colour is printed on a second side of the embossed feature visible from a second angle. In a second portion, the embossed pattern is offset relative to the printed pattern, such that the second colour is printed on a side of an embossed feature visible from the first angle. The adjacent first and second colours blend when viewed from a third angle to produce a third colour. Accordingly, in some embodiments, the indicia may be visible when viewed from the first angle, but is hidden when viewed from the second or third angles.

In a third aspect, a smoking article or a wrapper or housing for a smoking article includes an indicia that is hidden when viewed from a selected range of angles. For example, in embodiments, a smoking article or a wrapper or housing for a smoking article comprises a marking including a printed pattern and an embossed pattern aligned with the printed pattern. The printed pattern comprises a first portion and a second portion. The first portion of the printed pattern comprises a first colour and an adjacent second colour. The second portion of the printed pattern comprises the first colour and an adjacent third colour. In the first portion, the embossed pattern is in register with the printed pattern, such that the first colour is printed on a first side of an embossed feature visible from a first angle and the second colour is printed on a second side of the embossed feature visible from a second angle. In the second portion, the embossed pattern is in register with the printed pattern, such that the first colour is printed on a side of an embossed feature visible from the first angle and the third colour is printed on a second side of the embossed feature visible from the second angle. Accordingly, in some embodiments, the indicia may be hidden when viewed from the first angle, but may become visible when viewed from the second or third angles.

A further aspect of the invention relates to a smoking article comprising: a marking comprising a patterned portion and an adjacent portion, wherein the patterned portion comprises a printed pattern and an embossed pattern aligned with the printed pattern, the printed pattern comprises a first colour and an adjacent second colour, wherein the first colour of the printed pattern is provided on a side of an embossed feature visible from a first angle and the second colour of the printed pattern is provided on a second side of the embossed feature visible from a second angle, wherein the first colour and the adjacent second colour are of sufficiently small widths when viewed from a third angle that the first colour and the second colour blend when viewed from the third angle to produce a third colour, and wherein the adjacent portion of the marking is provided with one of the first, second or third colours.

Another aspect relates to a smoking article comprising: a marking comprising a printed pattern and an embossed pattern aligned with the printed pattern; wherein the printed pattern comprises a first colour and an adjacent second colour, wherein, in a first portion, the embossed pattern is in register with the printed pattern, such that the first colour is printed on a first side of an embossed feature visible from a first angle and the second colour is printed on a second side

of the embossed feature visible from a second angle, and wherein, in a second portion, the embossed pattern is offset relative to the printed pattern, such that the second colour is printed on a side of an embossed feature visible from the first angle, and wherein the adjacent first and second colours are of sufficiently small widths when viewed from a third angle that the first colour and the second colour blend when viewed from the third angle to produce a third colour.

Another aspect relates to a smoking article comprising: a marking comprising a printed pattern and an embossed pattern aligned with the printed pattern; wherein the printed pattern comprises a first portion and a second portion, the first portion of the printed pattern comprising a first colour and an adjacent second colour, and the second portion of the printed pattern comprising the first colour and an adjacent third colour; wherein, in the first portion, the embossed pattern is in register with the printed pattern, such that the first colour is printed on a first side of an embossed feature visible from a first angle and the second colour is printed on a second side of the embossed feature visible from a second angle, and wherein, in the second portion, the embossed pattern is in register with the printed pattern, such that the first colour is printed on a side of an embossed feature visible from the first angle and the third colour is printed on a second side of the embossed feature visible from the second angle.

In each of the embodiments of the various aspects discussed above, a printed pattern is aligned with an embossed pattern such that a hidden indica becomes visible when viewed from one or more angles. Where the printed pattern and the embossed pattern are in register with one another over a portion of the marking, the first colour predominates when viewed from the first angle and the second colour predominates when viewed from the second angle. Where the printed pattern and the embossed pattern are offset, the second colour predominates when viewed from the first angle or a third colour, which comprises a blending of the first and second colours, predominates. Despite one or more portions of the printed pattern and the embossed pattern being offset, it will be understood that overall, the printed pattern and embossed pattern are considered to be aligned to the extent that the desired appearance and disappearance of the indicia is achieved.

One or more embodiments of the smoking articles or wrappers described herein may provide one or more advantages over previously produced or described smoking articles or wrappers for smoking articles. For example, enhanced complexity of patterns and disruptions thereof or hidden indicia may result in a smoking article or wrapper that is more difficult to