



kraft paper colour guide.



This guide will help you understand which colours are best to use on kraft paper and provide basic information on why some colours are better than others.

What is kraft paper?

Our Kraft paper is made from 100% recycled pulp which gives it a beautiful organic feel and an earthy brown tone. It can be used for a wide range of products such as greeting cards, leaflets and flyers, postcards, invitations, business cards, swing tags and much more! There are many colours that work well using kraft paper, but we recommend strong, bold colours to really make your design really stand out!

What colours print well on kraft paper?

All of our printers use a four colour (CMYK) printing process which means white will not print on kraft board at all. If there is white present on your artwork the finished print in these areas will be the colour brown of the kraft board.

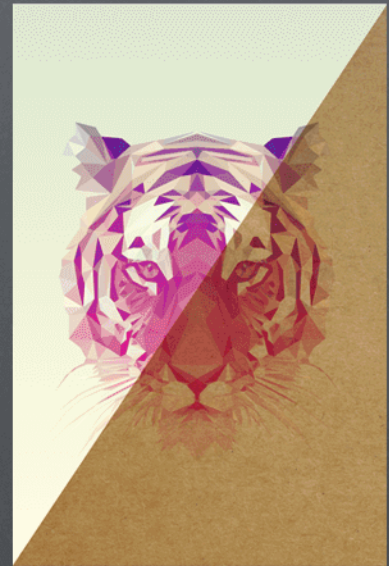
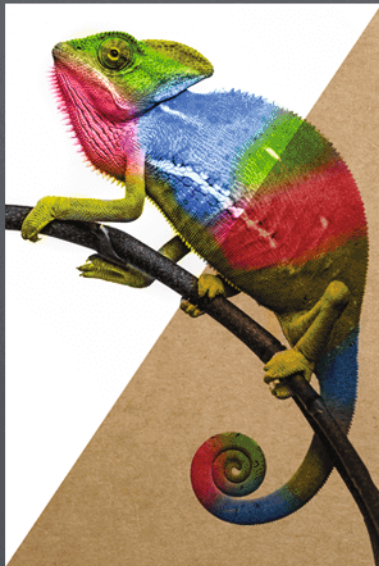
We recommend using darker colours when printing on kraft as these are less likely to be affected by the colour of the kraft paper. Other than black all colours will be slightly affected by the kraft paper.

Here's an example:



Design Examples

Here are some design examples on white paper / kraft paper to give you a better understanding of what a finished printed product would look like on kraft board:





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