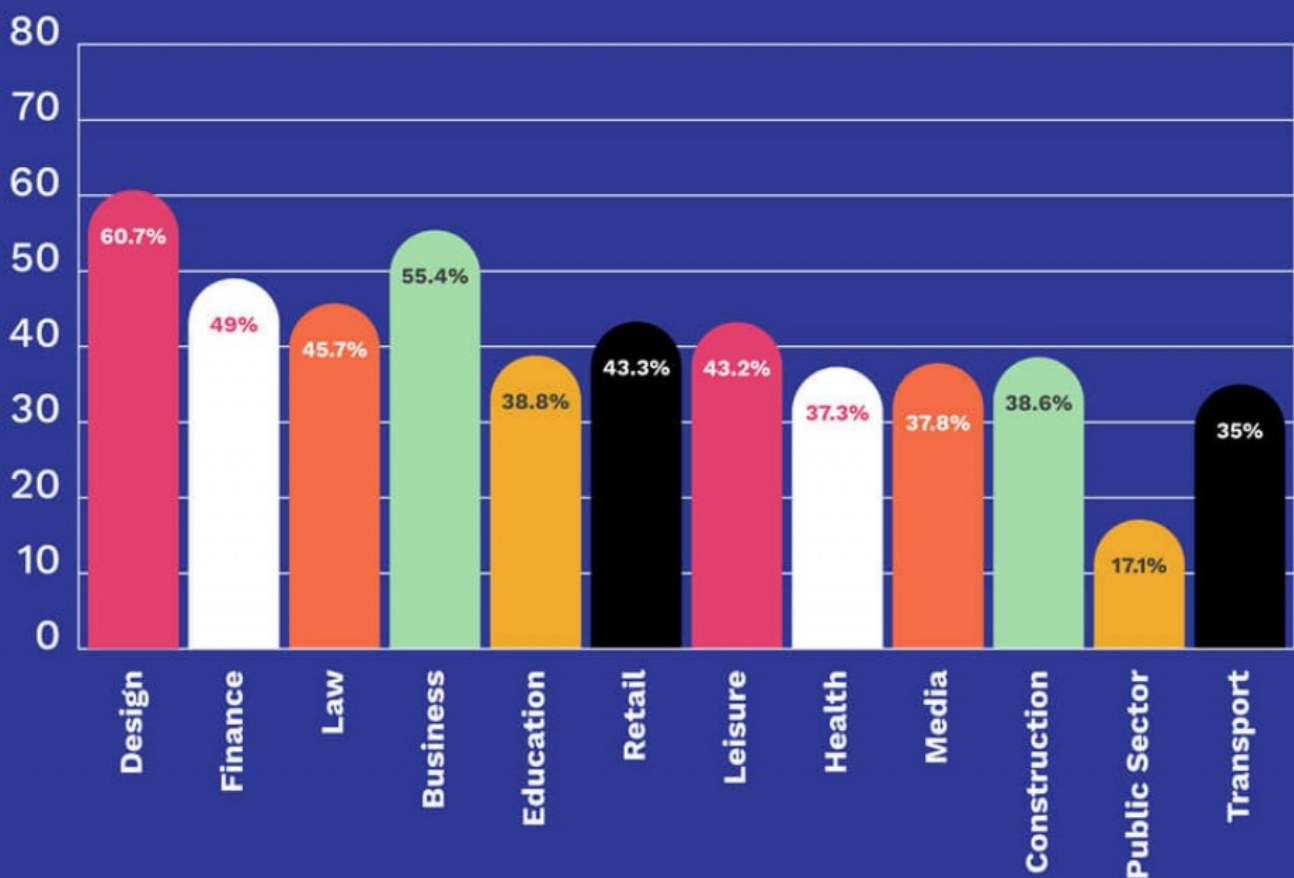


New Biometric Research From InstantPrint Reveals How to Create the Perfect Business Card Design

New poll and biometric analysis by online printing specialists, instantprint, reveals how to design an impactful but professional business card

Likelihood of a **negative** perception of a company **based on their business card design**



instantprint.

West Yorkshire, Jan 20, 2020 (Issuewire.com) - Four in ten UK adults (40%) have had their perception of a business or company negatively impacted by the quality and/or design of a business

card alone, new research reveals.

The study, compiled by [online printing specialists, instantprint](#), asked 2,000 people(1) about their attitude towards this popular piece of business stationery, including what style of card they prefer. The research also looked at how opinions vary by industry, gender and age groups.

Across the board, traditional business card layouts with logos/fonts/colours that accurately represent a company's services came out on top, with nearly half (45%) of respondents favouring this style.

One in three (31%) said a no-frills design with only essential information was always their preference.

Men were marginally more likely to be put off a company due to their business card design versus women (42%/38%) and this applied to younger generations too - those aged 25-34s (57%) or 18-24 (56%).

'My opinion of a business/company has been negatively impacted by their business card' (by industry)

- 61% of respondents working in Design agreed with this
- 55% of respondents working in Business Service agreed with this
- 49% of respondents working in Finance and Accounting agreed with this
- 46% of respondents working in Law agreed with this

Alongside the nationwide poll, [instantprint](#) also conducted in-depth biometric analysis(2) – using eye-tracking (heat-mapping and pupil dilation), heart rate monitoring, and 1-100 dial rate scoring. Users were tested with seven business card variations across ten industries (seeing 70 cards in total); revealing what grabbed their attention first, what got their heart rates going, and which designs interested them the most overall.

So, what makes the perfect business card design?

- Yellow and white are the most appealing colourways for the background of a business card, according to the biometric analysis. Strong primary blues and green were also popular options across the board.
- The text should be easy-to-read and evenly spaced, with black or white text colour most appealing. Classic fonts were more popular than modern typefaces.
- In terms of logo, users showed a preference for simple and representative logos that took up no more than 25% of the total business card space.

Overall, the findings outlined a tendency towards simplicity over more unique and statement designs.

This was again reinforced in instantprint's poll, with unique and creative designs preferred by just a fifth (23%) of respondents, but favoured most by those working in Retail and Customer Services roles (34%).

Jon Constantine-Smith, Head of instantprint, commented on the findings:

"It is fascinating to see just how much impact the design of a business card can have on the perception of a business, but also how opinions do vary between industries, generations and genders.

“Driving new customers can be challenging for any business, so turning someone off when you hand a card over is, of course, something to avoid!

“When it comes to the design of your business stationery, it can be tricky to get it right, but considering your audience, and following the advice laid out by this research – keeping it simple and representative of your services – is a great starting point.”

For more findings from instantprint's business card research, including a video showing the full biometric testing process, please visit: <https://www.instantprint.co.uk/printspiration/print-design-tips/the-science-of-creating-the-perfect-business-card>

--ENDS--

Notes for Editors

Contact for more information: cheryl.crossley@wmg.uk.com / 0113 512 3233

Methodology

1. Survey of 2,000 adults

- Biometric analysis using Gazepoint testing equipment, connected to a PC. This was conducted in November 2019. We set up an eye-tracking camera, biometrics dial and heart rate monitor with a PC. The test itself involved using seven business card design variations across ten different industries (70 in total). Once the equipment was set up, it was time to start recording results. We invited a selection of people to undertake the test to ensure the insight was representative of a broad demographic. Each person had to sit directly in front of the GP3 eye-tracking camera so the camera could focus on the individual's pupils using infrared. Each user placed his or her index fingers in the heart rate monitor and placed their other hand on the 0-100% dial, to rate how they felt about each design. Before the test could begin, we calibrated the eye-tracking camera for each user to ensure that their eyes were being accurately tracked. Once the calibration was complete, the user was then allowed to begin the test which took around 5 minutes. When all tests were complete, we exported the data and footage to analyse the results.

About instantprint

Founded in 2009, instantprint is an online printing company, made up of a friendly bunch of talented individuals with a hunger to help their customers reach their customers in the best way. With a print that makes them look amazing. And helps their business to flourish. Making them so much more than a printing company.

instantprint are proud to offer sustainable print services, using the greenest possible paper options available, and on top of this they are FSC certified. The company are also ISO certified, and all of their packaging (even the plastic!) is recyclable. They pride themselves on their partnerships with several waste management companies, which means they recycle 97% of all their waste.

instantprint recently announced plans of their 2020 expansion. The printing firm will increase its total footprint by 45% to 145,000 sq. ft paving the way for its continual growth.

instantprint was named the national winner of the 2019 Customer and Market Engagement at the

European Business Awards.

instantprint specialises in 24-hour flyer and leaflets, business cards, posters and stationery. Thanks to a recent 3.25m investment, the printing giant is now able to produce and deliver stapled booklets within two working days.



Media Contact

WMG

cheryl.crossley@wmg.uk.com

0113 512 3232

Source : instantprint (<https://www.instantprint.co.uk/>)

[See on IssueWire](#)