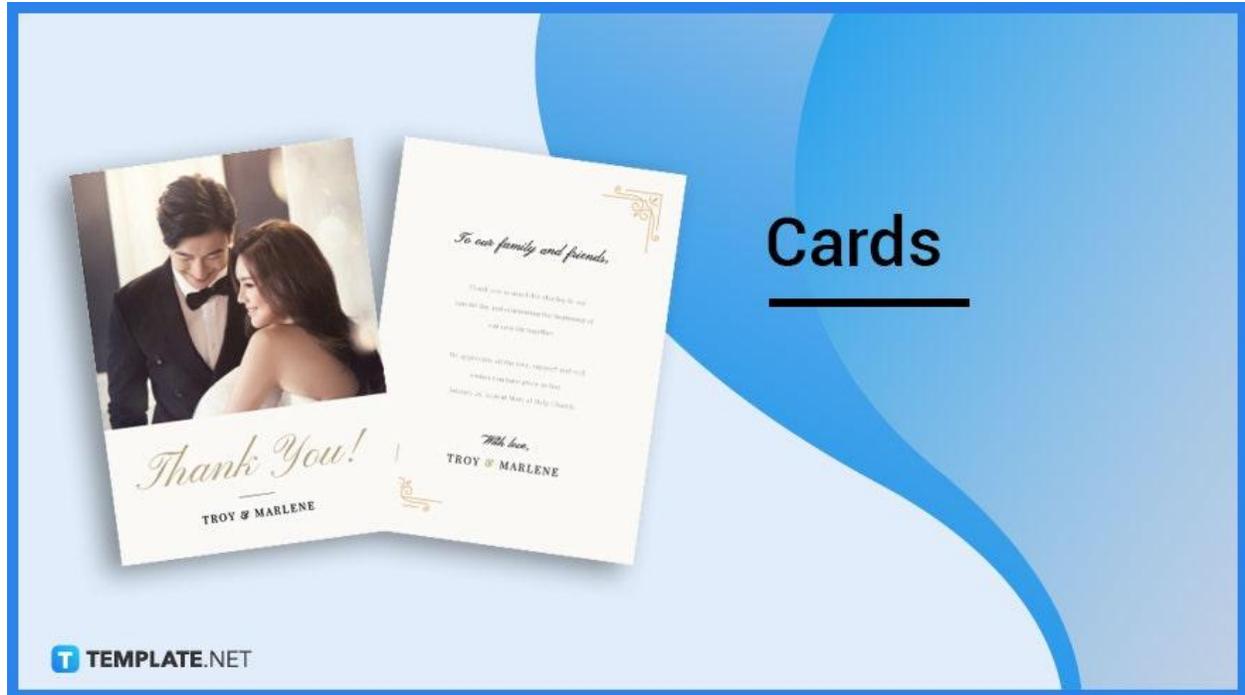


Card

Cards come in different sizes, shapes, colors, and themes. Some cards may be used in formal occasions or and some are used for casual occasions. This small piece made out of either cardboard material or plastic is at times handed out for a specific reason or just made for personal use. There are a lot of uses for cards as well as varieties for each use, ranging from birthday events to identification cards.



Card Definition and Meaning

A card is made out of either stiff paper, pasteboard or plastic and is typically having a rectangular shape. This is used to put in written or printed information which can be handed out to another person or organization or just for personal use.

According to Kyungmin Ko from her blog in 2015, “The thoughts written in letters or cards unlike those in texts are more genuine since the amount of time committed to making the message or putting in the information is more personal considering it is expressed through the context.” With this, cards are still very well received and used by a lot of people despite the continuing technological advancements.

10 Types of Card

There are a lot of types of cards that are regularly used by people. Moreover, these 10 types are the most common in the market until today:

Greeting Card

A [Greeting Card](#) is typically a folded card placed with decorations following a certain theme or occasion. Personal messages are either written or printed on the next page for the recipient.



Business Card

A [Business Card](#) is a printed card having an individual's name, profession, company, company position, address, phone numbers and any other essential personal information



Wedding Card

Wedding Cards are invitations that are handed out to guests weeks or months before an engaged couple's marriage. Some of these cards are printed with the couple's personal message and some other event or program information



Invitation Card

[Invitation Cards](#) are cards given to people who are invited to a special event. Events such as grand openings, engagement parties, birthday parties, Quinceñera, Christmas gatherings and so much more are just some of the events you can use invitations for.



Anniversary Card

An [Anniversary Card](#) is a card used to give out a sentimental message to your loved one. The message inside typically will be a reminder of the number of years a couple or a married couple has been together. Married couples would also be reminded of their wedding dates.



Birthday Card

A [Birthday Card](#) is a specially decorated card with a personalized message inside that is given to a birthday celebrant.



Gift Card

A [Gift Card](#) is typically a tiny card which is given to either a new or loyal consumer of a specific brand or business. This card usually has a specific value indicated in exchange for a particular product or service.



Valentines' Day Greeting Card

Valentines' Day Greeting Cards are usually used to greet both individuals and couples a joyful Valentines' Day. This occasion celebrates love through giving cards and gifts.



Post Card

Post Cards are message cards with an illustration or photo of a place or event in the front page and a blank space for writing at the back page. These cards are sent without envelopes with them.



Christmas Card

Christmas Cards are cards given to individuals during the holiday season to commemorate the celebration of Christmas. This type of card typically has common Christmas decorations like pine trees, Santa Clauses, reindeers and so much more pasted or printed on them.



Card Uses, Purpose, Importance

People might tend to doubt the usefulness of cards given that we have been using hefty computer-based programs that are proven to be much easier and faster. However, cards are still regarded as very important with the main purpose of safekeeping treasured moments and pieces of information about us in life. Moreover, the following are the other main purposes on why cards are still very much important:

Help transport heartfelt message to one person to another

Using cards instead of just using online platforms and text messaging is totally different. Both do have the same action, but very different when it comes to the sincerity of a message. Although very traditional in nature, cards can give you the chance to explain and transport your feelings as well as any piece of information that is very much yours.

Celebrate happy and memorable occasions

As aforementioned, cards are for safekeeping and are often kept. It is obvious that it's totally different from using mobile or computer devices when it comes to keeping track of some important information and messages. Moreover, technological advancement, although very helpful, comes off as quite robotic and not as impactful.

Make you and everyone grateful

Studies have found out that creating a card can make a lot of people happier. Whenever you engrave or print special moments and successes in life in paper, there is a percentage of producing more emotional benefits inside you and to the person you will be sending the card to.

What's In A Card? Parts?

Front

The front part of your card will have either a photo or an illustration that is following the theme, idea or occasion you are commemorating. You can also add a highlighted text of your greeting which could be funny, playful, serious and even romantic.

Core Message

The core message is your personal message written or printed inside the card (folded) or at the back of your card (if not folded). You can put in quotations, poems, songs, puns, or your very own heartfelt words to express your feelings to the recipient.

Inserted Inside Panels

Some cards do not follow the standard folded design but rather it could have multiple folded panels that resembles a brochure. This could give an 'accordion' look in order for you to put in more messages or images inside.

Added Core Pages

Some cards could look like booklets as well in order for you to write long messages or stories. This type of card has all the printing on one side while the other side would be blank pages for you to fill in.

Back

For manufactured cards available in the market, you can see the manufacturing company of the card company, as well as the logo, copyright and additional contact information. However, for your very own handmade card, you can write your name, date, or even your own signature as a logo.

Card Anatomy



How To Design A Card?

1. Pick a Card Size.
2. Think of which theme or concept you want to go for.
3. Select the Card Template.
4. Replace the front design and choose any design you want to add.

5. Insert your message.

6. Add some finishing touches and download.

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T **TEMPLATE.NET**

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Card vs Business Card

A card is also referred to as a “greeting card” given its informal nature. These cards are a product of an individual’s sincerity and creativeness in order to convey good wishes or heartfelt messages for another person or group of people during an event.

Business cards on the other hand do not have much playful designs and are going towards a more formal approach when it comes to conveying messages. These cards are mostly printed as well for the recipient and reader to read clearly.

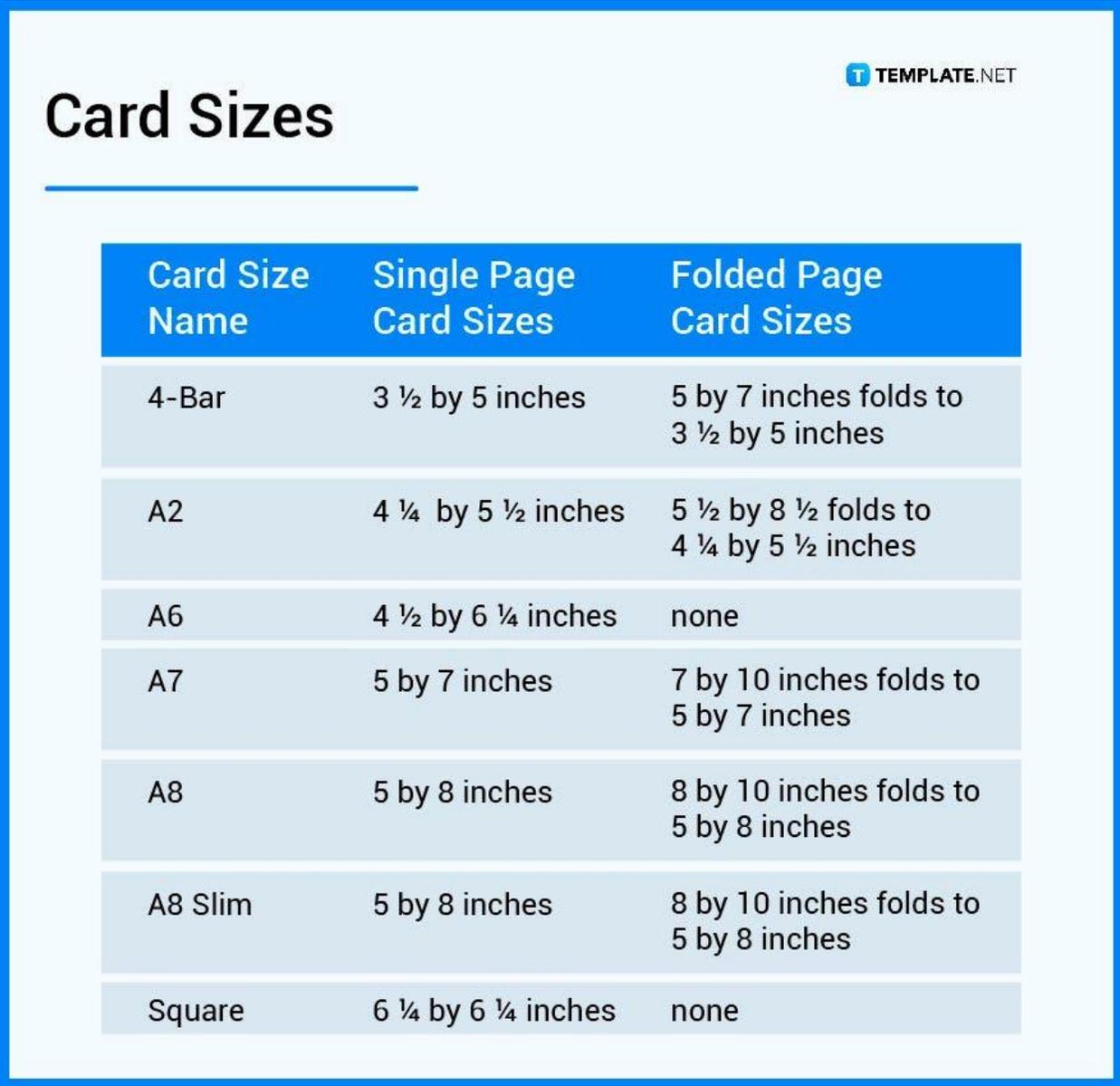
What’s the Difference Between a Card, Invitation Card, Postcard?

A card is also used to greet people during special events or occasions. These types of cards can also be printed or written in a single page or a folded one.

An invitation card is used by many to make a polite or friendly request to an individual or a group of people to go somewhere or to do something in particular. This type of card can also be printed or personally written in a single page or a folded one and is typically inserted inside a baronial envelope.

A postcard is a single page card with a large image or photo on the front and a blank space for a written message in the back. The front page can be commercially manufactured, however, the backs must be personally filled in by the recipient to convert a short personal message.

Card Sizes



Card Sizes

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Card Size Name	Single Page Card Sizes	Folded Page Card Sizes
4-Bar	3 ½ by 5 inches	5 by 7 inches folds to 3 ½ by 5 inches
A2	4 ¼ by 5 ½ inches	5 ½ by 8 ½ folds to 4 ¼ by 5 ½ inches
A6	4 ½ by 6 ¼ inches	none
A7	5 by 7 inches	7 by 10 inches folds to 5 by 7 inches
A8	5 by 8 inches	8 by 10 inches folds to 5 by 8 inches
A8 Slim	5 by 8 inches	8 by 10 inches folds to 5 by 8 inches
Square	6 ¼ by 6 ¼ inches	none

Card Ideas & Examples

If you're looking for more concepts and ideas for your next card, you can try checking our Card Ideas collection. You can see so much more designs following specific themes that you might want to incorporate into your very own card. This way, it's so much easier and faster to print them in one go.

- Card Ideas and Examples
- Greeting Card Ideas and Examples
- Unique Ideas for Card Examples
- Invitation Ideas and Examples
- Valentines' Greeting Card Ideas and Examples
- Wedding Card Ideas and Examples
- Anniversary Card Ideas and Examples
- Card Ideas and Examples for Christmas
- Postcard Ideas and Examples
- Birthday Card Ideas and Examples

FAQs

What Elements Should a Card Have?

A common card should have at least three main elements that are either printed, written or creatively handmade. These are, a front page, an inside message, and a back page.

What Are the Cards Used for Business?

Brands and businesses usually use a different kind of paper that is much thicker and sturdier to withstand certain temperatures. The most commonly used are cards stocks that are either matte or glossy. For photos, businesses use photo stocks. However, if the brand is going for a more casual approach, textured stocks could work as well.

What Are the Components of a Card?

The main three components of a card, especially a greeting card, should be; front page, inside message, and the back page. Having a baronial envelope to cover the card is optional.

What Is the Importance of ID Cards?

ID cards are much different from your usual greeting cards. However, these are essential since these have an individual's important data. Essential personal information such as name, numbers, company, profession and so on are placed in a typical ID card.

What Is Card Sorting?

Card sorting is a manner of alphabetically sorting cards in businesses and organizations in order to have a more effective and organized working stance.

What Are the Parts of a Card?

The main parts of a card are the front, core message, inserted inside panels or added core pages, and the back.

What Is a Certificate Card?

A certificate card is a card given to acknowledge an individual who is eligible to receive a certain prize, amount, product or service in a specific date.

What Is Required to Obtain a Card?

To obtain a greeting card, you can simply buy commercial ones in book stores or stationary centers any time of day. Meanwhile, for business-related cards (ID cards, business cards, government issued cards), you might need to undergo a certain process or interview to get these types since these require a certain certification.

What Should be Included in a Card?

A personal message should always be included in a typical card. Without a message, the card is incomplete.

What Are Some Tips for a Standout Card Design?

Show your creativity! Follow a theme and think of some designs you could incorporate into the theme. Vibrant as well as pastel colors are real trendy right now which could also be a standout element of your card layout and design.