

DYK

DID YOU KNOW SERIES

PRINT IS SWEETER IN COLOR

A CHECKLIST
FOR PRINTING ON
COLORED PAPER


Sylvamo

THE
PAPER
PROFESSOR®

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Printed on Accent® Opaque 100 lb. Cover Super Smooth.

DID YOU KNOW?

4 THINGS TO KEEP IN MIND WHEN DESIGNING AND PRINTING ON COLORED PAPER

First impressions are everything. Research shows that up to 90% of snap decisions about a product or service are made primarily on color alone.¹ Colored inks and finishings can do some heavy lifting for designers in creating an affecting piece of print marketing, but printing on colored paper can be a real game-changer in making memorable print materials. However, opting for colored paper does create some unique considerations designers must account for in order to ensure a high-quality print piece.

HOW DO YOU TROUBLESHOOT PRINTING ON COLORED PAPER?

Working closely and collaboratively with a printer can help designers make the best choice of colored paper for their application.

And, for printers, it's important to explore samples from paper suppliers to stay on top of new products.

THE SPRINGHILL® SWATCHBOOK CAN HELP

Treat yourself to color — the new Springhill® Swatchbook is here. With Springhill® Uncoated Bristols, there's no limit to what you can create in color. Request your copy of the Springhill® Swatchbook at springhill.com.

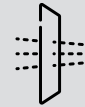


SOURCES

¹Singh, S. (2006), "Impact of color on marketing", Management Decision, Vol. 44 No. 6, pp. 783-789. <https://doi.org/10.1108/00251740610673332>

Keeping these components of printing on colored paper in mind will help you design high-quality print pieces that demonstrate your creativity, and also leave a lasting impression.

CMYK INKS ARE TRANSLUCENT



When printing on solid white paper, the fact that the four process inks are translucent is not something you need to consider. However, this translucent nature becomes extremely important when printing on colored paper, as the color of your substrate will influence the print product. For example, ink printed on cream colored paper will have a warmer feel due to the elevated level of yellow in the substrate.

BEWARE OF DOT GAIN



Because most colored paper is uncoated, designers and printers will have to be aware of dot gain in the final print piece. Dot gain is the difference between the actual dot size in print versus the actual dot size in the source file. Using colored paper increases the likelihood of dot gain, which makes the print proof process even more important when printing colored paper.

SPECIALTY INKS CAN HELP COLORS POP



Uncoated papers tend to absorb a lot of ink into the sheet — and colors can lose their vibrancy, which, when using colored paper, is something you want to troubleshoot to ensure your text and images shine. Fluorescent inks can give images more pop while retaining depth and contrast. The new Springhill® Swatchbook uses fluorescent inks to help the text and images leap off the page.

IMAGES WILL NEED A LITTLE EXTRA ATTENTION



Printing four-color images on colored paper requires two hits of opaque white to act as a barrier and keep the paper beneath the images from altering the color of transparent process inks. Or, you can manually adjust the color of your image asset to account for the colored substrate.