

Foil Colors

new luster foils!

Perfect as a tone-on-tone option on our
NEW Luster PerfectBooks (page 53)



FOIL COLOR MATCHING TIPS

This foil chart has been printed with process inks to simulate colors of foils. Please request swatches of actual foils before specifying a color.

If you don't see the color you need, we will be happy to help source a custom foil or suggest alternative printing methods. Non-standard foils may require additional production time and fees.

For Pantone matching, screen printing is the recommended method, although it isn't available with all cover materials. Please call for details.

GENERAL TIPS ABOUT FOILS

While foils imprint best on paperboards, many also work on poly covers. We have identified 28 foils that work particularly well. These foils are marked on the chart with the word "POLY."

Metallic and gloss black are 100% opaque, but some of our foils may vary in opacity depending on the lightness or darkness of the material on which each is stamped.

For the best color representation, we recommend our Cover Series 1 White Paperboard, which has a slight coating.

FOIL IMPRINT DESIGN TIPS

Avoid small type, reverse outs, and fine, close lines as they tend to fill in.

Screens and halftones can not be achieved with foil. If you have a particular need, please contact us and we may be able to offer an alternative imprint method.

Hairline registration and bleeds are possible with foil. Imprints with bleeds do require additional charges because of the need to start with an oversized cover.