

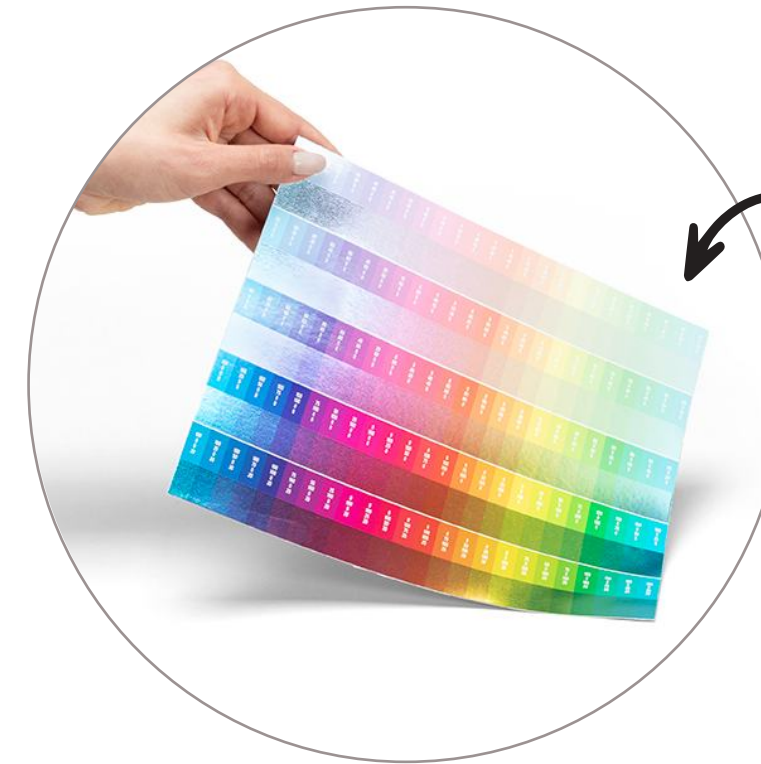
Design Tips for Foil Accent Business Cards

Foil Accent adds a flat, metallic shimmer to selected elements of your printed card. Unlike our Raised Foils, it remains level with the card surface – no texture, no lift.

Before Foil Accent



After Foil Accent

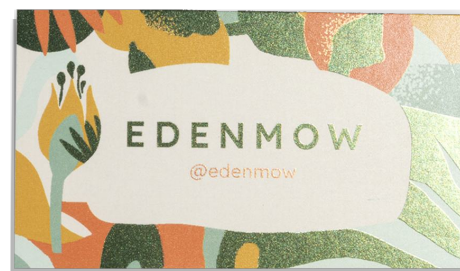


COLOURS SHIFT WITH FOIL

Because the finish is an opaque metallic layer, it can darken the appearance of colours in ways the digital preview won't always show.

1 Apply foil to rich colours

Rich Colours



Use rich, bold and saturated colours for the best results.

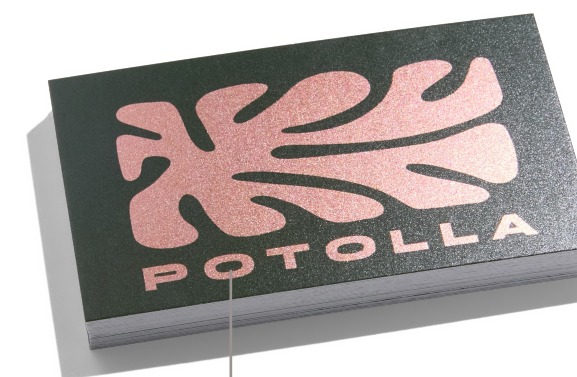
Pastel Colours



Light or pastel colours may take on a darker tone than expected.

Note: White elements with Foil Accent may appear silver.

2 Keep foil elements bold and legible



Fine lines and small text can be hard to read once the metallic layer is applied.



Aim for a high contrast between your background and text or logos, especially if you're applying foil to both elements.

If you choose to add foil to text, make sure it's at least **9pt**.

3 Keep borders simple or foil-free



⚠ Thin or intricate borders may show misalignment on your finished card.

✓ For the cleanest result, keep borders bold, simple or free of foil entirely.

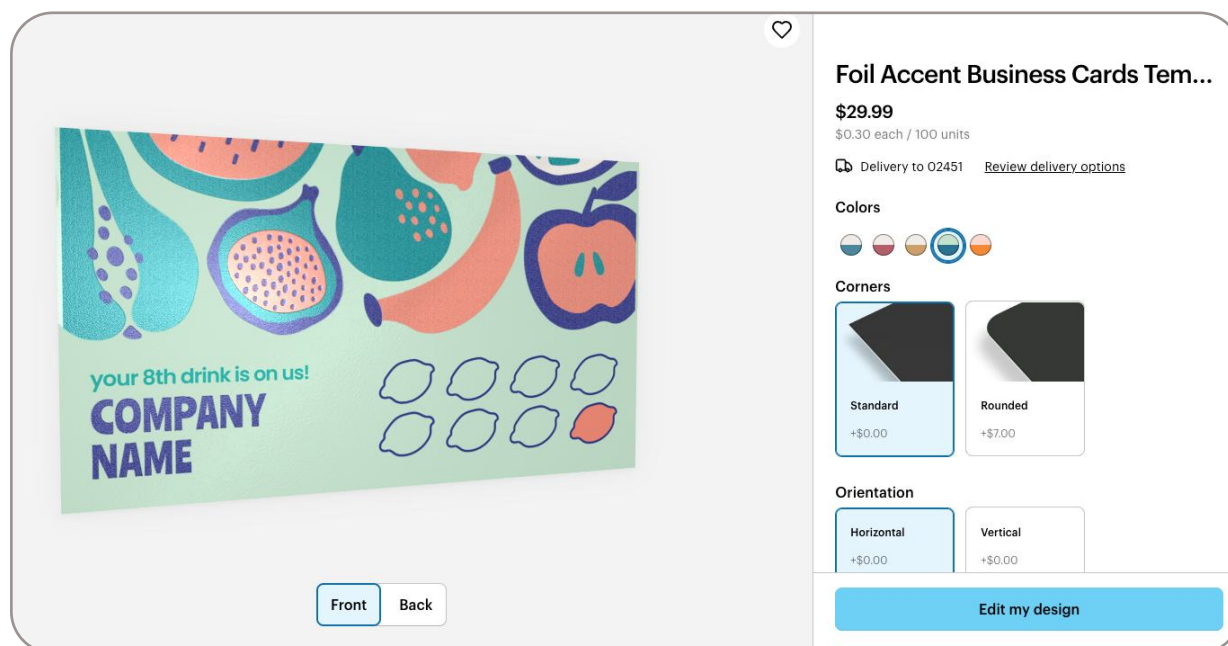
4 Apply foil to the front of your card only



✓ Foil Accent is a single-sided finish. Plan your design so that your foil elements are on the front.

You can use normal ink printing for other elements on both the front and back of your card.

5 Preview your design – but expect some variation



The Studio preview is a guide, not an exact replica. The metallic shimmer layer can shift colours – particularly light shades – in ways the on-screen preview won't fully show.

Design checklist

- ✓ Foil accent applied to rich, saturated colours
- ✓ Foil accent applied to clearly defined shapes
- ✓ Text stands out from the background colours
- ✓ Foil accent applied to a simple border design
- ✓ Foil accent applied to front-side only



Questions about your design?

Visit our [Help Center](#) to get in touch.

Or, call us directly at **833.996.2067**.
Mon to Fri 7 AM to 8 AM EST
Sat to Sun 8 AM to 5 PM EST