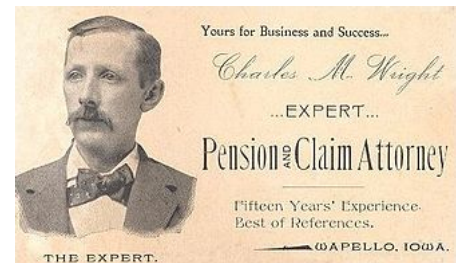


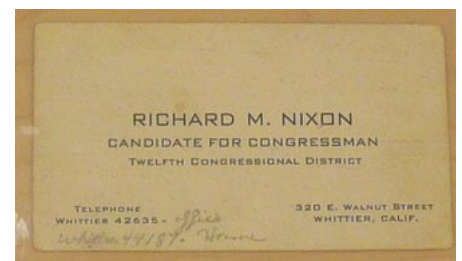
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Business card

Business cards are cards bearing business information about a company or individual.^{[1][2]} They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website. Before the advent of electronic communication business cards might also include telex details. Now they may include social media addresses such as Facebook, LinkedIn and Twitter. Traditionally, many cards were simple black text on white stock, and the distinctive look and feel of cards printed from an engraved plate was a desirable sign of professionalism. In the late 20th century, technological advances drove changes in style, and today a professional business card will often include one or more aspects of striking visual design.



An attorney's business card, 1895



A business card from Richard Nixon's first Congressional campaign, in 1946.

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Construction

Business cards are printed on some form of card stock, the visual effect, method of printing, cost and other details varying according to cultural or organizational norms and personal preferences. The common weight of a business card varies some by location. Generally, business cards are printed on stock that is 350 g/m² (density), 45 kg (100 lb) (weight), or 12 pt (thickness).



Front and back side of a business card in Vietnam, 2008