

*Designers' Fine*  
P R E S S

Foil Stamping

INSIDE:

Introduction to Foil Stamping

Foil Palette

Paper Types, Sizes, and Selection Guide

Designing for Foil Stamping

## *the method: foil stamp*

Foil stamping is a specialty printing process with a rich history in adorning precious literary titles with glistening metallic embellishments.

Today, this artisan print method continues to thrive because of its unique finish—opaque, shiny and decadent! Like letterpress, there is nothing computerized about this plate based print method. Foil stamping uses heat, pressure, thin films of foil, and metal dies. Skilled operators heat a plate then use mechanical pressure to imprint and seal a thin film of foil onto the paper. Foil is applied one color at a time and requires constant attention to alignment, paper feeding, and temperature. The temperature is adjusted to best suit the artwork to assure consistent foil coverage throughout each and every print job.

## *the art*

Foil stamping loves art with line weights greater than 0.4pt. Coverage is typically opaque, as the foil seals to the top of the paper. Designs with large, all-over coverage or an extreme contrast between thick and thin lines may require special handling for the best opacity and finished results (fee applies).

Foil stamping can be mixed with other print methods like letterpress, thermography, flat and full color digital printing.

## *the colors*

We have over 25 in-house foil colors to choose from! You can also order a custom foil color from pre-set vendor palettes (fee applies). Unlike inks, foil cannot be custom ordered referencing a Pantone number.

Most foil colors have an opaque finish, so the paper color typically does not affect the final color. There are some semi-translucent foils, like Champagne and Cameo, which are recommended for light stocks only.

## *opacity*

Foil sits on top of the canvas it is sealed to, creating opaque coverage. The final foil color is not typically affected by the color of the paper printed upon, making it great for light colors on dark papers.

FOIL COLOR  
+ PAPER  
FOIL COLOR



Some foils are specialty and formulated to be semi-translucent, like Champagne and Cameo, and are recommended for light stocks only.

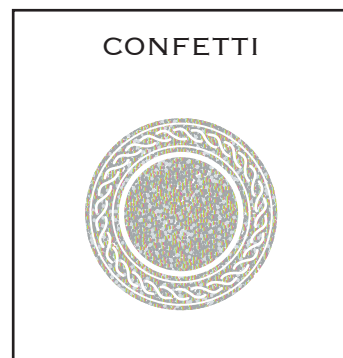
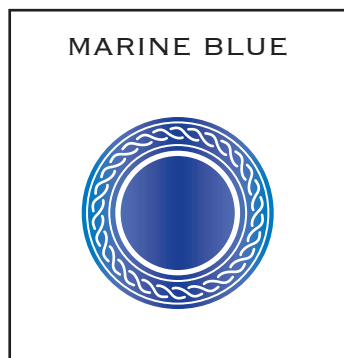
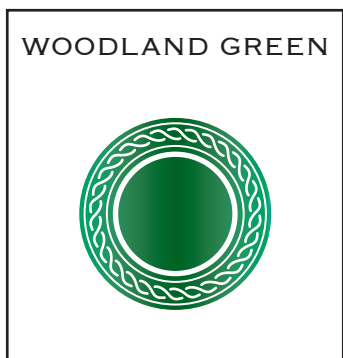
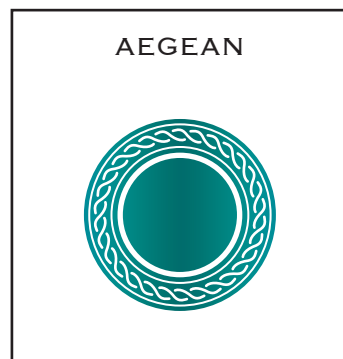
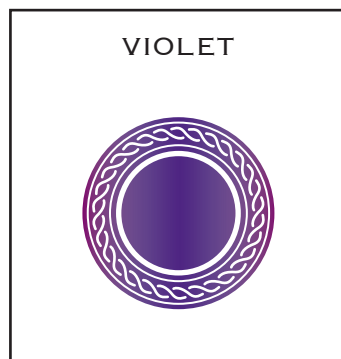
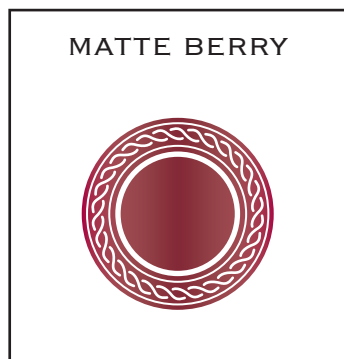
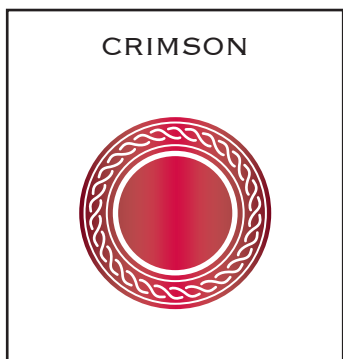
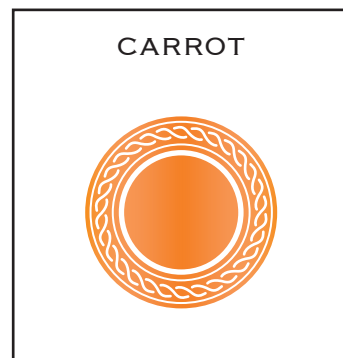
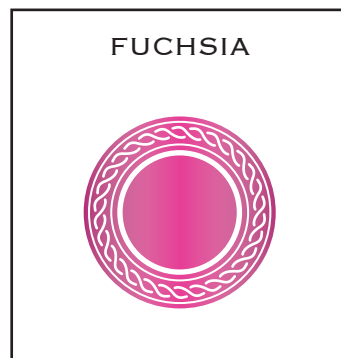
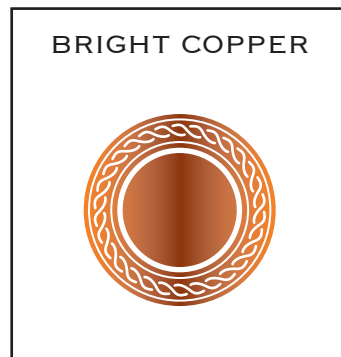
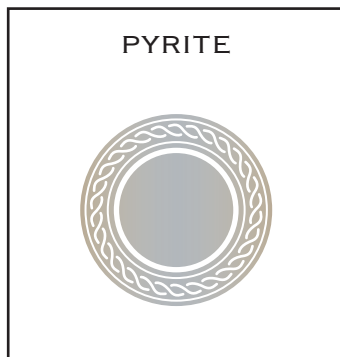
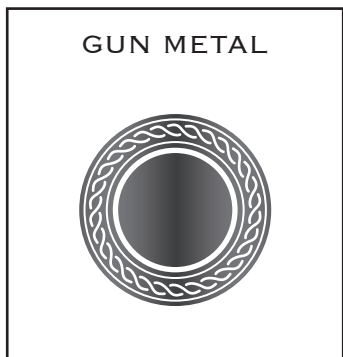
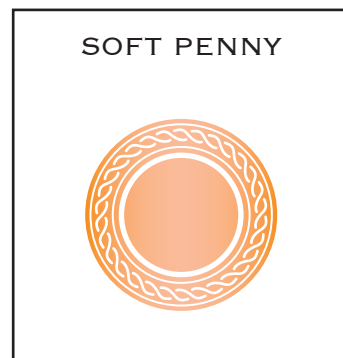
## *the papers*

Choose from any of our matte or metallic stocks!

Foil adheres and seals to tighter fibered smooth stock best. Foil loves flat surfaces, which makes loftier stocks like lettra a little trickier. For some custom designs we may recommend a matte eggshell finish stock over looser fibered lettra for the best print quality.

Paper can also be supplied. Contact us for details.

Heavily textured stock is not recommended for foil stamping.



*\* semi-translucent foils are recommended for light papers only*

*Lettra*

Made of 100% recycled cotton, its loose fibers work with foil stamping but can be trickier than a smooth stock

**COLORS:** Fluorescent White, Pearl White, Ecrú  
**WEIGHTS:** 300gsm (1-ply), 600gsm (2-ply), 900gsm (3-ply), or any other variety of lush weights!

Works well in combination with letterpress, and full color digital printing

*eggshell*

A smooth stock with a slightly textured surface, it accepts foil stamping beautifully, making it a preferred option

**COLORS:** Fluorescent White, Pearl White, Fawn  
**WEIGHTS:** 120# (1-ply), 240# (2-ply), 360# (3-ply), or any other variety of lush weights!

Works well in combination with letterpress, thermography, flat and full color digital printing

*matte cardstock*

Smooth, matte finish stocks between 80# and 100# accept foil stamping beautifully, making them a preferred option

**COLORS:** A wide assortment; see paper swatch deck  
**WEIGHTS:** 1-ply, 2-ply, 3-ply, or any other variety!

Works well in combination with letterpress, thermography, flat and full color digital printing

*metallic cardstock*

Smooth, metallic finish stocks (like Stardream) between 100# and 110# accept foil stamping beautifully, making them a preferred option

**COLORS:** A wide assortment; see paper swatch deck  
**WEIGHTS:** 1-ply, 2-ply, 3-ply, or any other variety!

Works well in combination with thermography and full color digital printing

*specialty papers*

**WOOD VENEER** is a unique textured canvas. Foil typically adheres well to wood, but very thin lines and certain colors can add a degree of challenge

**VELLUM OR TISSUES** are thinner stocks that will not withstand the heat and pressure of this type of foil stamping

**HEAVILY TEXTURED STOCKS** are not recommended as the texture can interfere with the foil adhering well

*supplied papers*

Clients can supply custom stock

Supplied stock takes extra handling and care on our side, therefore discounts are not applied to supplied stock

Please contact us before purchasing your supplied stock so we can confirm its printability and suggested supplied size and quantity

THE SIZES SHOWN APPLY TO CARDS WITH CORRESPONDING ENVELOPES.

CARDS NOT REQUIRING AN ENVELOPE, USED IN A POCKET, OR USED WITH A SUPPLIED ENVELOPE CAN BE CUT TO ANY SIZE.

THERE IS NO CHARGE FOR CUSTOM CUT SIZES!

**EXTRA-LARGE CARD SIZES**

5.75" x 9.25" A10	6.25" x 9.125" Royalty	5.75" x 8.75" A9 Outer	6.13" X 8.13" 800E	8.25" x 8.25" Extra-Large Square	7.25" x 7.25" Extra-Large Square
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**LARGE CARD SIZES**

4" x 9.25" No. 10	5.5" x 8.5" A9	5.88" x 7.88" 700E  <i>*Deckled edges are not an option with foil stamping</i>	5.25" x 7.875" A8	7" x 7" Marquis Outer	6.75" x 6.75" Marquis
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**STANDARD CARD SIZES**

5.25" x 7.25" A7 Outer	3.625" x 7.25" Monarch	5" x 7" A7	4.525" x 6.69" 600E  <i>*Deckled edges are not an option with foil stamping</i>	4.625" x 6.25" A6	4.25" x 5.5" A2	5.25" x 5.25" Baronial	3.35" x 5.125" 500E  <i>*Deckled edges are not an option with foil stamping</i>	3.5" x 4.875" 4Bar
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*\*Because of their irregularity and how they feed on press,  
Arturo papers with hand torn deckled edges are not an option with Foil Stamp printing*

**RECOMMENDED PAPER AND ENVELOPE SELECTION GUIDE**

	Envelope Size	Card Size to fit envelope	FL White Lettra	Pearl White Lettra	Ecru Lettra	120# FL White Eggshell	120# Pearl White Eggshell	120# Fawn Eggshell	Smooth Colored Papers	Metallic Papers	Arturo Bright White, Soft White, Sage, Taupe, Pale Pink
300gsm or Cardstock			•	•	•	•	•	•	•	•	•
Liner Paper (text weight)			•	•	•	•	•	•	•	•	•
4Bar Pointed Flap	5.125" x 3.625"	4.875" x 3.5"	•	•	•						
4Bar Square Flap	5.125" x 3.625"	4.875" x 3.5"	•	•	•	•	•	•	• see swatch book for available colors		
4Bar Euro Flap	5.125" x 3.625"	4.875" x 3.5"				•	•	•			
A2 Square Flap	5.75" x 4.375"	5.5" x 4.25"	•	•	•	•	•	•			
A6 Square Flap	6.5" x 4.75"	6.25" x 4.625"	•	•	•	•	•	•			
A7 Pointed Flap	7.25" x 5.25"	7" x 5"	•	•	•						
A7 Square Flap	7.25" x 5.25"	7" x 5"	•	•	•	•	•	•	• see swatch book for available colors		
A7 Euro Flap	7.25" x 5.25"	7" x 5"				•	•	•			
A7 Double Envelope Pointed Flap	7.5" x 5.5"	7" x 5"	•	•	•						
A8 Square Flap	8.125" x 5.5"	7.875" x 5.25"				•	•	•			
A9 Square Flap	8.75" x 5.75"	8.5" x 5.5"	•	•	•	•	•	•	• see swatch book for available colors		
A9 Double Envelopes Square Flap	9" x 6"	8.5" x 5.5"	•	•							
A10 Square Flap	9.5" x 6"	9.25" x 5.75"				•	•	•			
Royalty Pointed Flap	9.625" x 6.43"	9.125" x 6.25"	•	•	•						
Monarch Pointed Flap	7.5" x 3.875"	7.25" x 3.625"	•	•	•						
No 10 (Tea Length)	9.5" x 4.125"	9.25" x 4"	•	•	•	•	•	•	• see swatch book for available colors		
Baronial (5.5" Square) Square Flap	5.5" x 5.5"	5.25" x 5.25"	•	•	•	•	•	•			
Marquis (7" Square) Pointed Flap	7" x 7"	6.75" x 6.75"	•	•	•						
Marquis (7" Square) Square Flap	7" x 7"	6.75" x 6.75"	•	•	•						
Marquis Double Envelope Pointed Flap	7.25" x 7.25"	6.75" x 6.75"	•	•	•						
7.5" Square Square Flap	7.5" x 7.5"	7.25" x 7.25"				•	•	•			
8.5" Square Square Flap	8.5" x 8.5"	8.25" x 8.25"	•	•	•						
500E*	5.51" x 3.54"	5.125" x 3.35"									•
600E*	7.09" x 4.72"	6.69" x 4.525"									•
700E*	8.38" x 6.13"	7.88" x 5.88"									•
700E Double Envelopes	8.63" x 6.38"	7.88" x 5.88"									•
800E*	8.63" x 6.38"	8.13" x 6.13"									•

*\*Because Arturo deckled edge papers are hand torn, the best printing results are achieved when only one letterpress ink is used*

### *thin lines*

Foil stamping loves art with thin lines or relatively similar line weights (rather than an extreme contrast between thin and thick lines).

MINIMUM LINE WEIGHT: 0.4pt

*Line weights below 0.4pt are prone to break, shift, or disappear when printed.*

IMPRESSION: light impression

### *solid areas*

Designs with large, all-over coverage are prone to small pin holes, caused by the release of hot air as the foil seals to a canvas.

IMPRESSION: little to no impression

*Designs with large, all-over coverage may need special handling for the best finished results (fee applies).*

### *mix of thin lines & solids*

An extreme contrast between thin and thick lines in the same color can add a degree of challenge to print. If printed together, the amount of heat on the press is limited to what the thin lines will allow, introducing less coverage in solid areas.

*For best print results, we recommend splitting the color with extreme thin and thick lines into 2 plates, optimizing each area on press for the best print quality.*

### *high coverage*

Custom designs that incorporate large areas of foil coverage (large solids, floods of color, all-over patterns) are considered high coverage.

IMPRESSION: little to no impression

*Special press handling can be an option to improve foil coverage (fee applies).*

### *overlapping colors*

We do not recommend overlapping foil colors unless a rough, uneven finish is acceptable

WHAT ABOUT OTHER PRINT METHODS?

CAN OVERLAP: digital, flat\*, letterpress\*

CANNOT OVERLAP: thermography

*\* Foil stamping over digital, flat, or letterpress printing may result in special press handling (fee applies); letterpress texture impacts foil, and heating of wax in letterpress or flat ink creates an uneven finish*

### *print area & registration*

MAXIMUM PRINT AREA: 10" x 17"

*Specialty, large format printing press options may be available for sizes up to 12" x 21" (fee applies).*

REGISTRATION: we recommend color registration be at least 1/16" apart

FRAMES: we recommend they be at least 1/4" - 3/8" away from the cut edges of the card