

ARTWORK GUIDE
CUTTING FORMES,
EMBOSSING/DEBOSSING,
FOIL BLOCKING
+ UV MASKS

TO THE POWER OF PRINT

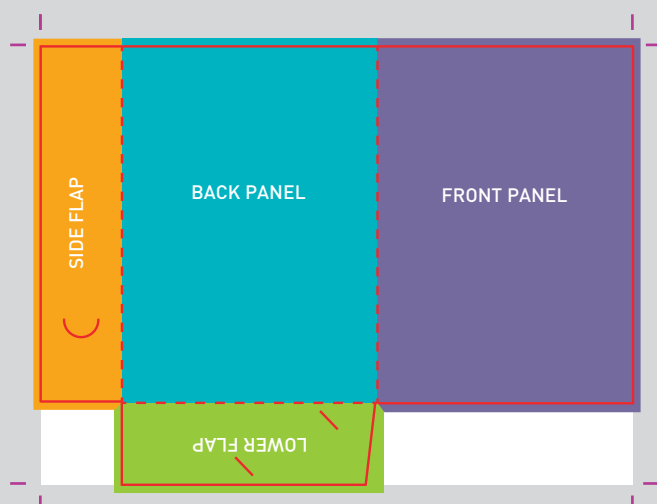
PLEASE TAKE A FEW MINUTES TO READ THROUGH THIS GUIDE BEFORE STARTING YOUR DESIGN PROJECT.

1. CUTTING FORMES

- We advise creating a new layer onto which you should place your cutting forme artwork. Your forme drawing (keyline) must be vector based and overlaid in the desired position. Do not use a process colour for your keyline, instead create an **additional spot colour** and name it something appropriate i.e. Keyline.
- Keylines in the drawing should be 1pt in width and **set to overprint**. Folding guides should be indicated as dotted lines while cut lines should be solid.
- Artwork should have crop marks, 3mm bleed and the **flat size** of the folder (i.e. with flaps spread out) **should be the document size** (i.e. the artwork should NOT be 'floating' on a larger page size).
- If the folder is printed on both sides, check that you've designed the inside of your artwork to fit a **mirror image** of the outside.

Make a mock-up!

You'd be amazed at the number of great looking designs we see that simply don't work on a functional level. Be sure to print out a copy of your document and make a mock-up before sending it to us. As well as your document looking good, consider the practicality of what it will be like when printed, punched out and folded.

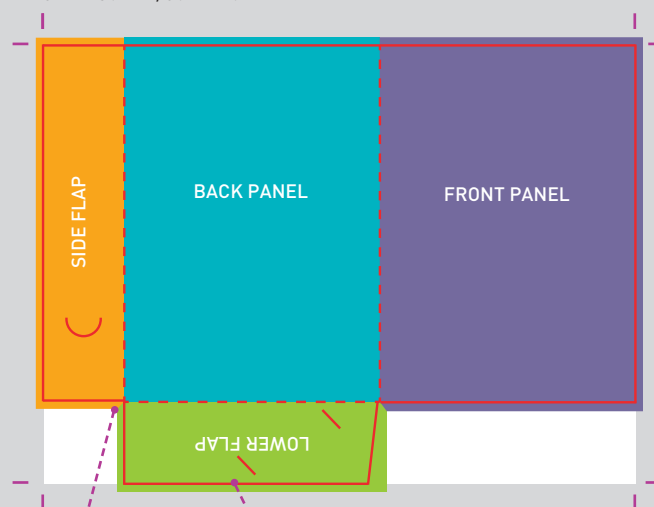


Design set up correctly

EXAMPLE: INTERLOCKING FOLDER A4+

Document size/finished size

377x150mm/307x220



Bleed

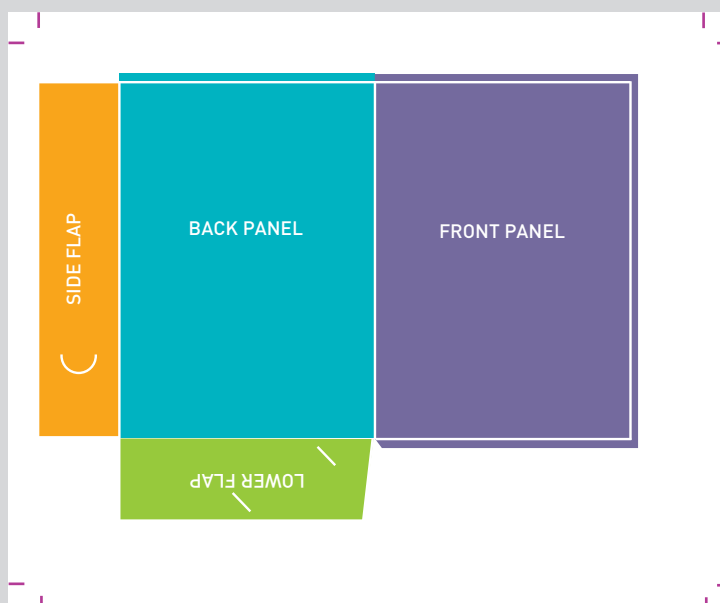
Extend (bleed) any objects off the page and beyond the keyline by 3mm

Keyline

Vector based and set up as a spot colour and on it's own layer. 1pt thickness and set to 'overprint'.

PLEASE NOTE

Most modern DTP applications allow layers to be created within a document. However, please ensure you have enabled the layer function when exporting your PDF as this is not always the default option.



Document size not the same as artwork flat size. Artwork not centred in document and 'floating' in white space. Cutting forme keylines set to 'knockout'. Bleed absent on some areas of artwork.

2. UV MASKS

We require a template for any jobs that require UV varnish. Again we advise creating a new layer in your document onto which you should place your UV mask artwork. Your UV mask should be overlayed in the desired position and must be a solid colour (not a tint). Do not use a process colour for your UV mask, instead create an **additional spot colour** and name it something appropriate i.e. UV and set this colour to overprint.

3. EMOSS/DEBOSS AND FOIL BLOCKING

We also require a template for any jobs that require foil blocking, emossing or debossing. We advise creating a new layer in your document onto which you should overlay the artwork in the desired position, again ensuring it's a solid colour (not a tint). Do not use a process colour for your effect, instead create an **additional spot colour** and name it something appropriate i.e. Foil and set this colour to overprint.

There are limitations to using these processes which can affect the finished product. For the best results, **do not include intricate shapes or very small text.**

PLEASE NOTE

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EXAMPLE: UV MASK FOR MAGAZINE SPREAD



UV Mask

Any area where the effect occurs should be indicated by a solid spot colour, placed on an overlaying layer in the correct position and set to overprint in the colour trapping options. Please note, if the area in question bleeds, so should the UV mask.