

Metallic Inks / Toners

Metallic ≠ foil. Bold shapes are safest. Tints depend on workflow.



What it is

Metallic pigments (gold, silver etc.) printed directly — shimmer without foil. Digital, offset, flexo etc.

Quick limits

- Smooth coated stocks best
- Min line ~0.5 pt
- Semi-opaque — plan overlaps carefully
- Avoid heavy CMYK over metallics

Do

- Use bold shapes for best reflection
- Build custom metallics with light CMYK tints
- Consider using Color-Logic for total color accuracy
- Test halftones & gradients
- Apply protective coating when needed

Don't

- Avoid dark overprints (kills shimmer)
- Don't use intricate fine detail
- Don't skip protective layer on packaging
- Avoid textured stocks

Always confirm tolerances with your print provider.