Use a consistent system to identify various telephone numbers. Here are some examples of ways to identify different numbers.

telephone

836.295.3099

cellphone

836.295.3098

facsimile

836.295.3097

tollfree

888.295.3099

email

bg@digital.net

web address

thunder.com

voice

836.295.3099

cell

836.295.3098

fax

836.295.3097

tollfree

888.295.3099

email

bg@digital.net

web

thunder.com

V 836.295.3099

C 836.295.3098

F 836.295.3097

E bg@digital.net

W thunder.com

v: 836.295.3099

c: 836.295.3098

f: 836.295.3097

e: bg@digital.net

w: thunder.com

Avoid too many fonts

Avoid too many different fonts. Use a readable type face for the text to complement the larger display type. Try some family variations to add variety.

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

