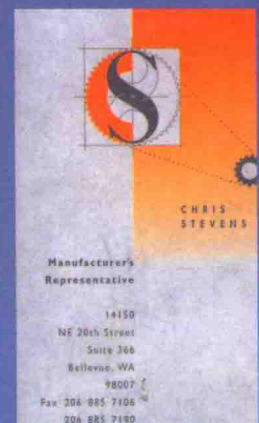
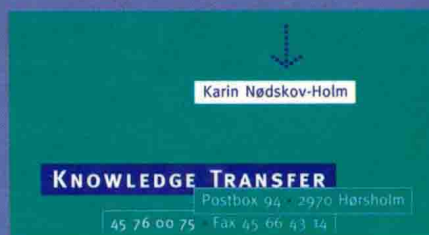
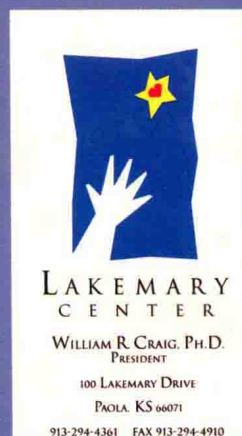
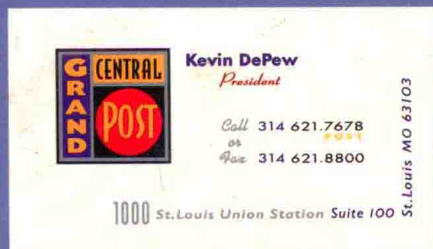
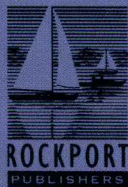


The Best of Business Card Design 2



0051874

The Best
of Business Card
Design 2



ROCKPORT PUBLISHERS
ROCKPORT, MASSACHUSETTS

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ISBN 1-56496-206-7

10 9 8 7 6 5 4 3 2 1

Art Director

Lynne Havighurst

Design

Karen Gourley Lehman

Design Assistant

Maryanne Martin

Cover cards: *(Front cover, left to right from top)*

See pps. 136, 52, 50, 16, 154, 155, 131, 20, 47

(Back cover, left to right from top)

See pps. 154, 154, 154, 90, 93, 155, 38

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Services Limited

The Best
of Business Card
Design 2

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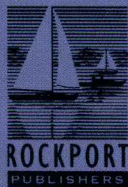
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The Best
of Business Card
Design 2



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ROCKPORT, MASSACHUSETTS



Introduction

When I was asked to write an introduction for this book I jumped at the chance because I

have a deep passion for designing business cards and the purpose that they serve. For me it is one of the most challenging and exciting projects that we designers take on; this task never gets old. The responsibility of creating a clear and efficient message in a limited space reflects the essence of what designers do as communicators. The business card is the most important family member of your stationery system because you can build a look around it. It should be a versatile and cost-efficient way of promoting yourself, your company, and your clients. The importance of this piece can never be underestimated. I look at business cards as a business or communication opportunity that should be maximized; it can educate, it can advertise, it can inform, it speaks about one's competency, and generally serves as a public relations piece. You the designer are in total control of what this message can be.

In this world of new media and e-mail and a paperless society to come, the business card is one piece that will probably live forever. It's the one item that you physically exchange with somebody when you meet them, your chance to make a first

impression. It can serve as an ice-breaker, a conversation piece, or something that the recipient is fascinated with or curious about. It represents you when you are not around, it reminds people about who you are and what you do.

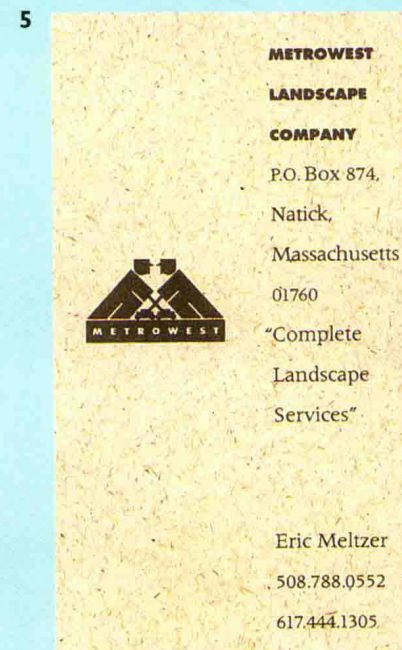
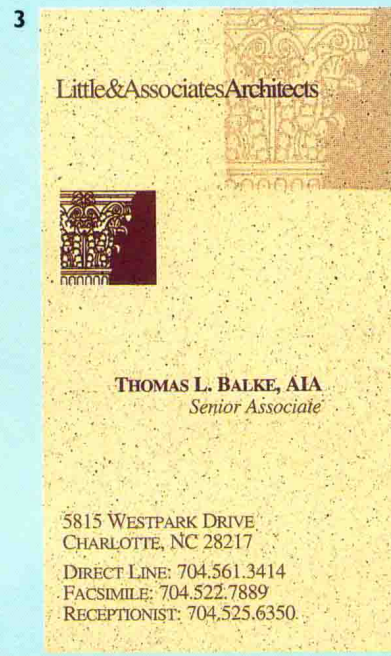
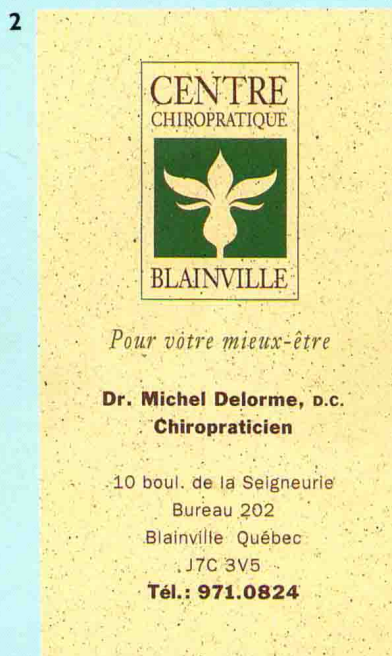
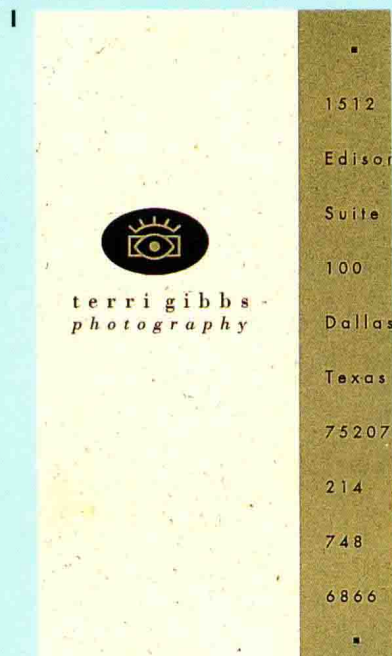
The card should be an extension of one's personality and uniqueness, it should be sincere, evoke an emotion or response, and of course be memorable. It's an opportunity to say a lot without speaking a word. All this sounds like a lot to incorporate into a small piece of paper, but within those dimensions lies an infinite amount of possibilities as you will see. The true test of a business card design is at the point of exchange with another person; what type of reaction did you get? What type of reaction did you want to get? Was your message clear?

As you look through this book you will be amazed at the variety of solutions and the amount of creativity behind them. I hope that these examples inspire and challenge you to create responsible, appropriate, memorable, and unique messages for yourself and your clients.

Jesse James Doquilo

Studio M D

Seattle, Washington



1 Design Firm
Sibley/Peteet Design, Inc.
Designer
Derek Welch
Client
Terri Gibbs
Photography

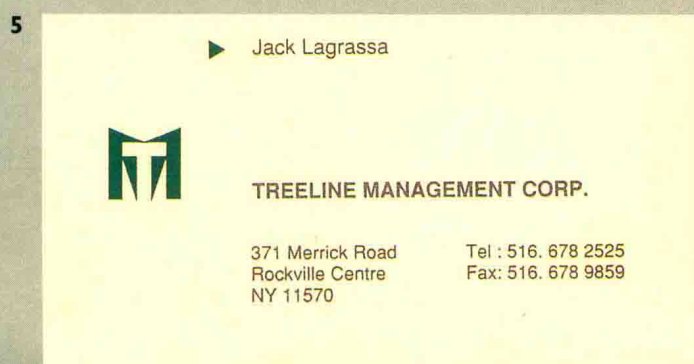
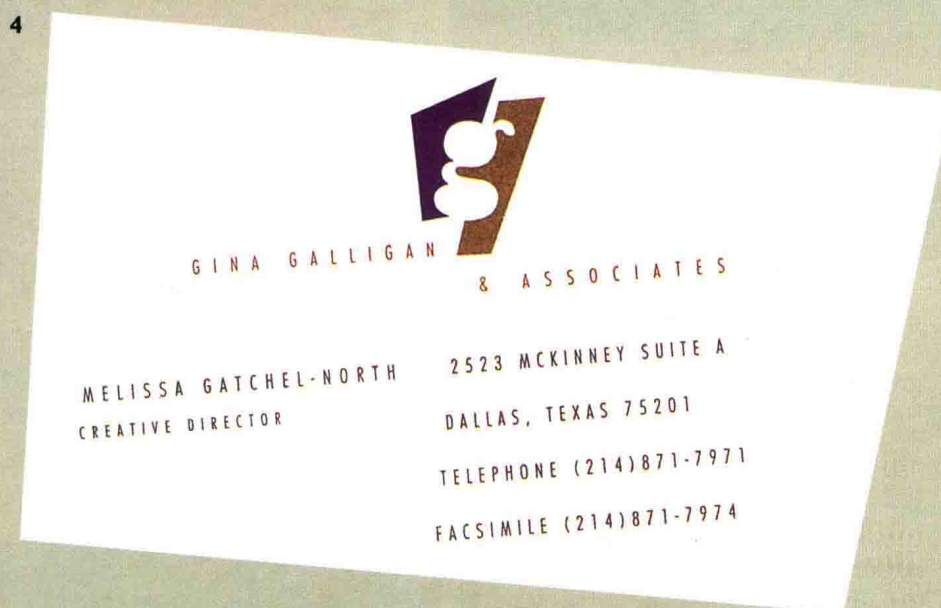
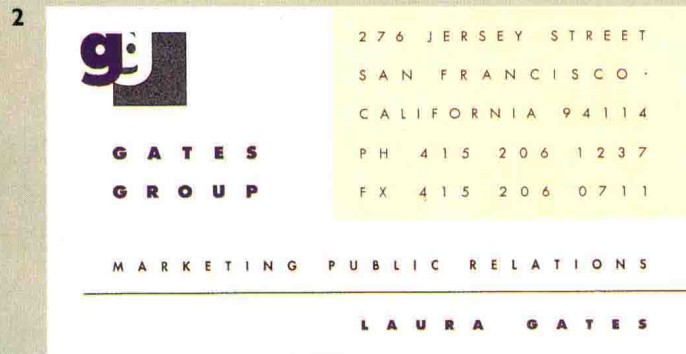
2 Design Firm
D2 Design
Designer
Dominique Duval
Client
Centre Chiropratique Blainville
Chiropractors

3 Design Firm
Mervil Paylor Design
Designer
Mervil M. Paylor
Client
Little & Associates Architects
Commercial architecture

4 Design Firm
Visible Ink
Designer
Sharon Howard Constant
Client
The Jones Collection
Manufacturers' representative

5 Design Firm
Sullivan Perkins
Designer
Art Garcia
Client
Metrowest Landscape Company
Landscaping

6 Design Firm
Visual Advantage
Designer
Ann Hiemstra
Client
Shelli McConnell
Food writer and consultant



1 Design Firm

Sunny Shender Design

Designer

Sunny Shender

Client

Sandis Designs

Fine jewelry and beadwork retail/BC

2 Design Firm

Design Group Cook

Designer

Ken Cook

Client

The Gates Group

Public relations

3 Design Firm

Monroy & Cover Design

Designer

Gail Cover

Client

Amanda Pirot

Marketing and project management

4 Design Firm

David Carter Design

Art Director

Lori B. Wilson

Designer

Ricky Brown

Illustrator

Ricky Brown

Client

Gina Galligan & Associates

Marketing and public relations

5 Design Firm

Chee Wang Ng

Designer

Chee Wang Ng

Client

Treeline Management Corporation

Property management

6 Design Firm

Design Group Cook

Designer

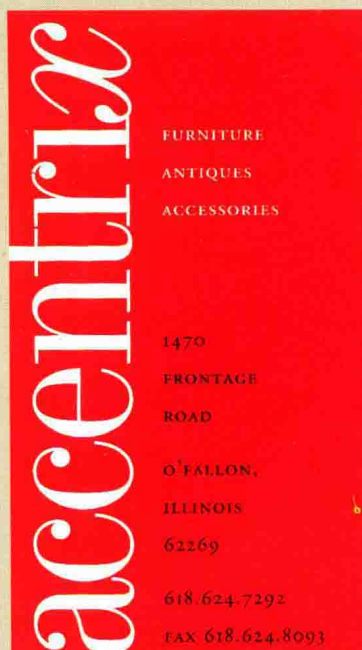
Ken Cook

Client

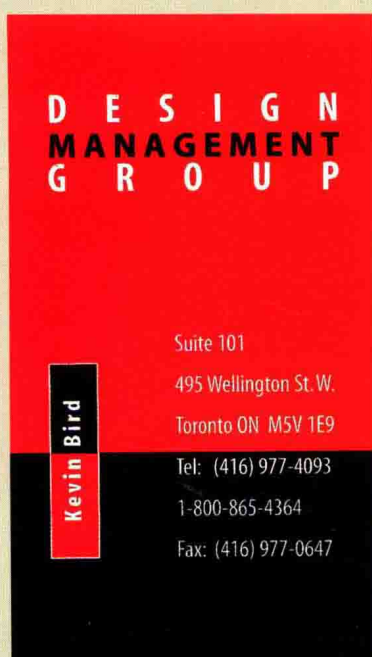
Niman Schell Ranch

Cattle-raising ranch

1



2



3

**1 Design Firm**

Phoenix Creative

Designer

Eric Thoeke

Client

Accentrix

High-end furniture and antique retail

2 Design Firm

Design Management Group

Art Director

Kevin Bird

Designer

Kevin Bird

Client

Self-promotion

Communications counseling, design, and writing

3 Design Firm

Greteman Group

Designers

Sonia Greteman, James Strange

Client

Motorworks by Autocraft

Auto repair

4 Design Firm

THARP DID IT

Art Director

Rick Tharp

Designers

Laurie Okamura, Colleen Sullivan, Rick Tharp

Illustrator

Georgia Deaver

Client

Integrated Media Group

Multi-media educational materials

ELAINE ARONIS
MARKETING DIRECTOR

MOTOR
WORKS
BY AUTOCRAFT

1116 EAST DOUGLAS
WICHITA, KS 67214
TEL 316 267-8888
FAX 316 265-0766
SPECIALIZING IN
HONDA MAZDA NISSAN TOYOTA

4



I Romeo to get into **VROOM!** Nobody gets it about technology. People knowing more. People finding out. People getting the message. People fixing the details. People acting in unison. People freeing creativity. People having the time **WHIRRR** Metatypographic **TAPTAPPETYTAP** Your wrist is exhausted from all that pointing and clicking. Time for some stretching exercises: Converse. Reach Grab. Lift. Tilt. Drink. Repeat **GLUB** Female hand reaches into view and with weary authority presses: "LAY **FWEEP?** Be it declared for ever that I Bronwyn, wife of Idris of Hampstead, in return for the miracle of my husband's life..." **CLANGG...** A player does a little victory jig to the congratulations of his friends. Apparently he has just saved their fantasy lives **KA-CHING!** The bad news is: money is ugly anchored in the past, hidebound by tradition, the money we scratch to get turns out to be insipid colorless, prosaic **WHOOSH!** Having obtained a mysterious Object in the Southern Outpost, the players travel to Kalamian to have the Object deciphered by the Dream Merchant in Kalamian's amous open-air bazaar **WHIFF** Pansies, those infallible border brighteners, have a remarkable past apothecarists clandestinely plucked them for love potions; Victorians extolled their virtues in art Turkish perfumers harvested them by the ton **PLUCK** The joys of attempting and accomplishing are powerful currency **THUNK!** Head. Heart. Hands. / The tao of gardens / informs our work. / Nurture shape. Cultivate. cabinet doors oriented **AHA!** neighbors, a p remember, if s

Ken Eklund Communications

526 Fuller Avenue San Jose CA 95125-1544
VOX et FAX 408-280-1441

SHAZAM!

1 Design Firm

Melissa Passehl Design

Designer

Melissa Passehl

Client

Ken Eklund Communications
Copywriting

2 Design Firm

The Bradford Lawton Design Group

Art Directors

Brad Lawton, Jennifer Griffith-Garcia

Designer

Brad Lawton

Illustrators

Brad Lawton, Jody Laney

Client

Redfeather Design
Snowshoe design and manufacturing

3 Design Firm

Cato, Berro García & Di Luzio S.A.

Designer

Gonzalo Berro García

Client

Jose Luis Rodriguez
Photography

4 Design Firm

Choplogic

Designer

Walter McCord

Client

Prospects for Fitness
Health club

5 Design Firm

España Design

Designer

Cecilia España

Client

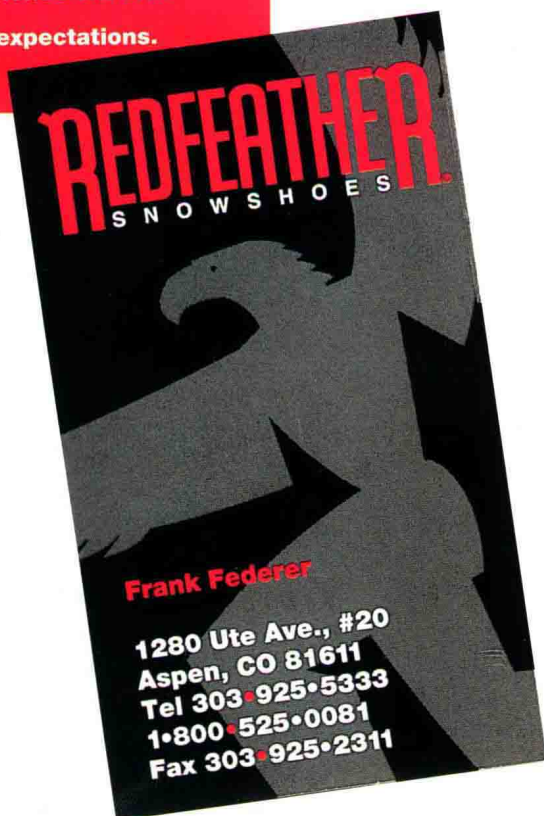
Self-promotion
Graphic design

2

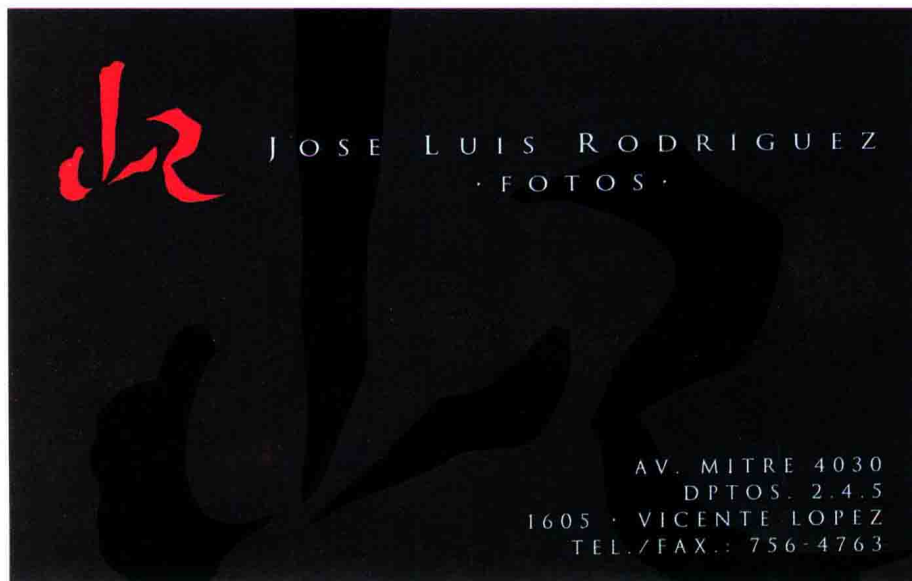
We at Redfeather Design
are dedicated to building
long-term relationships.

We are committed to
providing quality products,
information and support.

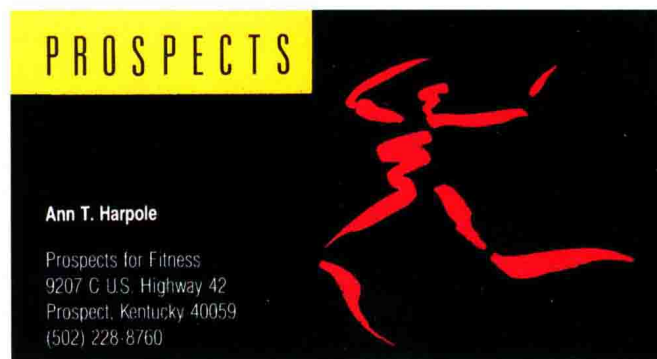
Our goal is that your
Redfeather outdoor
experience exceeds
your expectations.



3



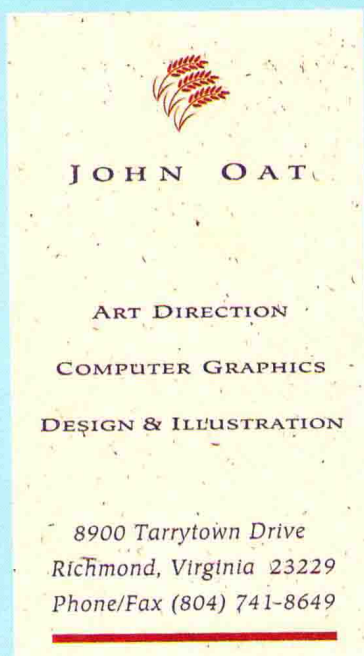
4



5



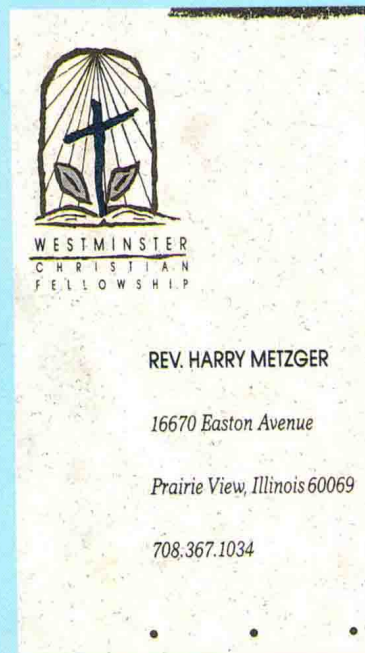
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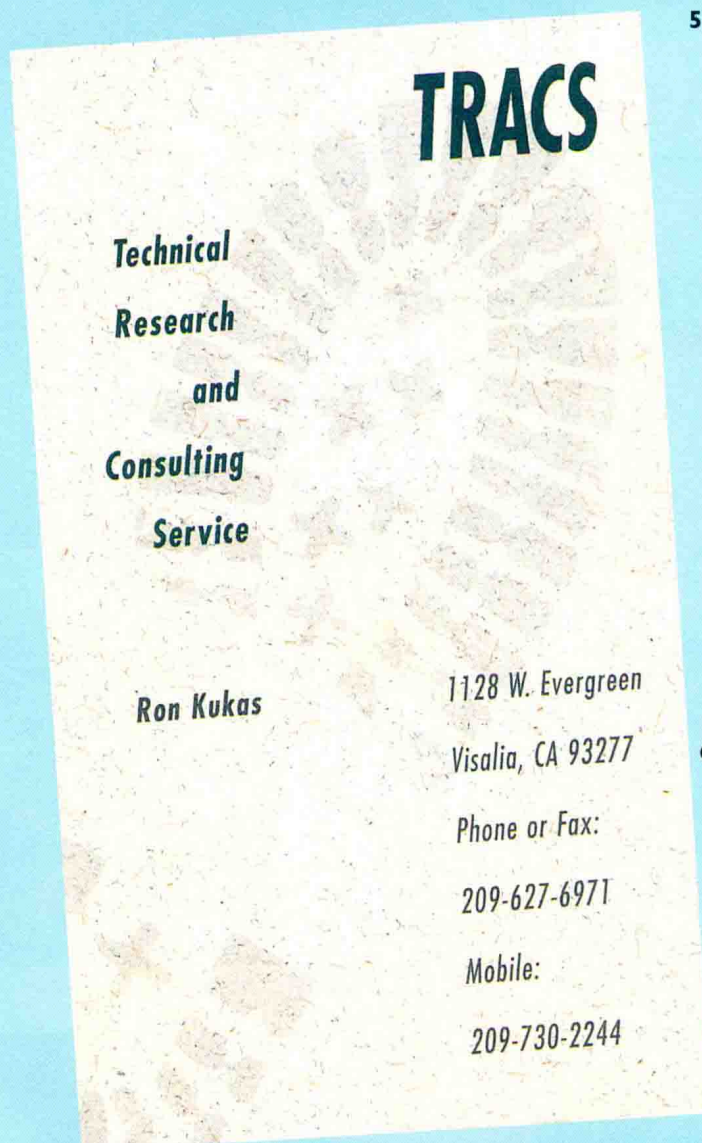
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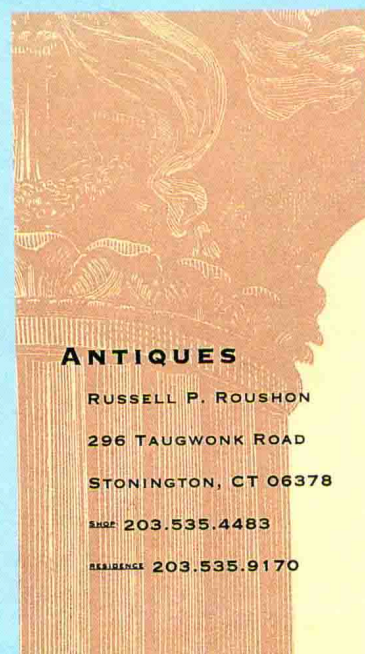
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4



5



6

**1 Design Firm**

John Oat Communication Arts

Designer

John Oat

Client

Self-promotion

Graphic design

2 Design Firm

Gibbs Baronet

Art Directors

Steve Gibbs, Willie Baronet

Designers

Kellye Kimball, Steve Gibbs

Illustrator

Kellye Kimball

Client

Phillip Esparza

Photography

3 Design Firm

Associates Design

Designer

Beth Finn

Client

Westminster Christian Fellowship

4 Design Firm

Covi Corporation

Agency Gillham & Associates

Designer

Mona Howell

Illustrator

Mona Howell

Client

Tracs

Soil and pesticide consulting

5 Design Firm

PhD

Designer

Terri Haas

Client

Antiques

6 Design Firm

B3 Design

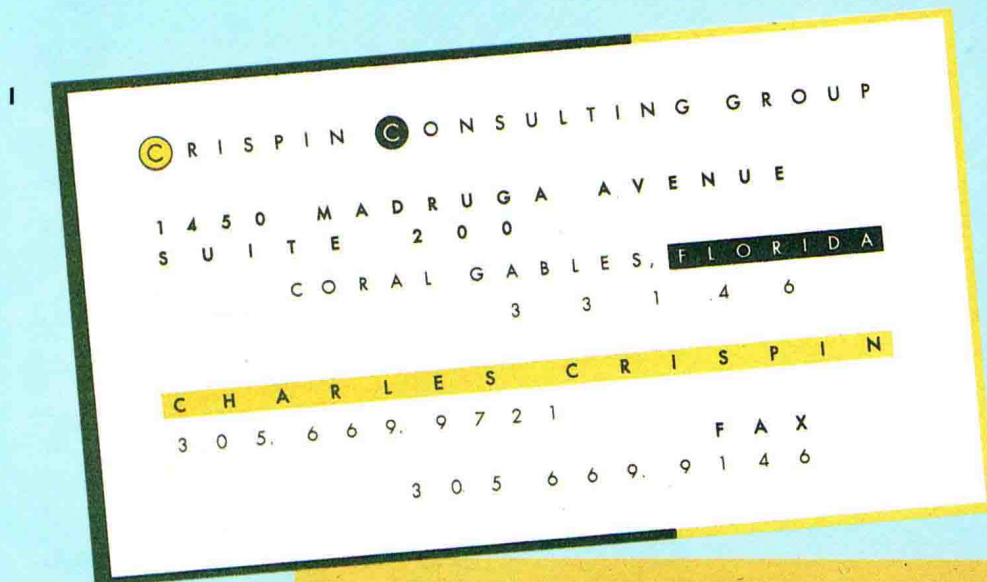
Designer

Barbara B. Breashears

Client

Steve Breashears

Freelance cameraman



1 Design Firm
Pinkhaus Design Corp.
Designer
Susie Lawson
Client
Charles Crispin
Advertising

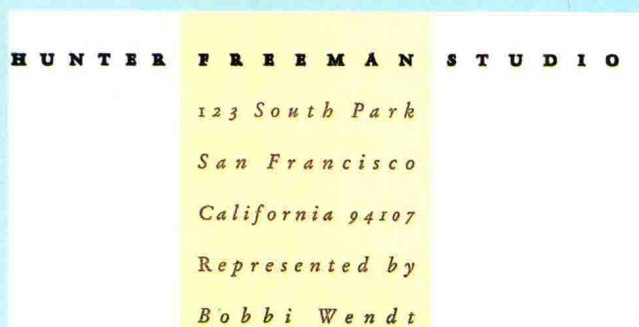
2 Design Firm
Zauhar Design
Designer
David Zauhar
Client
Scott Gatzke
Photography

3 Design Firm
Design Group Cook
Designer
Ken Cook
Client
Hunter Freeman Photography

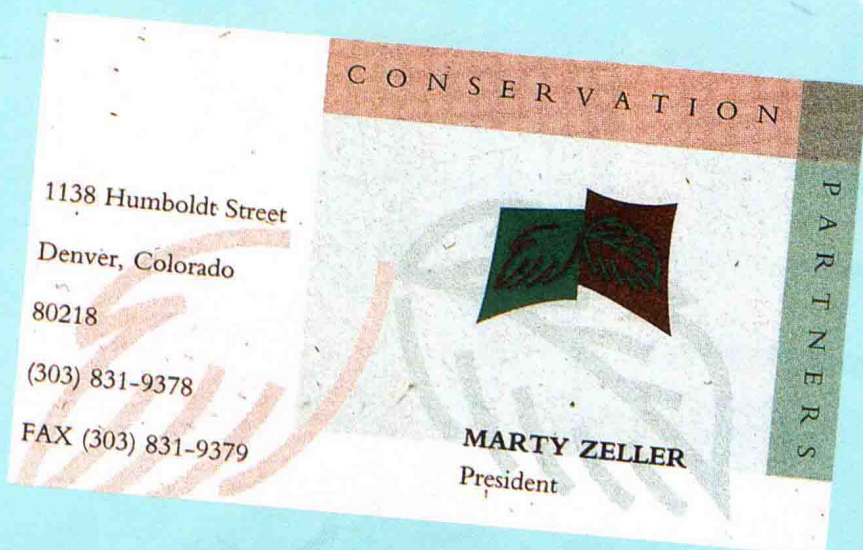
4 Design Firm
David Warren Design
Designer
David Warren
Client
Conservation Partners
Land preservation consulting

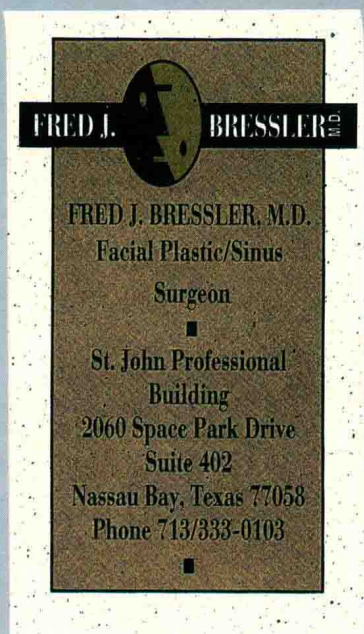


3



4



**1 Design Firm**

MAH Design Inc.

Designer

Mary Anne Heckman

Illustrator

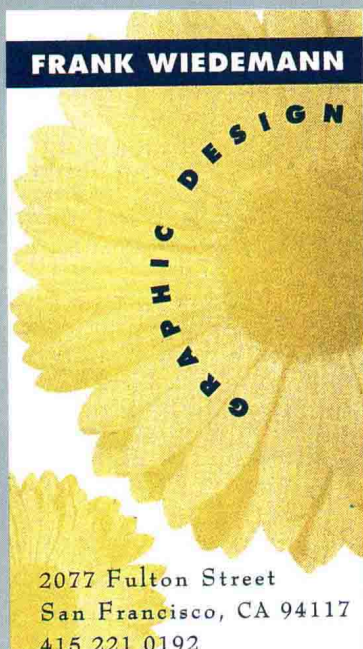
Mary Anne Heckman, Jack Slattery

Client

Fred J. Bressler, M.D.

Facial and plastic surgery

2

**2 Design Firm**

Wiedemann Design

Designer

Frank Wiedemann

Photographer

Frank Wiedemann

Client

Self-promotion

Graphic design

3 Design Firm

Zubi Design

Designer

Kristen Balouch

Client

Self-promotion

Design

4 Design Firm

Peterson & Company

Art Director

Bryan L. Peterson

Designer

Bryan L. Peterson

Illustrator

Jan Wilson

Client

John Wong Photography

5 Design Firm

Stress Lab

Designer

Lizz Luce

Client

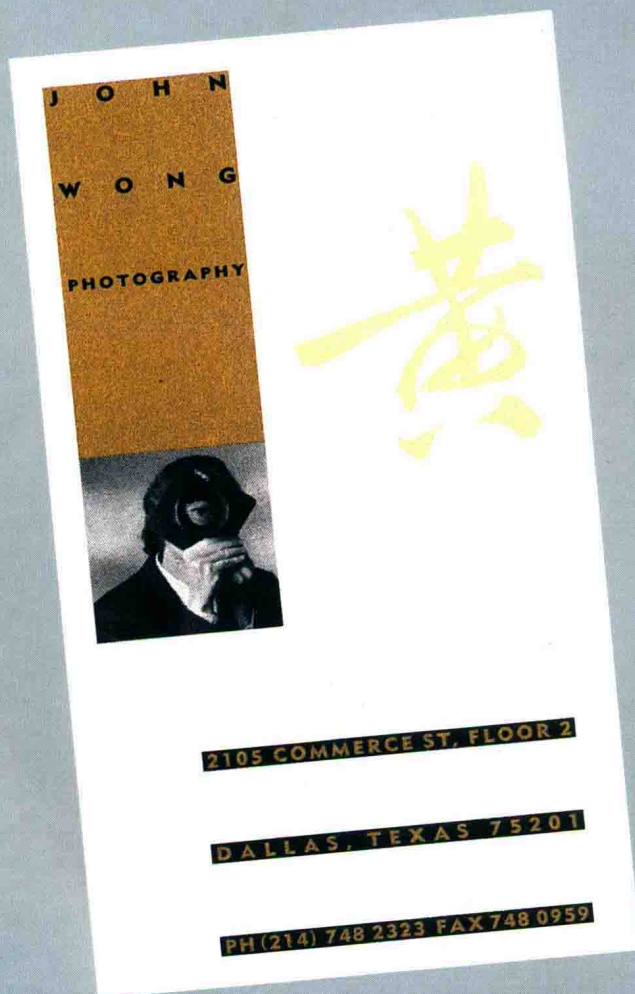
Cindy Klabecheck

Hair and makeup stylist

3



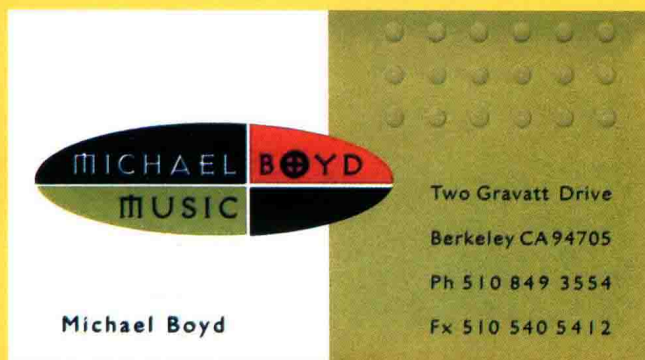
4



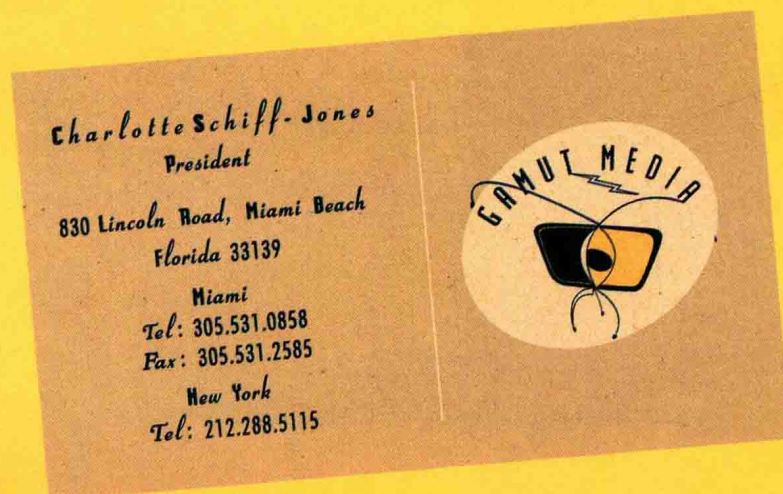
5



1



2



3



4

**1 Design Firm**

Design Group Cook

Designer

Ken Cook

Client

Michael Boyd Music

Television music and advertising
production company**3 Design Firm**

Sibley/Peteet Design, Inc.

Designer

Derek Welch

Client

Scott Hunt

Photography

2 Design Firm

Pinkhaus Design Corp.

Designer

Todd Houser

Client

Gamut Media

Multi-media productions

4 Design Firm

Two In Design

Designer

Ed Phelps

Client

Savoir Affair

Event planning

5 Design Firm

Drew Force Design

Art Director

Drew Force

Designers

Drew Force, Phil Bradfield

Photographer

Dave Hawkins

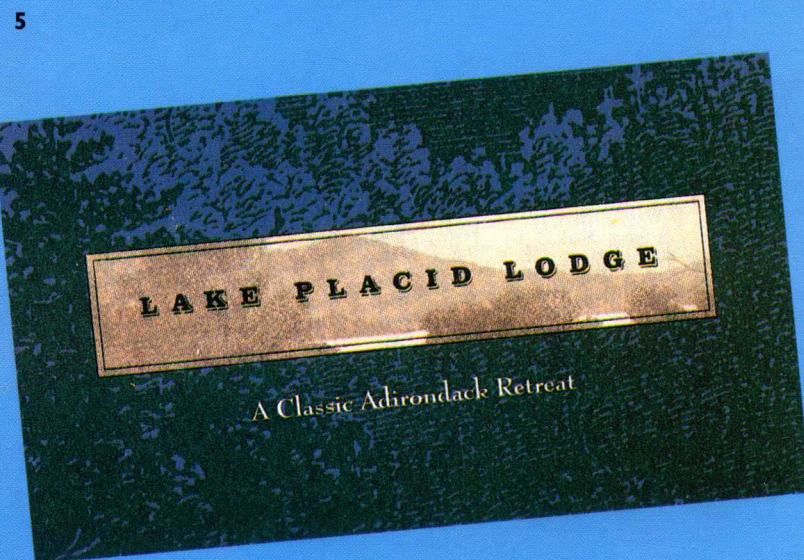
Client

Self-promotion,

Graphic design co-operative

5



**1 Design Firm**

Toni Schowalter Design

Designer

Toni Schowalter

ClientAnne Semmes
Food consulting**2 Design Firm**

Peterson & Company

Designer

Dave Eliason

ClientFischel
Communications consulting**3 Design Firm**

Rocha & Yamasaki Arq.E Design

Designer

Mauricio Rocha

ClientSingulis Vitae
Pharmacy**4 Design Firm**

ifx Visual Marketing

Designer

James F. Stone, Jr.

ClientWilson
Family funeral chapel**5 Design Firm**

Kaiser Dicken

Art Director

Craig Dicken

Designers

Craig Dicken, Debra Kaiser

ClientLake Placid Lodge
Adirondack resort