



How to Choose the Right Paper For Your Project

Choosing the right paper for your printed piece can greatly influence how your message is conveyed. Considering the following tips when choosing the right paper for your next project:

- The heavier the paper, the greater the opacity (or the less one can see through the paper). Pamphlets and brochures are usually printed on 50 to 80 pound text paper stock, and covers on 65 to 100 pound cover paper.
- Using bright papers improves the image's contrast range because the paper reflects more light.
- Consider using colored paper. In a study comparing the use of colored paper versus white paper, those using color reported a 46.3 percent increase in sales.
- The weight and grain of the paper you choose should complement whatever folding, finishing or binding processes may be involved.
- The surface of paper affects the way images print onto it. Rich, dark tones are enhanced when printed on a smooth, glossy sheet, but rough-surfaced paper will absorb more ink and leave the dark areas less intense.