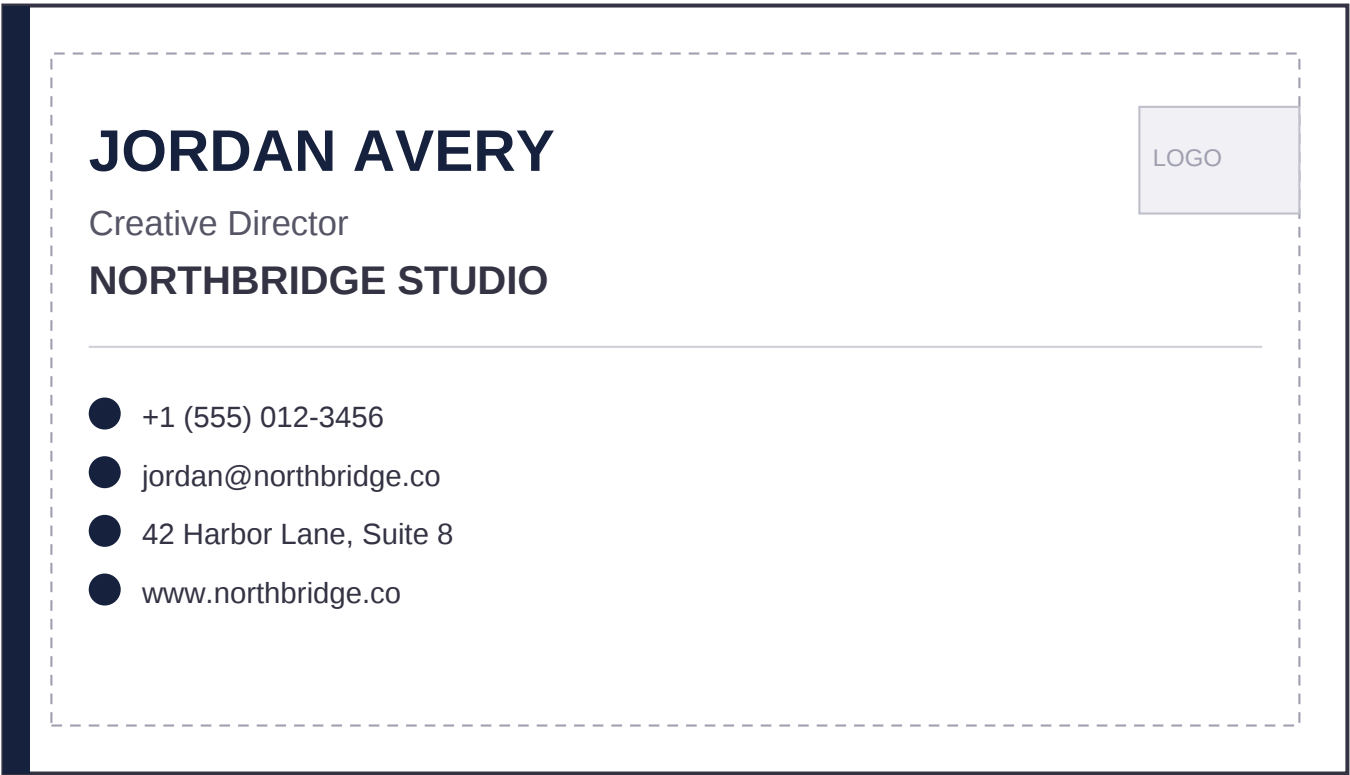


Visiting Card Design Specifications

Standard reference guide — card size 3.5" x 2" (90mm x 50mm)

Sample Layout

A mockup showing typical font-size hierarchy and icon placement (enlarged ~2x for clarity).



Font Sizes

Element	Size (pt)
Name (primary)	10 - 14 pt
Job title / designation	7 - 9 pt
Company name	8 - 12 pt
Contact details (phone, email, address)	6 - 8 pt
Tagline / slogan	6 - 7 pt

Rules of thumb:

- Never go below 6pt — it becomes unreadable and hard to print cleanly.

- Keep at least a 2pt difference between hierarchy levels (name vs. title vs. contact info) so the eye can scan easily.
- Sans-serif fonts (Helvetica, Futura, Montserrat, Proxima Nova) read better at small sizes than serif fonts.

Icon Sizes

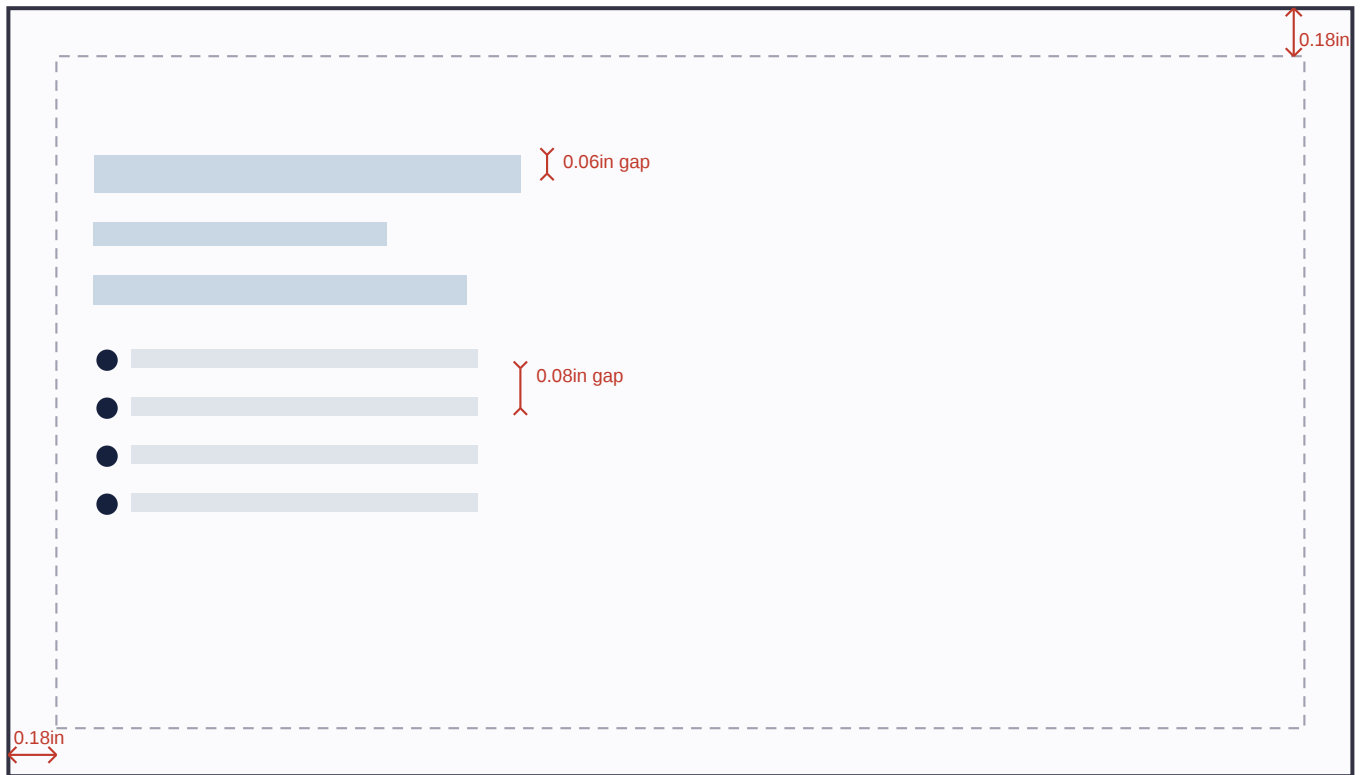
- Contact icons (phone, email, location, web): 8-12pt or 3-5mm — roughly matching or slightly larger than the text next to them.
- Keep consistent spacing: 2-3mm gap between icon and text.
- Icons should align vertically centered with their text line, not just placed arbitrarily.
- Logo/brand mark: usually 10-20mm depending on layout — big enough to be recognizable but not dominate the card.

Margins (Card Edge to Content) — in inches

Margin Type	Size (in)
Safe margin (edge to text/logo)	0.12 - 0.20 in
Bleed area (beyond trim edge)	0.08 - 0.12 in
Trim line to safe zone	0.12 in minimum

Margin & Gap Diagram

Visual reference for safe margins and spacing between elements, with measurements marked in red.



Dashed line = safe margin zone | Red marks = measured gaps

Gaps Between Elements — in inches

Between	Gap (in)
Name -> Job title	0.04 - 0.08 in
Job title -> Company name	0.08 - 0.12 in
Company block -> Contact details block	0.12 - 0.20 in
Between individual contact lines	0.06 - 0.10 in
Icon -> adjacent text	0.08 - 0.12 in
Logo -> nearest text/element	0.16 - 0.24 in
Left block -> right block (two-column layout)	0.20 - 0.32 in

Quick reference (rounded):

- Safe margin: 1/8 to 3/16 inch
- Small gaps (name/title): 1/16 to 1/8 inch
- Medium gaps (section breaks): 1/8 to 1/4 inch
- Large gaps (logo/columns): 1/4 to 1/3 inch

Line Spacing (Leading)

- Body/contact text: 120-140% of font size
- Example: 7pt font -> approximately 9-10pt line height

General Rule

Keep consistent gap multiples (e.g., always in steps of 1mm/0.04in or 2mm/0.08in) across the card — it creates visual rhythm and looks more professional/intentional rather than arbitrary. Don't let text touch the edge or bleed line — always respect the safe zone even if the background color/design extends to the edge.