TOG.ink



WINE | Coordinating PMS 208



RED | Coordinating PMS 185



PINK | Coordinating PMS 189



ROSE GOLD | Coordinating PMS 500



SAGE | Coordinating PMS 556



TEAL | Coordinating PMS 327



HUNTER | Coordinating PMS 342



FOREST | Coordinating PMS 350

COOL BLUE | Coordinating PMS 291



BLUE | Coordinating PMS 300



ROYAL | Coordinating Reflex Blue



NAVAL | Coordinating PMS 288



VIOLET | Coordinating PMS 267



PASSION | Coordinating PMS 667



COPPER | Coordinating PMS 167



BRONZE | Coordinating PMS 2472



GOLD | Coordinating PMS 873



SILVER | Coordinating PMS 877



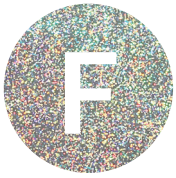
BLACK MATTE | Coordinating PMS Black



BLACK SHINY | Coordinating PMS Black



GOLD GLITTER | Coordinating PMS 465



SILVER GLITTER | Coordinating PMS 429



WHITE MATTE | Coordinating PMS White



ECRU MATTE | Coordinating PMS 7401

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Metallic Foils

Metallic foils are fairly consistent performers, meaning they adhere to both cards and napkins very well. Our best-performing metallic foils are gold, silver, rose gold and copper. Some foils may be more finicky than others and require more adjustments to achieve the right finish. Ice blue, red and pink are good examples. All foils perform better on cards than napkins. Due to the softness of the napkin material, the impression may appear deeper.

Matte Foils

Matte foils are still real foil but with a matte finish. The majority of foil orders include a metallic foil from the list above but a matte finish sometimes achieves a specific look customers want. There are a few things to understand when choosing matte foils.

- Matte foils have no shine; it is a 100% matte finish.
- Matte foils may appear chalky, and look more like ink than foil to some.
- Fine detail is not advised. Matte foils tend to fill in more than metallic foils.
- Matte foils may not cut and adhere as well as metallic foils.
- A consistent impression from top to bottom of a text-heavy card is a challenge for operators. Certain areas on one card may appear to have a “heavier” impression, and the consistency of the impression will vary from card to card within the order.
- Issues occur often on text-heavy pieces, fine-detail designs and logos.
- All foils appear crisper on paper than on napkins due to the softness of the napkin material.
- Screening is not possible with foil.

Please visit Designing for Print for more helpful information about creating a successful printed piece including advice regarding heavy coverage.