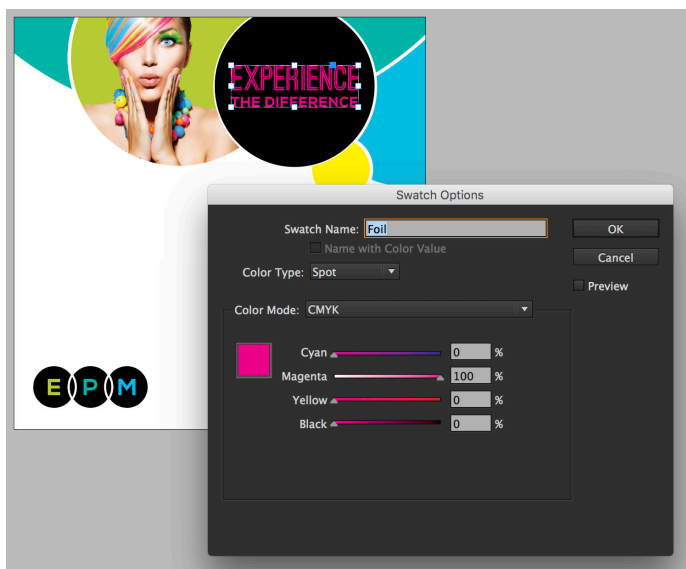


ARTWORK GUIDELINES:

Foil, Spot UV, Embossing & Debossing

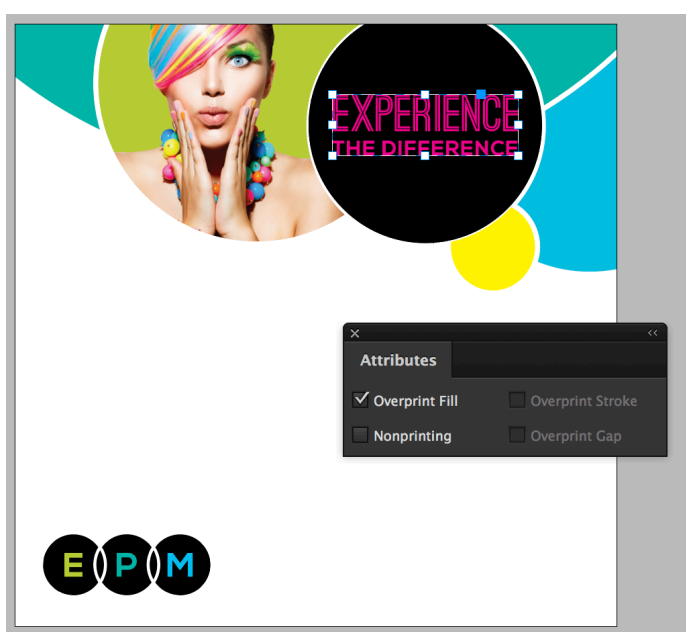


CREATE AN IDENTIFIABLE SPOT COLOR

The special areas in your design need to stand out to us, so creating a special spot colour swatch will separate these items from the rest of your artwork.

In Illustrator or InDesign create a new swatch from the Swatches panel. Give it a descriptive name and change the type to Spot Color.

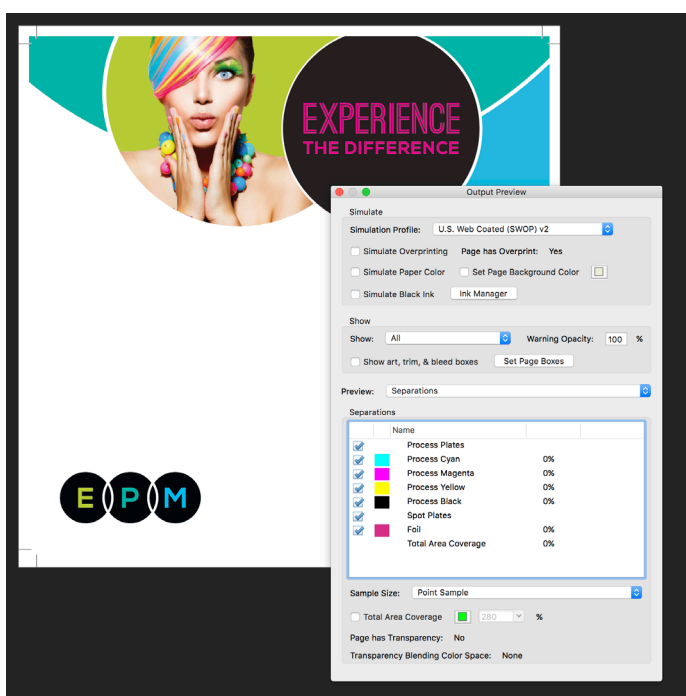
NOTE: Digital Clear ink MUST have the name **Clear** (case sensitive)



SET THE ELEMENTS TO OVERPRINT

To avoid the special finish elements knocking out the other print plates the elements must be set to Overprint via the Window > Attributes window.

This is crucial otherwise nothing will print behind your special effect and you will have a white 'knocked out' area under your foil, spot UV, embossed or debossed effect.



SAVE YOUR PRINT FILE

Save your document as a High Res PDF. You can use Adobe Acrobat's Output Preview mode to see how the artwork is separated into the different plates and how your special spot colour is clearly listed in the separations list.

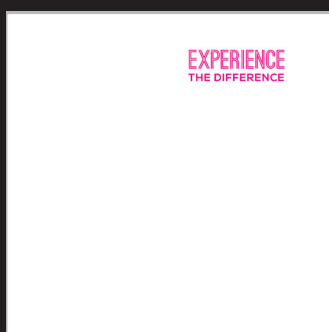
REMEMBER: If your files do not meet our specifications, your product may be printed incorrectly.

If you do not supply artwork which matches our requirements, we will ask you to resupply it or charge you for the time it takes to adjust.

3 PDF'S TO BE SUPPLIED



CMYK ONLY



SPOT COLOUR ONLY



CMYK & SPOT COLOUR