

# COLOR

## (PAPER AND INKS)

### WHAT'S THE BEST WAY TO PRINT ON KRAFT?

The best way to print on kraft paper is to use a laser printer with a toner cartridge designed explicitly for kraft paper. You can also use a sublimation printer, which uses heat to transfer the ink onto the paper. For either type of printer, it is important to use a specific type of ink designed for kraft paper that will not smudge or bleed when it comes into contact with moisture. Additionally, be sure to use heavier-weight kraft paper that is more durable and will not tear or wrinkle easily.



### COLOR

#### SELECTIONS FOR PRINT ON KRAFT



When selecting a color to print on **kraft paper**, it is best to choose a deep, earthy tone. This includes olive green, dark brown, or charcoal. These colors will provide a good contrast against the paper's natural color. Thus, making the design look more vibrant and visually attractive.

### PRINTING ON WHITE KRAFT

Black is the most common and popular choice for printing on white kraft paper. However, any dark color, such as navy blue, dark grey, or dark green, will stand out nicely against the kraft paper.



### PRINTING ON BROWN KRAFT

Brown or black are the best colors to print on brown kraft. Other colors like red, blue, green, or orange may also work well.



### COMPARISON OF THE RESULT OF PRINTING THE SAME COLOR ON BROWN AND WHITE KRAFT PAPER

Printing the same color on brown and white kraft paper will usually produce different results. On brown kraft paper, the color will appear gentle and darker due to the paper's color absorbing some of the light. On white kraft paper, the color will appear brighter and more vibrant since the paper reflects more light.



### COLOR SELECTIONS FOR PRINTING ON PAPERBOARD

When selecting colors for printing on paperboard, you should consider the type of paperboard you use, the type of inks and colors you use, and the desired final product. Generally, colors such as black, navy blue, burgundy, and dark green are ideal for paperboard printing.

When printing on a glossy surface, you should use bright and vibrant colors. On the other hand, for a matte surface, you should use soft and subtle colors. Additionally, you should consider the favorite effect, such as if you want the design to be eye-catching or subtle.



### COLOR SELECTIONS FOR PRINTING ON BUXBOARD

The best color selection for printing on **cardboard** would depend on the design of the piece, its purpose, and the desired effect. Generally, lighter colors are better on cardboard. Meanwhile, darker colors can absorb too much of the ink and create a dull finish.

Bright and vibrant colors can create a great contrast and really make the piece stand out, while muted tones can add subtle sophistication. Additionally, if your packaging will be for outdoors or exposed to light, selecting UV-resistant inks can help protect the colors from fading over time.