

BUSINESS CARDS *for the* 21ST CENTURY

Think strategically when choosing what information to share.

Typically, employers are looking for the basics: name, title/industry, email address and phone number. Include bonus information that showcases the breadth of your professional work, such as your website, LinkedIn profile or Twitter handle.

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Stick to the standard business card size—unless you're feeling adventurous. Standard size is 3.5" x 2". Choose your information wisely and don't be afraid of a little white space.

Keep your personal brand consistent. Your card should reflect the same look and feel as your resume, cover letter and personal website.

Tell your story—quickly. Include a tagline that closely aligns with your personal brand. Be brief. Be brilliant!

#TRAILBLAZER

Innovative. Daring. Creative. I am a Drexel Dragon.

Now is not the time for creative typography. Stick to 1–2 clean, legible fonts. Make sure your font sizes are no smaller than 10 points.

CARD TRICKS FOR SUCCESS



- » **Be your own brand ambassador.** Always carry your personal business cards wherever you go.
- » **Shock and awe.** Printing on a colorful background is 10X more likely to leave a lasting impression.
- » **White space is your friend.** Leave plenty of space for potential employers to take notes directly on your card.
- » **Say no to fancy stock.** Printing on glossy or fancy paper hinders the ability to scribble down notes easily.