

Practical guide to choosing personalised business cards

Checklist and comparisons to choose format, paper, cover and printing based on use.

1. Start with the format

Shape	Practical guidance	What to check
Rectangular	Main format, compact and designed to fit in a pocket.	Exact measurements on the selected product page.
Square	Alternative to rectangular formats and available on some models.	The dimensions of the individual item, which may differ from rectangular formats.

As a general indication, width is almost never over 95 mm and length rarely exceeds 60 mm, with the exception of some square models.

2. Compare paper types

Paper / support	Features	Context indicated
Seed paper	Plantable after use and natural in appearance.	Agritourism businesses, nurseries and gardening companies.
Matte white paper	Neutral, understated and less reflective.	Professional settings.
Matte kraft paper	Natural brown/beige colour and handcrafted feel.	When a more natural appearance is wanted.
Tear-resistant card stock	Designed to withstand tears and folds.	When greater resistance is required.

3. Match cover and style

Example	Suggested approach
Law firm	Understated and professional.
Entertainment professional	More lively, cheerful and sociable.

The cover is the part that stands out most: choose the style based on how you want the customer to remember you.

4. Checklist before ordering

- Use:** trade fair, congress, promotional event, business activity, professional practice, hotel, bar, restaurant or welcome kit?
- Shape and size:** rectangular or square? Are the dimensions compatible when paired with [Personalised Business card holders](#)?
- Paper:** seed paper, matte white paper, matte kraft paper or tear-resistant card stock?
- Cover:** does the chosen style consistently communicate the profile of the business or professional?
- Printing:** Among the available printing techniques, which is best: pad printing, digital transfer or digital printing?
- Print area:** have you checked the product page for the actual space available for the logo and text?
- Front and back:** does the selected model allow personalisation on one side or both sides?
- QR Code:** if included, is the code very dark on a very light background and without reversed colours?

5. Compare printing techniques

Technique	Key features
Digital printing	Versatile technique with high-quality results and four-colour printing; colours and shades can appear vivid and even.
Digital transfer	Can provide an almost photographic result.
Pad printing	Versatile and economical technique.

6. Prepare the card content

- The information most commonly included is the full name of the person or company, physical address, email address and telephone numbers.
- If useful, add a QR Code and maintain strong contrast between the code and the background.
- Always check the print area shown on the product page before defining the size and position of the branding.
- Check on the selected product whether printing is possible on the front, back or both sides.

7. Use ideas to keep in mind

Situation	Use
Trade fairs, congresses and events	Leave visitors and contacts with an immediate way to get in touch.
Estate agents and sales managers	Allows the customer to contact the person or company in question again.
Lawyers, engineers, accountants and architects	Promote themselves and their practice.
Company welcome kits	Can be combined with Personalised Pens and Personalised USB flash drives .
Hotels, bars and restaurants	Helps customers remember the venue and encourages word of mouth.

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Note: formats, print areas, front/back printing options and printing costs may vary from one item to another. For the final choice, refer to the product page of the selected item.