



Eco-friendly and recycled options are in high demand and here to stay. Our Vintage Craft is a great option for clients wanting an all natural card stock.

Here are a few reminders, tips and tricks on how to design your cards and get the best results on this stock.

**Vintage Craft is not your average paper.**

This is the major aspect of Vintage Kraft that many people tend to overlook. Vintage Kraft is made from recycled paper and is naturally various shades of brown, not white. It also has a pulp-y texture as a result of the recycling process. Upon close inspection, you can see little specks of the papers that were crushed and combine to make the paper.

**Craft + Color**

As a general rule, colors on your computer screen are not a 100% accurate depiction of how colors will show after printing. With Craft this is especially true. Since ink is a liquid, the color can change depending on what it is printed on top of. The darker the paper, the less ink will be visible. Knowing this, we can assume that color will be affected by the brown tones in the Vintage Craft stock. Below is a design file before and after printing on Vintage Craft. You can see clearly see the difference in how the color appears before and after printing:



DIGITAL FILE



PRINTED FILE

**Bold is Better On Vintage Craft**

Since craft is naturally varying shades of brown, colors that are lighter have a difficult time showing after printing. Colors that are bolder or darker on the color scale tend to have the best results.

**When in Doubt, Go with Black**

If you aren't sure what colors to go with for your design, try a vintage style all black design on craft as seen in the photos below.



Recommended CMYK Colors

It is difficult to predetermine how color will appear after printing, especially on non-white stock such as Vintage Craft. Below are CMYK color swatches that we believe achieve positive results when processed on Craft paper. **Please note that the colors are for guidance only. Color shifting is possible between print runs and varies from stock to stock and by finishing option.**



\*Not recommended for text