

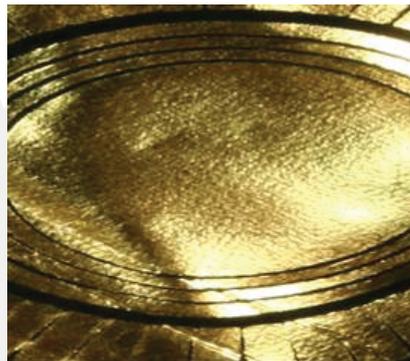


Gold, Gold, or Gold?

PMS Gold is a solid gold color from the color wheel. It is most closely represented by school bus gold. This color is also known as "Athletic Gold" and is commonly used with schools and sports teams.



Foil Gold stamping is a process where a foil is adhered directly onto the material using a combination of heat and pressure. Since foil stamping is applied directly on top of printed materials, it creates an effect that is not only visual, but textural as well.



Metallic Ink printing uses a special type of ink that is mixed with real metal particles to create a unique shiny appearance. Metallic inks differ from other PMS inks because they are less translucent and more opaque due to the presence of the metal elements. This ink is applied first during the printing process and may require multiple coats to achieve the desired effect.

