

ENHANCED FINISHES ARTWORK GUIDE:

Raised Foil

Art & File Requirements:

- Raised Foil elements must be set as a Spot swatch that is named “Raised Foil {Color}” (The actual color build of the swatch does not impact the color of the foil used, but the name of the swatch must be consistent with the color desired.)
- Raised Foil elements must be layered on top of CMYK art and set to Overprint
- Raised Foil elements cannot bleed and must have a 1/8" margin from the trim edge
- Full color elements may bleed and should include a 1/8" bleed on all sides
- Full color elements must have a 1/8" margin from the trim edge on business cards, and a 1/4" margin from the trim edge on announcements and postcards
- Minimum point size for text: 8 pt.
- Any Raised Foil text smaller than 8 pt. should be screened to 70%, but results cannot be guaranteed for text under 8 pt.
- Minimum point size for line weight: .5 pt.
- Minimum full color raster artwork resolution: 300 dpi
- File color format: CMYK
- Accepted file format: PDF
- PDF file must be submitted as composite, layered file formatted as a 1-page PDF for 1-sided products or a 2-page PDF for 2-sided products
- Change all text into “outlines” in the document before exporting the PDF



Recommendations & Tips:

- We recommend that files be created in Adobe® InDesign®.
- Set up your file in three layers: Raised Foil, Full Color, and Template (available online). This allows you to easily see your guidelines and turn layers on and off to ensure the perfect setup. Remember to only include the Raised Foil and Full Color layers in your exported file.
- Raised Foil elements that touch should be separated with 1 pt. stroke to add greater definition and prevent elements from merging together.

Final Composite PDF:



Separations/Layers:

Full Color ONLY



Raised Gold Foil ONLY

