

# ENHANCED FINISHES ARTWORK GUIDE:

## Raised Spot Gloss

### Art & File Requirements:

- Raised Spot Gloss elements must be set as a Spot swatch that is colored 0-100-0-0 (Magenta) and named "Raised Spot Gloss"
- Raised Spot Gloss elements must be layered on top of CMYK art and set to Overprint
- Raised Spot Gloss 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.
- 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 Spot Gloss, 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 Spot Gloss and Full Color layers in your exported file.
- Raised Spot Gloss elements that touch should be separated with 1 pt. stroke to add greater definition and prevent elements from merging together.
- Raised Spot Gloss elements can be set with different tint levels in order to achieve a multi-dimensional design. For best results, set elements at 100%, 30%, and 10% tints only. Both the 10% and 30% tint levels will result in a lower profile while adding a grainy, sandblasted texture. Percentages between 1-9% and 31-99% are not recommended because they will not result in a noticeable difference of dimension and results cannot be guaranteed. NOTE: please ensure you use a tint of the swatch, not an opacity.

### Final Composite PDF:



### Separations/Layers:

#### Full Color ONLY



#### Raised Spot Gloss ONLY

