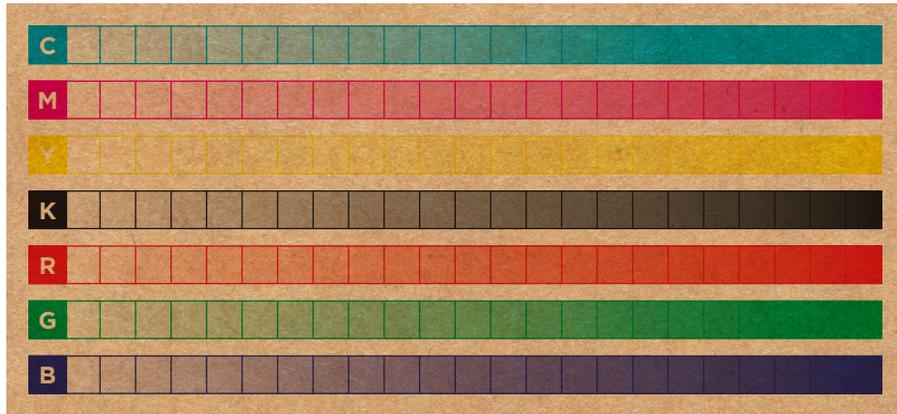
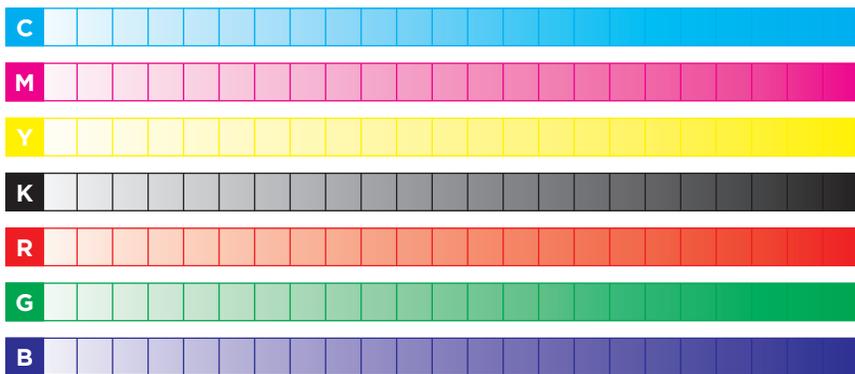


Printing on Kraft



Printing on White



Helpful Tips to Keep in Mind

Colors and color saturation will appear differently on a white substrate than a kraft substrate and will impact the final color appearance of the ink.

Kraft material is a great option to give that natural look and feel to the design. Keep in mind that light colors, like pastels and grays, do not print accurately on kraft. Light colors require a brighter substrate to be printed accurately, while dark colors work well on kraft substrates. White ink does not print on kraft. If white is used in the design, it will show up as the kraft/brown color. Please keep this in mind when logos and images will be used that have the color white (negative space) in the design.

Logo on White



Logo on Kraft

