10 top examples of letterpress business cards

Using the oldest form of printing to create memorable business cards can help beat off the competition. Here are 10 stunning examples of exactly what letterpress printing can achieve.

Letterpress printing has been around for hundreds of years and yet remains one of the hottest trends in stationery.

The ancient technique involves a surface with raised letters or artwork inked and then pressed into thick, soft paper, adding an exciting, tactile quality to the design.

Known for producing a clean and elegant style, the letterpress technique is favoured by many designers for creating unique and eye-catching business cards. Here we've picked ten brilliant examples: which one is your favourite?

01. Fizz

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These coasters complement Fizz Creative's 'Design straight up with a twist' motto perfectly
Graphic designers Jasen Melnick and Katie Major used letterpress printing to create these awesome retro-style coasters to promote their award-winning boutique studio Fizz Creative. The design perfectly complements the duo's motto, 'Design straight up with a twist'.

Featuring two Pantone colours, and printed on thick, ivory white stock, these business cards won awards from the AIGA Cleveland Design Competition and from the HOW+Print Color in Design Competition.

02. Dare

These letterpress printed cards feature ASCII images of individual employees. We want some!

We love these innovative designs by creative agency Dare. The company describes itself as 'a merger of a traditional agency and digital shop', so it wanted business cards that also combine old with new. Employees were invited to upload a picture of themselves and enter their email and phone numbers. An ASCII image was then automatically created using characters from their contact details.

The company then chose to letterpress these images onto individual business cards in order to re-emphasise the idea of traditional techniques meeting digital. Awesome.

03. Pablo Abad

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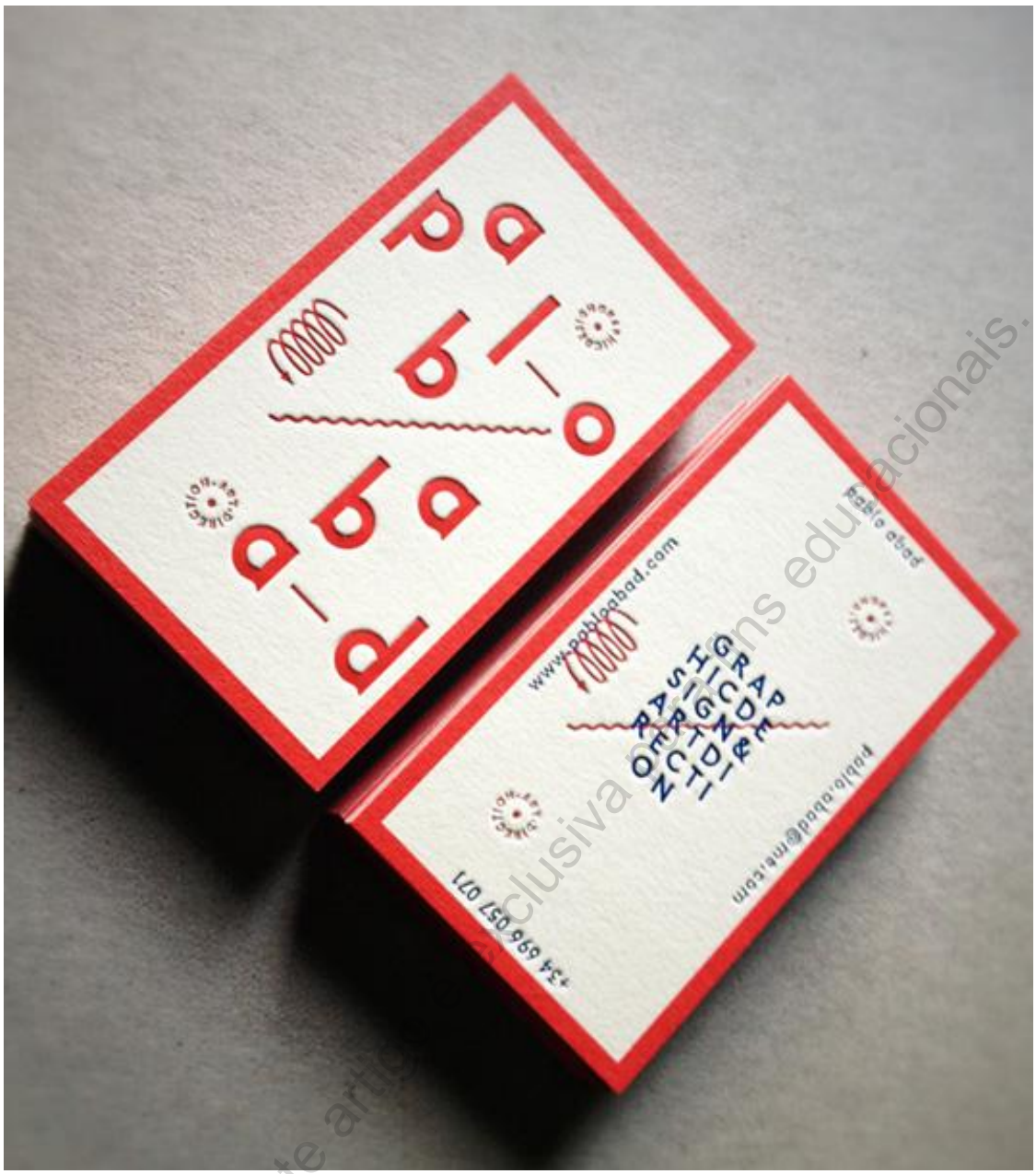

Pablo Abad created this sans-serif typeface specifically for this project

This beautiful design was created by Madrid-based graphic designer and art director Pablo Abad. In a quest to create a new visual identity, Abad designed a bespoke geometric sans-serif typeface gara.

The clean, yet edgy design makes it eye-catching but still easy to understand. Abad's love of illustration and typography is clear in this very personal project.

04. Shyama Golden

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Shyama Golden - 'It Rhymes with Llama'. As in Shama-Llama, get it?

It's always an awkward moment when you can't pronounce someone's name or get it wrong. To ensure that never happens again, artist and designer Shyama Golden designed these funky letterpressed business cards with her catchphrase 'It Rhymes with Llama'.

Printed on Cranes lettra cotton paper, with 100% hand-drawn type and a hand-drawn llama, these beauties are one-colour letterpress printing at its best.

05. Luke Lucas

Luke Lucas's card uses specialist ink which makes it glow in the dark. Ooooooooh!

After developing a new script-based logo, typographer and graphic designer Luke Lucas decided to update his business cards to show it off. Featuring his name on one side and his logo on the other, Lucas's card is no ordinary one.

Printed on 600gsm Lettra cotton stock, the letterpress design uses phosphorescent ink so that in regular light it appears as a simple debossing but when the lights dim, the logo illuminates in a bright green. Very cool.

06. James Prunean

James Prunean lovingly created these awesome business cards for his brother Ovi

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As is often the case, simplicity can work wonders. A perfect example of this is these gorgeous letterpressed business cards created by graphic designer James Prunean for his brother, Ovi.

Prunean used strong, bold colours that immediately catch your eye and at a first glance look very similar to Pantone colour cards. Printed on 220lb cotton paper, the soft yet strong impression has reportedly helped painter Ovi beat off a lot competition. And we can see why!

07. Jennifer Daniel

Jennifer Daniel loves unicorns. Can you tell?

These quirky but cool business cards belong to Bloomberg Buisnessweek's graphic director Jennifer Daniel. An internationally recognised illustrator, designer and art director, Daniel is also a lover of unicorns.

After having a hard time choosing from her designs, she decided to have three printed, each one as memorable as the next and featuring her RSI-inducing contact email along the bottom. We wonder whether she's got any unicorn grooming business off the back of them?

08. Plaid Lab

Does anyone else want to stroke this business card?

The Plaid Lab is the portfolio of designer Mark Saunders, and the design for his business card was clearly inspired by that name. The gorgeous, brightly coloured designs feature the plaid pattern, consisting of crossed horizontal and vertical bands in two or more colours.

The cards were letterpress printed on heavy 220lb Cover Crane Lettra Pearl White stock and used overprinting inks to create the rich and saturated colours. The printing is so good, it actually looks like Plaid material forms part of the card. An obvious but very clever design.

09. Rabbit Hole

With this business card you also get a cute desktop companion

This beautiful design grabbed our attention as soon as we saw it. Why? Not only because of the gorgeous impressions in fluourescent green with a double hit of silver on Beer Matt Board 390gsm but also because you can turn it into a rabbit.

Yes, you read that right. Several shapes are die-cut out and can be put together to create a stylised bunny. Cool, huh? We bet the guys at letterpress and design agency The Hungry Workshop had great fun creating these for The Rabbit Hole Ideation Cafe.

10. Still Liquor

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The message here is not to drink and drive. Hence the word still.

This classy design was created for Still Liquor, a bar and micro distillery in a reclaimed bootleg liquor and auto shop in Seattle. To convey the bar's rich heritage, New York-based multi-disciplinary design practice Javas Lehn studio decided to use the iconic Ford Model T silhouette, bold type and unexpected contemporary compositions.

The final, clean design was then letterpress-printed onto Eska board stock, using a bright shade of red to accentuate the bold type. If the bar itself is a classy as its business card, we'd definitely drink there.

Fonte:CreativeBloq, 3 Sep. 2012. [Portal] Disponível em: <http://www.creativebloq.com/design/10-top-letterpress-business-cards-912651>. Acesso em: 3 Sep. 2012.

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