# The Ultimate Guide to Card Stock

## Paper Finish

### What is Paper Finish?

Paper finish describes the surface or texture of a sheet of paper or cardstock. It affects the look and feel of the paper, as well as printability and absorbency.

### Common Paper Finishes

<table>
<thead>
<tr>
<th>Finish</th>
<th>Description</th>
<th>Ideal For</th>
<th>Used To</th>
</tr>
</thead>
</table>
| COCKLE  | Rough texture and wavy look designed to imitate hand-crafted papers.         | - Invitations  
- Menus  
- Crafting                                                    | Add a rustic, artisanal feel.                                                                                           |
| EMBOSSED| Raised, unique pattern.                                                     | - Crafting  
- Hang tags  
- Invitations  
- Table tents                      | Add an unusual texture to your projects.                                                                                  |
| FELT    | Looks and feels like wool felt.                                             | - Brochures  
- Packaging  
- Direct mail  
- Crafting                                                | Create a soft, tactile texture.                                                                                       |
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## Paper Finish

<table>
<thead>
<tr>
<th>GLOSS</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| A coated finish available in varying degrees of shine. | - Business cards  
- Pocket folders  
- Promotional materials |
| **Used To:** Reproduce vibrant colors; increase durability. | **Ideal For:** |

<table>
<thead>
<tr>
<th>LAID</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| Sheer, transparent lines run through the page. | - Business cards  
- Brochure covers  
- Pocket folders  
- Corporate identity communications |
| **Used To:** Enhance professional look and feel. | **Ideal For:** |

<table>
<thead>
<tr>
<th>LETTRA</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| Thick and fluffy; designed for Letterpress printing. | - Business cards  
- Brochure covers  
- Pocket folders  
- Corporate identity communications |
| **Used For:** Letterpress printing, embossing, debossing, foil work. | **Ideal For:** |

<table>
<thead>
<tr>
<th>LINEN</th>
<th>Ideal For:</th>
</tr>
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</table>
| Mimics the look and feel of linen cloth. | - Business cards  
- Letterheads  
- Wedding stationery |
| **Used To:** Add a luxurious touch. | **Ideal For:** |
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## Paper Finish

### Matte

Coated finish with subtle sheen. Shows colors well while producing easy-to-read text. **Used To:** Reproduce vibrant colors; increase durability. **Ideal For:**
- Calendars
- Catalogs
- Flyers
- Inserts
- Direct mail
- Reports
- Business cards
- Brochures
- Newsletters
- Marketing materials
- Postcards

### Metallic

Coated stocks ranging from subtle shine to bold sparkle. Smooth paper tend to be more subtle. **Used To:** Add some glitz or pizazz. **Ideal For:**
- Covers
- Crafting
- Invitations
- Announcements
- Wedding stationery

### Parchment/Vellum

Slightly rough texture designed to imitate the animal skin paper for which it was named. **Used To:** Add a traditional, classic feel or a touch of ceremony. **Ideal For:**
- Awards
- Crafting
- Diplomas
- Certificates
- Business documents
- Newsletters
- Stationery
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### SATIN

A coated stock part way between glossy and matte.

**Used When:** You need more readability than high gloss, but better colour reproduction than matte.

**Ideal For:**
- Covers
- Gift tags
- Hang tags
- Photography
- Portfolios
- Brochure covers

### SILK

A coated stock part way between glossy and matte, closer to glossy than satin.

**Used When:** You want to produce crisp images, but need something you can also write on.

**Ideal For:**
- Brochures
- Flyers
- Newsletters
- Business cards
- Corporate identity communications
- Presentation folders
- Marketing materials

### SMOOTH

Soft and smooth to the touch.

**Used To:** Produce crisp images and text, embossing, and foil stamping.

**Ideal For:**
- Brochures
- Flyers
- Menus
- Newsletters
- Reports
- Correspondence
- Corporate identity communications
- Promotional materials

### WOVE

Smooth finish that’s slightly rough to the touch; likely the finish you buy for printing at home.

**Used To:** Suitable for all uses.

**Ideal For:**
- Covers
- Calendars
- Crafting
- Folders
- Packaging
- Office use
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COLOR

Colors are closely linked to concepts, emotions, and identity. Different colors create different impressions that can help convey a certain tone or facilitate a certain interpretation.

COLOR ASSOCIATIONS

**WHITE**
- Purity
- Innocence
- Cleanliness

**BLACK**
- Sophistication
- Power
- Mystery

**GRAY**
- Neutral
- Practical
- Conservative

**RED**
- Love
- Passion
- Anger

**ORANGE**
- Fun
- Cheerful
- Enthusiasm

**YELLOW**
- Purity
- Innocence
- Cleanliness

**GREEN**
- Nature
- Money
- Envy

**BLUE**
- Trustworthy
- Relaxation
- Security

**PURPLE**
- Royalty
- Luxury
- Spirituality

**PINK**
- Romance
- Joy
- Nurturing

**BROWN**
- Rugged
- Stable
- Reliable
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SHOP FINISH & COLOR

Click to find the perfect card stock for your project.

**Paper Finish**

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<thead>
<tr>
<th>Cockle</th>
<th>Lettra</th>
<th>Silk</th>
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<tbody>
<tr>
<td>Embossed</td>
<td>Linen</td>
<td>Smooth</td>
</tr>
<tr>
<td>Felt</td>
<td>Matte</td>
<td>Parchment/Vellum</td>
</tr>
<tr>
<td>Gloss</td>
<td>Metallic</td>
<td>Wove</td>
</tr>
<tr>
<td>Laid</td>
<td>Satin</td>
<td></td>
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</table>

**Color**

<table>
<thead>
<tr>
<th>Red</th>
<th>Blue</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>Purple</td>
<td>Black</td>
</tr>
<tr>
<td>Yellow</td>
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<td>Gray</td>
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Read the complete Ultimate Guide to Card Stock on The Paper.

Find the perfect card stock for your project at The Paper Mill Store.

Created by ThePAPERMILLStore.com WHERE YOUR PAPER PROJECTS BEGIN