

Designing for wood is different from designing for paper. You need to consider that since you are working with a naturally beautiful material, your design should respect the wood and allow it to shine. Remembering that generally when printing on paper, the colour white is actually an absence of ink on the page. On wood, white in your design file will be wood (unless you are specifically printing with white ink which is possible using some print methods).

We suggest that before starting your design, download the high resolution wood images from our resources section and insert the one you like as the background of your design file. That way, you'll have a fair idea of how it will look on wood.

Selecting the right wood for your design

Take care in selecting the type of wood you are going to print on. Make sure it represents your brand or the look you are trying to achieve and make sure it suits your design. Each of the three wood types we use are beautiful and regardless of your choice, we are sure you will be happy.

Printing colours

We can print basically any colour onto wood. Our print technology is capable of printing any CMYK colour and does so very accurately. Our printers are calibrated religiously using digital imaging tools that allow us to create unique profiles for each type of wood so as to achieve as close to true colour as possible.

Given the substrate is coloured (unlike paper which is consistently white), some colours may change as they interact with the wood colour you choose. We have created printing profiles for each type of wood and so as a designer, you don't need to adjust colours to compensate for the type of wood you are printing on.

If you are a design novice, it's wise to stay away from colours that are too similar to the type of wood you are printing on. For example, if you are printing on birch, light yellows or cream colours will not show up nicely because they are too similar to the wood. When using mahogany, it's wise to stay away from very deep browns and purples. Likewise, if using a dark wood it's best to stay away from light colours as they may not show up effectively. The darker the wood, the more simple and striking your design should be.

Full coverage design

We don't recommend that you cover too much of the wood in your design. While you are welcome to print full coverage onto wood, you need to keep in mind that:

- a) even in solid colour, the wood grain will show through. Using a digital print method, it is not possible to print "over" the grain.
- b) over large solid colour blocks, some slight colour variance may occur due to the natural properties of wood including knots and micro thickness variations.
- c) it will be harder to tell that your design is printed on real wood.

Bleeding off the edge

You can absolutely create design files that bleed off the edge. As with regular paper, so long as you leave a 3mm artwork bleed and an additional 2mm text bleed, it's no problem at all.

Need help?

Whether you have an existing brand or look or looking to create speak to us about the best way to approach your job. For business cards we have a range of standard design packages ranging from basic layout using an existing brand to creating a new brand for you. For invitations and personal stationary, we have a range of standard personalised design options, or we can create something unique for you. Don't hesitate to contact us if you have any questions.