Make your presence felt with these Business Cards Trends in 2023

First impressions are extremely crucial.

Several studies have shown that it takes just seven seconds for us to form a first impression of something or someone which doesn't really give us time to shine. And this is the reason why everything that we do in those seven seconds has to count.

When it comes to business, this is especially true as people are bombarded with advertising and brand messages every single day. It's easy for every contact with a business to feel forced when consumers are faced with up 5.000 ads a day.

And this is where business cards like the [Painted Edge Business Cards](#) come into the picture. Let's take a look at some of the types that will be trending in 2023.

The Top Business Card Trends in 2023

(1) **Minimalism:** Do you remember the main goal of a business card? Well, it is to give the recipient information about a business.

There should be a phone number, an email address, a website, and other prevalent details. But with all of these to contend with, cards can start to look messy and a bit "busy."

And you see, this is the reason why lots of brands have reverted back to a minimalist design.

When you keep things simple, the recipient can get all the details they need, without having to shift through loud colors and unnecessary graphics that can divert the cards' real purpose. Minimalist Square Business Cards also have an air of sophistication about them, and that is what goes a long way in building respect and authority for brands.

(2) **Heavy Cardstock:** Gone are the days of flimsy business cards. In 2023, we are moving towards a time of thicker cardstock.

But this begs the question, does it really matter how thick the card is?

Ultra-thick cardstock features are the epitome of quality and substance, and when you share cards like these, you are essentially saying that your brand has the same

qualities. This year, you should definitely go thick, as that will give a longer-lasting impression to your customers and clients.

(3) **Painted Edges:** Think about it!! You go to an event and pick up a fistful of business cards. These business cards will usually sit for edges in a pile on your desk until you eventually get around to sifting through them, or more likely. Throw them away.

Now imagine if your business card has a bright green, blue, or pink border. When it stays hidden in that pile, nestled snugly amongst all other business cards, that is not going to be "just another one in the stack."

Rather, these Painted Edge Business Cards are definitely going to stand out.

This year, businesses will be looking to be more creative than ever, with their business card designs, and this modern, vibrant trend is so simple but set to be so big. By opting for Painted Edge Business Cards, you are not only keeping things professional but also you are giving your card the chance to shine in a pile.

(4) **Die-Cutting:** There's a really easy and quick way to make your business card stand out. And that is by designing it in a non-traditional rectangle shape. You might have observed in recent years that a lot of businesses are turning to [Square Business Cards](#) designs or portrait layouts rather than landscape ones. But with these types of cards, things are about to get a whole lot more creative.

With die-cut cards, you can turn your business cards into any shape you want, and thus you are only limited by your imagination. Not only will these cards help you stand out amongst a melee of boring rectangular cards, but also, these cards present the opportunity to really reflect your branding in your card.

Final Take:
By tapping into some of the key business card trends of 2023, and applying them to their own designs, you can really make your business card stand out while making those first seven seconds count and keeping your branding on point.

If you are on the lookout for manufacturers of business cards, like Painted Edge Business Cards, K12 Print can be a good option. Visit their site and design a business card that will take your brand to the absolute next level.