Tips for Career Success: Creating Business Cards

Frequently Asked Questions:

What is a business card and why are they used?

A business card is a small card (usually 3.5"x2" in size) that contains your name, professional occupation, company position, business address, and other contact information. They are used to help you network at events such as Career Networking Night, to provide contact information to possible employers, and to help introduce yourself.

Who should have them?

Individuals looking to establish themselves as a professional and seeking ways to network with others should have a professional business card.

How do I get some?

Obtaining business cards is quite simple. There are several affordable online options for designing and ordering your own (such as VistaPrint), but we also have Curry printing right here on campus- and they are happy to help you with this process.* Office supply stores, like Staples, offer this service as well, and also sell the products for you to successfully design and produce your own cards at home. Microsoft Word and Publisher provide free templates to help you get started, too!

I'm still an Undergrad, should I make a business card? What do I include?

Anyone can make a business card, whether an undergraduate student or not. This does not take the place of your resume, but provides a quick way to share your contact information with someone on the spot. You would still include your name, the name of your school stands in as your company name, your major/minor (if you have a minor), Assumption University e-mail address, your phone number (cell) and your campus address including your P.O. box number and/or home address. You can also include your year of graduation next to the school name. **Please note that if you use the Assumption University logo, you must identify yourself as a student on the business card, or include your name and year of graduation.**

HELPFUL TIPS:

- Choose a durable material for the paper, something strong/thicker, like card stock
- Name, title, and company logo should be CLEARLY displayed
- Avoid borders/bleeds at all times- printing is never 100% accurate
- Be creative and efficient with your space- balance your format so that it is visually appealing
- Include a logo/original graphic somewhere on the card (Curry Printing can provide the Assumption logo)
- You can add a splash of color, but do not be overly bold-the simplicity of black and white is clean and professional looking, too
- Special finishes (i.e. raised/embossed ink) make your card stand out more
- Use a simple, professional font (such as Garmond, Times New Roman, Calibri, etc)-No smaller than size 8
- Double check for any spelling mistakes, incorrect numbers, or formatting misalignments

*As Curry Printing is affiliated with the college, there are specific guidelines and specifications they must adhere to with regard to formatting and layout, should you choose to work with them. Pricing for Curry is available from the CDIC upon request.

Need a visual to help you create your own? Check out some samples on the back of this page!

SAMPLE BUSINESS CARDS

SARA SMITH

UNDERGRADUATE STUDENT, SCHOOL NAME
MAJOR: MARKETING; MINOR: CHEMISTRY

Cell Phone

Email

Street Address, City, State, Zip Code

LinkedIn URL

College/University

Student Name

Class of 202X

Phone Number

Street Address

Email

City, State Zip Code

LinkedIn URL

Sara Smith

Class of 2020

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