

Greeting Cards

Greeting cards are one of the common cards used in events, gatherings, and occasions. Whether you are celebrating a birthday, anniversary, or graduation, greeting cards are essential as they are filled with heartfelt messages for the reader.



Greeting Card Definition & Meaning

A greeting card is a creative and meaningful card that holds messages of encouragement, motivational quotes, and/or sincere wishes

Preparing greeting cards is a touching way to express your thoughtfulness to your loved ones, as well as to convey your deep appreciation and gratitude to people.

What Is a Greeting Card?

Greeting cards are online or printable forms of communication to convey sincere thoughts of appreciation and wishes to a specific person. Greeting cards are either minimal, contemporary, or colorful in design as they are used for certain types of events, gatherings, or special occasions.

10 Types of Greeting Cards

Birthday Greeting Cards

[Birthday greeting cards](#) are used to send good wishes to the person who is celebrating their day of birth. They often have blank spaces to allow the sender to write a personalized greeting for the birthday celebrant. These greeting cards will most likely bring a smile to the receiver.



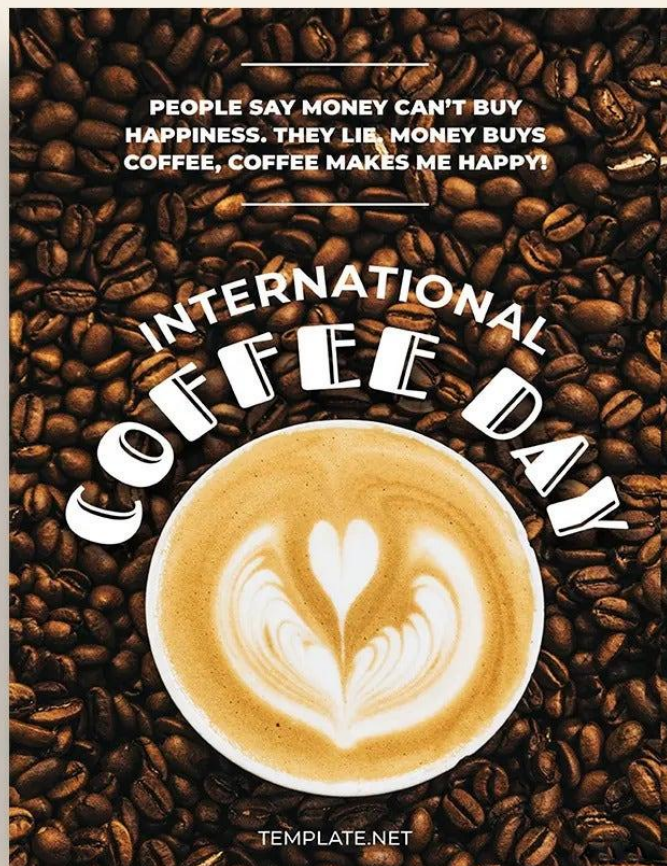
Anniversary Greeting Cards

[Anniversary greeting cards](#) are a type of greeting card used for anniversary celebrations and annual events. Make the celebration more meaningful by reminding the celebrants how long they've been together. Whether you are celebrating a silver, gold, or diamond wedding anniversary, these cards are perfect for the occasion.



International Day Greeting Cards

People send [International Day greeting cards](#) to celebrate various events around the world. Some examples are International Teachers' Day, International Women's Day, International Mother Earth Day, International Youth Day, and International Coffee Day. We have a diverse collection of greeting cards that you can check out.



New Year Greeting Cards

Every New Year's Day, many people around the world create their own [New Year greeting cards](#) to send best wishes to their loved ones. People send their greetings through these cards to spread their wishes for happiness, health, joy, and love. Start the year positively with a meaningful and memorable New Year greeting card.



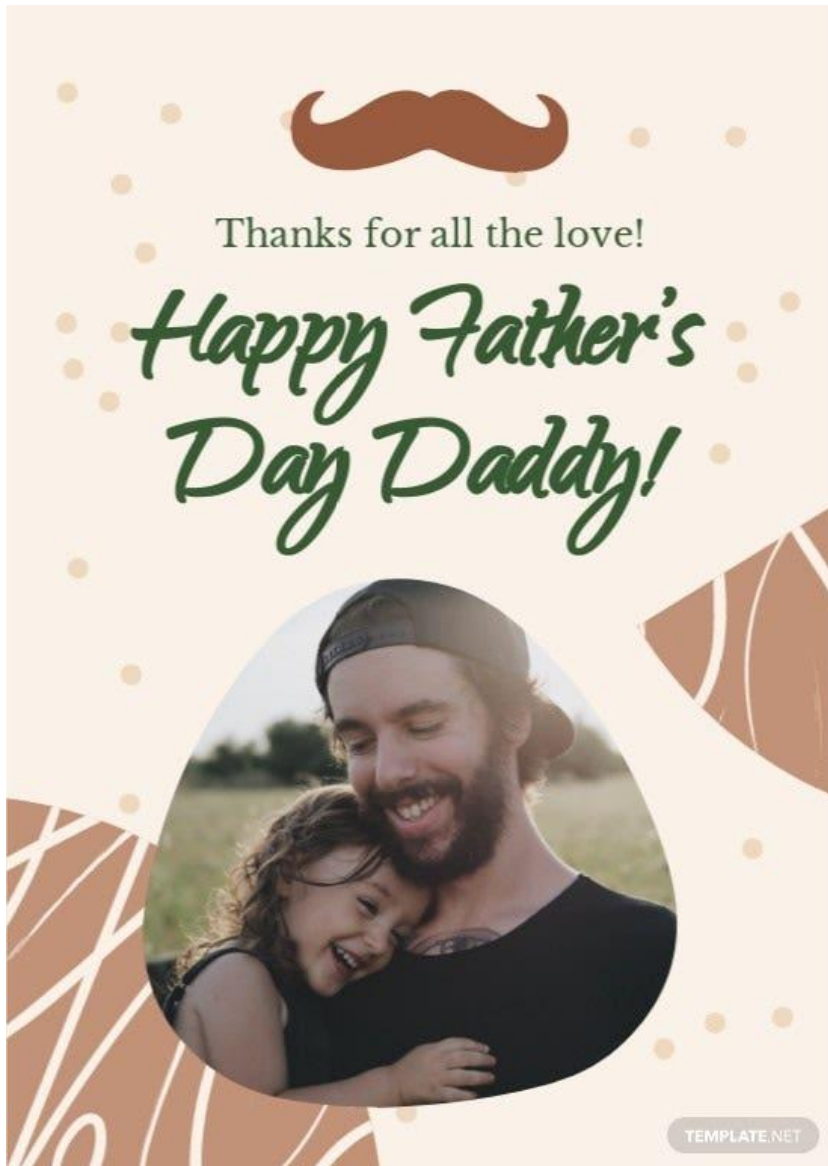
Wedding Greeting Cards

Wedding greeting cards are sent to convey your sincere thoughts and wishes to the couple who are tying the knot. These greeting cards can also be used for bridal showers and engagements. Whatever the culture or religion, a wedding greeting card filled with flower graphics will mean a lot to the couple.



Father's Day Cards

[Father's Day greeting cards](#) are a type of greeting card for expressing your deep appreciation and heartfelt gratitude to your father. You can also send one to your grandfather, stepfather, great-grandfather, and even those who served as father figures. Tell them that they're the best dad in the universe through a greeting card.



Friendship Day Greeting Cards

Friendship Day greeting cards are handmade or digital greeting cards to celebrate your relationship with your friends. Tell them how you feel about them by writing heartwarming and funny messages inside the cards. Make friendships last and send pop-up greeting cards to your friends.



Sports Day Greeting Cards

[Sports Day greeting cards](#) are high-quality greeting cards for different kinds of sports events. These events include basketball, football, soccer, badminton, bowling, ice skating, swimming, hockey, and volleyball. These greeting cards are used in schools, cities, regions, and international sports competitions.



Photo Greeting Cards

Make customized and fantastic [photo greeting cards](#) for various special events, holidays, and occasions. This type of greeting card has custom graphics with various designs and motifs. These cards contain images or photos based on the event or occasion.



Christmas Greeting Cards

Christmas greeting cards are made to celebrate the occasion with your family, friends, and loved ones. These greeting cards are used during the season of gift-giving, family and other social gatherings, and feasting. Wish a Merry Christmas and make it tangible through a Hallmark-inspired Christmas greeting card.



Greeting Card Uses, Purpose, and Importance

There are several common uses of greeting cards based on different kinds of special events, gatherings, and occasions around the world. They also hold a unique purpose and importance for everyone. Below are the general uses, purpose, and importance of greeting cards.

Commemoration

Many people use greeting cards to write their thoughts, feelings, and sentiments in their greeting cards. Greeting cards are sent during birthdays, graduations, and other special events such as Passover Sunday, Thanksgiving, and Valentine's Day.

Emotional and Social Connection

Greeting cards are mainly used to express all the human emotions such as admiration, joy, humor, thanks, and love. Creating greeting cards allows us to connect on an emotional level. They promote emotional impact when compared to receiving emails or texts and make people feel that they are being cared about.

Comfort

These cards are written and made to carry messages of affection, respect, or condolence. They provide comforting assurance of personal interest to the receiver, mainly during difficult times of grieving or severe stress and depression due to economic or financial crisis or when disaster strikes.

Motivation

Writing and sending greeting cards to our family and friends and other people is a great way to give them motivation and help them to cope with their problems. This will remind them that we are always there for them when they need encouragement and support.

Lasting Memories

When you make a greeting card, it helps the person to whom you will send your letter or card to reminisce the moments you have been together. They will hold onto your messages written on the greeting cards as keepsakes forever.

What's in a Greeting Card? Parts?

Front Cover

The cover or front of the card may be a photo, text only, or a combination of text and images. The front of the card is what initially grabs attention and sets the tone (funny, serious, romantic, playful) for the card.

Personal Message

Include "Happy Birthday" or "Season's Greetings!" You can also add a poem, quotation, or the punchline of a joke that began on the front. The inside message typically appears on the right-hand side of the open side-fold card with the left side blank.

Graphics/Illustrations

The front and inner pages of the greeting card contain some minimal or colorful graphic elements or bright illustrations. Add some traditional or digital drawings to your greeting card to make it more personalized.

Back Part

The back of the greeting card is where you'll find the name of the greeting card company, logo, and contact information. If you are making your personalized greeting cards, you might want to include your name and date or a personal stamp or logo.

Greeting Card Anatomy

Front
Cover



Graphics/
Illustrations

Personal
Message

Thank you!
For celebrating this special day with us.
For being a part of an occasion that will bless us for a
lifetime.
For giving your time and effort to make this moment
happen.
We wish you the best of everyday!



Back Part

How to Design a Greeting Card

1. Choose a Greeting Card Size
2. Think about the purpose of your greeting card
3. Select the [Greeting Card Template](#)

4. Design the layout of your greeting card
5. Choose your color palette and font
6. Write your messages
7. Edit and revise, finalize, and download your work

You can also refer to these informative articles on how to create appealing greeting cards in other designs and themes:

- [How to Make a Greeting Card](#)
- [How to Make Handmade Greeting Card Designs](#)

TEMPLATE.NET

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Greeting Card vs. Postcard

Greeting cards are written forms of communication with personal notes, messages, and phrases that show heartwarming appreciation, gratitude, and love to the recipient.

Postcards are mostly used in businesses to introduce new products and services, announce a special offer, and invite people to a seminar or tradeshow event.

What's the Difference Between a Greeting Card, Card, and Invitation Card?

Greeting cards are used to send your wishes for a happy birthday, congratulations on the birth of a child, or condolences on the death of a loved one and they contain short handwritten notes and beautiful phrases.

Cards come in various types and purposes and these include credit cards, debit cards, playing cards, business cards, display cards, gift cards, discount cards, library cards, and trading cards.

Invitation cards are used to formally invite a person or a group of people to a special event, gathering, or occasion, and contain details such as the date, time, and location of the event.

Greeting Card Sizes

When printing greeting cards, many people use [greeting card sizes](#) standard in US and UK papers. The common US standard card size for greeting cards is an A2 sized card with a measurement of 4.25 in. x 5.5 in. Some of the more widely used standard greeting card and photo print sizes in the US and UK are 4×6, 5×7, and 8×10 inches.

Greeting Card Sizes

SIZES	FOLDED CARD SIZE	UNFOLDED CARD (LONG WAY)	UNFOLDED CARD (SHORT WAY)
A-2	5 ½" x 4 ¼"	5 ½" x 8 ½"	11" x 4 ¼"
A-6	6 ¼" x 4 ½"	6 ¼" x 9"	12 ½" x 4 ½"
A-7	7" x 5"	7" x 10"	14" x 5"
A-8	7 ⅞" x 5 ¼"	7 ⅞" x 10 ½"	15 ¾" x 5 ¼"

Greeting Card Ideas & Examples

If you are looking for new ideas for your next greeting card, we highly suggest that you check our collection of greeting card ideas. You will see some of the best greeting card designs that you can use when you make your own personalized and visually-appealing greeting cards.

- [Greeting Card Ideas and Examples](#)
- [Ideas for Kids Greeting Card Examples](#)
- [Birthday Greeting Card Ideas and Examples](#)
- [Ideas for Anniversary Greeting Card Examples](#)
- [Design Ideas for Teacher Greeting card with Examples](#)
- [Greeting Card Ideas and Examples for Friend](#)
- [Farewell Greeting Card Ideas and Examples](#)
- [Ideas for Making Fathers Day Postcard](#)
- [Holiday Greeting Card Ideas and Examples](#)
- [Wedding Greeting Card Ideas and Examples](#)

FAQs

What Is Your Greeting Card Quality?

A good greeting card quality is measured based on the thickness or weight of the organic card stock, ideally between 250 and 400 gsm.

What Are Greeting Cards Used For?

Greeting cards are used to send illustrated messages to express feelings of affection, gratitude, goodwill, or sympathy.

What to Write on a Greeting Card?

You can write messages such as wishing the person a lifetime of happiness and congratulating them on an achievement.

Why Are Greeting Cards Important?

Greeting cards are important because they help the recipients to appreciate the message from the sender, establish timely communication, and convey essential values.

What Is the Standard Size for a Greeting Card?

In US and Canada, the standard greeting card size is one-quarter of an 8-½" x 11" sheet of card stock or 5" x 7", while the most common standard size in the UK is 4" high x 8.25" wide.

How to Fold a Greeting Card?

If you are folding a portrait greeting card, make it easy by cutting a single piece of letter-size or A4 paper in half, holding the paper lengthwise, and folding it in half from side to side.

How to Organize Greeting Cards?

To organize greeting cards, use a plastic bin or a canvas lidded box or an archival safe paperboard box to store your greeting cards, and other stationery cards, quilling cards, letters, and notes.

Why Are Greeting Cards So Popular?

Greeting cards are popular nowadays despite the rise of social media platforms because people of all ages associate greeting cards with special events like birthdays, weddings, and holidays.

Are Envelopes Included with the Greeting Cards?

There are instances where some greeting cards include standard envelopes, while others include folders, this will depend on the manufacturer or stationery shop.

How to Start a Greeting Card Business?

To start a greeting card business, choose your niche wisely, develop a cohesive business plan, acquire small business funding, manage your stationery arts and crafts supplies, and market your greeting cards on social media.