

bizcard: A $\text{\LaTeX} 2_{\epsilon}$ package for business/visiting/calling cards*

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Abstract

This is a package for typesetting business/visiting/calling cards¹ in the standard size $2'' \times 3.5''$.

1 Introduction

This style is an adaption of `card.sty` by Silvano Balemi, a $\text{\LaTeX} 2.09$ style for the same purpose. The original style file can be found under

`CTAN:macros/latex209/contrib/misc/card.sty`

I adapted it to $\text{\LaTeX} 2_{\epsilon}$, wrote the documentation (the docs in Silvano's original file are, unfortunately, slightly wrong), and changed the size of the cards to the American standard size $2'' \times 3.5''$. (At least, there is a standard for biz cards in the USA.)

If you are interested in other uses for business cards, and a reason why they *have* to have the proportions 4×7 , go to

<http://users.aol.com/polygons/bcards/bcards1.html> or
<http://world.std.com/~j9/sponge/>

2 Requirements

If the package finds that the current text area is not large enough for a sheet of biz cards ($179 \text{ mm} \times 255 \text{ mm}$), it will load the `geometry` package (from `CTAN:macros/latex/contrib/supported/geometry/` to set a sufficiently large text area.

*This file has version number 1.1, last revised 1999/09/04.

¹I'm unsure about the correct term; my dictionary says visiting/calling card, but 'visiting card' sounds awfully like a literal translation of the German 'Visitenkarte', and I've only heard them referred to as 'business cards', so that's what I'm calling them.

If you do not have the `geometry` package, or your version is too old, you can load a different package to enlarge the text area (eg. `vmargin` or `typearea`) before loading `bizcard` and thereby avoid loading `geometry`.

3 Installation

The actual package is produced by running `TEX` on `bizcard.ins`. This produces `bizcard.sty`, the style file, which must be moved where `TEX` can find it.

4 Options

The package accepts four options that affect how the dimensions of the cards are marked:

`star` (default) tiny stars in the corners of the cards.

`none` no marks. Figure out for yourself where the cards end. Allegedly useful for double-sided cards.

`frame` full frames around the cards. Useful for designing new cards.

`flat` non-invasive marks that are outside the cards (like crop marks.) Most useful if you are cutting the cards on a guillotine cutting machine.

5 The bizcard environment

The `bizcard` environment contains the description of the card. It is implemented via a `picture` environment with the `\unitlength` of 1 mm and the dimensions 89×51 . Therefore, you can use all the `picture` commands in it—indeed, you have to.

The `bizcard` environment will print one page of 10 biz cards.

6 Example

The package is used like this:

```
1 \example
2 \documentclass[a4paper]{article}
3
4 \usepackage[flat]{bizcard}
5
6 \begin{document}
7
8 \begin{bizcard}
9   \sffamily
10
```

```

11 \put(19,38){\makebox(50,5){\Large\bfseries Sebastian Kirsch}}
12 \put(19,32){\makebox(50,5){\large -- origami art --}}
13
14 \put(7,14){\makebox(79,4)[t1]{Marh{"o}ferstra{\ss}e 23A}}
15 \put(7,10){\makebox(79,4)[t1]{66978 Clausen}}
16 \put(7,6){\makebox(79,4)[t1]{Germany}}
17
18 \put(43,14){\makebox(10,4)[tr]{e-mail:}}
19 \put(57,14){\makebox(25,4)[tr]{skirsch@t-online.de}}
20
21 \put(43,10){\makebox(10,4)[tr]{phone:}}
22 \put(57,10){\makebox(25,4)[tr]{+49\,6333\,4653}}
23
24 \put(43,6){\makebox(10,4)[tr]{fax:}}
25 \put(57,6){\makebox(25,4)[tr]{+49\,6333\,7222}}
26 \end{bizcard}
27
28 \end{document}
29 \end{example}

```

7 Legal rubbish

bizcard: A L^AT_EX 2_ε package for business/visiting/calling cards

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8 The docstrip modules

This file contains three modules to direct docstrip in generating the external files:

| | |
|---------|------------------------------------------------|
| driver | A short driver for producing the documentation |
| package | The package itself |
| example | The example mentioned above |

9 The Code

9.1 Introduction

First we have to introduce ourselves.

```
30 <*package>
31 \NeedsTeXFormat{LaTeX2e}
32 \ProvidesPackage{bizcard}%
33 [\filedate\space v\fileversion\space Package for business cards]
```

9.2 Marks

```
34 \newcommand*{\bizcard@marks}{}
```

Create no marks. Useful when printing double-sided cards.

```
35 \DeclareOption{none}{\renewcommand{\bizcard@marks}{}}
```

Draws the full frame around each card. Useful for designing a card.

```
36 \DeclareOption{frame}{\renewcommand{\bizcard@marks}{%
37   \multiput(0,0)(0,51){6}{\line(1,0){178}}
38   \multiput(0,0)(89,0){3}{\line(0,1){255}}}}
```

Creates small star at all corners of all cards.

```
39 \DeclareOption{star}{\renewcommand{\bizcard@marks}{%
40   \multiput(0,0)(0,51){6}{\makebox(0.0,0.1)[c]{\tiny +}}
41   \multiput(89,0)(0,51){6}{\makebox(0.0,0.1)[c]{\tiny +}}
42   \multiput(178,0)(0,51){6}{\makebox(0.0,0.1)[c]{\tiny +}}}}
```

These marks are not invasive. Marks are not put on the cards.

```
43 \DeclareOption{flat}{\renewcommand{\bizcard@marks}{%
44   \thinlines
45   \multiput(0,-.5)(89,0){3}{\line(0,-1){5}}
46   \multiput(0,255.5)(89,0){3}{\line(0,1){5}}
47   \multiput(-.5,0)(0,51){6}{\line(-1,0){5}}
48   \multiput(178.5,0)(0,51){6}{\line(1,0){5}}}}
```

Default marks are star marks.

```
49 \ExecuteOptions{star}
50
51 \ProcessOptions
```

9.3 Type area

If the package finds that the dimensions of the body are too small to contain a sheet of biz cards, it will call the `geometry` package to make enough room.

```
52 \RequirePackage{ifthen}
53
54 \ifthenelse{%
55   \lengthtest{\textwidth<178.8mm}\or\lengthtest{\textheight<255mm}}{%
56   \RequirePackage[body={178.8mm,255mm},noheadfoot]{geometry}[1998/04/08]%
57   }{}}
```

9.4 The bizcard environment

The `bizcard` environment uses two `picture` environments to typeset both the single card and the full sheet of pages.

```
58 \newsavebox{\bizcard@box}
59
60 \newenvironment{bizcard}{%
61   \setlength{\unitlength}{1mm}%
62   \begin{lrbox}{\bizcard@box}%
63     \begin{picture}(89,51)%
64       }{%
65     \end{picture}%
66   \end{lrbox}%
67   \thispagestyle{empty}%
68   \noindent\begin{picture}(178,255)(0,0)%
69     \multiput(0,0)(0,51){5}{\usebox{\bizcard@box}}
70     \multiput(89,0)(0,51){5}{\usebox{\bizcard@box}}
71     \bizcard@marks
72   \end{picture}
73 }
74 \end{package}
```