

# USING CARD STOCK

## PAPER VS CARD STOCK

A light sheet of paper is just as capable of conveying high quality as a heavy sheet of card stock. Whether you use paper or card stock depends on the project, budget, and your personal preference.


PAPER	CARD STOCK
Everyday and office use Documents Memos Schoolwork Flyers Letters	Business cards Greeting cards, notecards, invitations Announcements Prints Photos Reports Covers



## DESIGN VS CRAFTING

Because of its versatile nature, card stock is used by both graphic designers and paper crafters.

DESIGN	CRAFTING
Client projects Promotional materials Prints Booklets Handouts Invitations	Personal or artisanal use Scrapbooking Cardmaking Cut-outs Gift tags Decorations



# USING CARD STOCK

## BASIS WEIGHT

### 65 lb

Greeting cards	Tickets
Posters	Crafting
Postcards	

### 80 lb

Business cards	Table tents
Posters	Folders
Greeting cards	Crafting
Invitations	

### 100 lb

Business cards	Folders
Flat cards	Tickets
Invitations	Gift tags
Posters	Crafting

### 105 lb

Awards	Menus
Certificates	Crafting
Report covers	Gift tags
Business cards	

## SPECIAL CONSIDERATIONS

### EMBOSSING

A weight that is too thick or heavy may not emboss properly. Aim for 80 lb.

### FOLDING

Thicker sheets may crack if they are not folded properly.

### CRAFTING

Thin or transparent sheets can show glue and may pucker.

### PUNCHING

Thicker sheets may tear during cutting and hole punching if the tools are not sharp enough.

# USING CARD STOCK

## SHEET SIZE

### 8.5" x 11"

Standard print size for home and office use  
Day-to-day printing  
Flyers

### 11" x 17"

Posters  
Architectural plans  
Visuals

### 12" x 12"

Scrapbooking  
Card making

### 18" x 12"

Posters  
Artwork  
Display materials

## PAPER FINISH



### GLOSSY

**Features:**

- Vibrant colors
- Crisp image reproduction

**Uses:**

- Photography
- Colorful graphic design projects



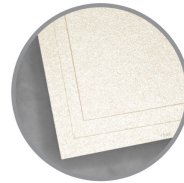
### LINEN

**Features:**

- Tactile
- Luxurious texture

**Uses:**

- Wedding stationery
- Menus
- Crafting



### METALLIC

**Features:**

- Sparkly sheen
- Glamorous

**Uses:**

- Wedding stationery
- Crafting
- Packaging



### SMOOTH

**Features:**

- Soft to touch
- Crisp text reproduction

**Uses:**

- General printing

# SHOP CARD STOCK

Click to find the perfect card stock for your project.

## *Paper Weight*

[65 lb](#)

[80 lb](#)

[100 lb](#)

[105 lb](#)

## *Sheet Size*

[8.5" x 11"](#)

[11" x 17"](#)

[12" x 12"](#)

[18" x 12"](#)

## *Paper Finish*

[Gloss](#)

[Linen](#)

[Metallic](#)

[Smooth](#)

*The Ultimate Guide to Card Stock*

---

# SHOP CARD STOCK

*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