

INK COLOURS

Your design can be printed in any ink or combination of inks that you wish, but here's a few tried and tested colour suggestions.

To manage realistic expectations, remember to allow for the fact that letterpress inks are slightly transparent, which means they aren't completely 'solid'. Ink is literally pressed into the 100% cotton paper. This produces a wonderfully tactile – **matte result** – even for metallic inks.

if we can mix it, you can have it!

Send a swatch (fabric for instance, or even a paint chip) and we will match it as closely as is possible within the limits of letterpress ink **at no charge**.

TINTS



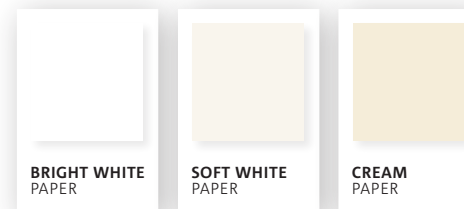
Use a tint as a second ink colour for motifs and embellishments in your design to keep them subtle so they don't take attention away from your wording – the message is the whole point afterall!

Tints can be as light or dark as you prefer. You can also have Blind Deboss with no ink at all (although this still counts as a second ink colour cost-wise because it requires a separate printing plate).

*NOTE: Allow for the fact that these are digital representations of letterpress inks, so please treat them as a **guide only**.*

PAPER COLOURS

Choice of colours in 100% cotton paper – Bright White, Soft White or Cream. **Both 300 and 600gsm available.** Matching envelopes, belly bands, address labels and enclosure pockets (or use a contrasting colour).



Bright White great for fresh, contemporary designs
Off White great for romantic traditional or 'old world' design
Cream great for vintage and retro designs

