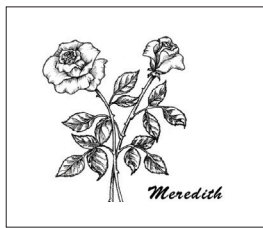




CRAYTON-HERITAGE
printing & finishing

DESIGNING FOR FOIL

In general, larger text sizes work better than smaller. “Fill in” is a term used to describe bridging between the open areas of a character, or between two characters, which affects the legibility of the text and overall appearance. However, copy sizes that are too large can present problems—as the foil may not want to stick properly.



GOOD: similar line weight



*BAD: different line weights.
The negative space will fill in with foil.*

When designing, avoid mixing both thin and thick artwork in the same foil color. Putting fine text or details on the same piece as large solid image areas will cause problems in both the image and the text—the image may have bare spots where the paper shows through and the text may be filled in. Many foils of the same color come in different releases. Some are meant for big solid artwork, others for thin, detailed artwork. One single foil is not meant to be used for both.

Toothy paper does not work well for foil. The smoother the paper the better!

MIXING FOIL AND LETTERPRESS: We love being able to have both processes on one piece but accommodations must be made. Tight traps and registration are to be avoided—foil expands and letterpress stretches the paper so they can interact in unexpected ways. You cannot letterpress directly on top of foil and vice versa. Foil will not stick to letterpress and letterpress will crack the foil. Where letterpress and foil meet, a halo of blank space must be left between the two. We do this often and the extra breathing room shows the impression better.



In this example, black is foil and red is letterpress. The letterpress is knocked out with a halo to prevent overlapping the foil.

SELECTING A FOIL: Our most popular foils are gold and silver. If you are placing an order for gold or silver foil please specify matte or shiny.

Keep in mind that pigment (color) foils come in gloss and matte. Gloss pigment foils look cleaner than matte but neither are as crisp as metallics. Small open areas such as the counter space in “a” or “b” will likely fill in and thin lines will look fat and blurry.