

# Embossing & Debossing Artwork Supply Guidelines

Everything you need to know before sending artwork to us.  
Following these guidelines will ensure there are no delays with your printing.



When *quality counts* call **01582 699851**  
Simple process, superior quality and superb prices



Please be reassured that we always do a free artwork check for each and every job. The following guidelines have been created to help you understand what is required when preparing your artwork for print, and to help ensure that there are no delays with your printing.

#### **SUPPLYING THE RELEVANT FILES**

When supplying program native files (*i.e. Quark Xpress, Adobe InDesign documents*), please ensure that:

- all elements included in your artwork such as *images and fonts*, are in one folder.
- all elements in the folder are *clearly labelled*.
- to avoid any confusion, please supply *only* the relevant files that you want printing.

**If you have any problem, don't hesitate to contact Clare or Russell who will be more than willing to help.**  
We'll be happy to discuss your requirements and offer you our expert guidance.

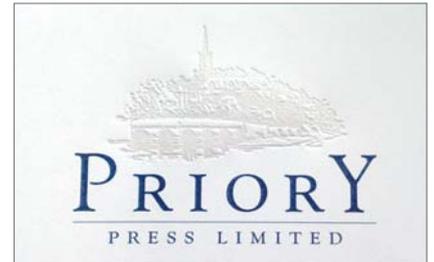
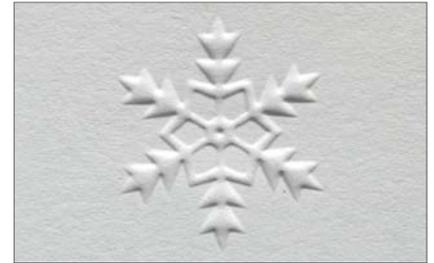
## CHOOSING ARTWORK FOR EMBOSSING/DEBOSSING

Embossing/debossing can look stunning when pressed into paper or card, however, please be aware of certain considerations outlined below:

- Embossing is the conventional route for producing raised artwork that is quite gently curved.
- Debossing produces a pressed in effect, which creates a sharper edge and is much easier to read if you are reproducing text.

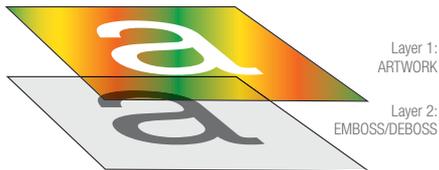
Although embossing can cope with some detail, be aware that fine texture or reverse detail will not reproduce. You need to be especially cautious if you wish to emboss/deboss text. The artwork that you use needs to be quite open as any lines will reproduce somewhat thicker, and so each element needs to have enough room around it to allow the paper to be impressed into the gaps. *For example*, if the ovals/circles within lowercase letters aren't open enough, they will emboss as a solid as oppose to an open letter. *For the cleanest results avoid too small a font, italics or anything too embellished.*

**If you are unsure of the reproduction capabilities of your artwork, please email us a copy of the artwork in question and we will be happy to advise you.**



Debossing is more suitable for detailed artwork or small text as it produces a crisper sharper edge.

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Create a separate layer to illustrate areas requiring embossing/debossing finish

## ARTWORK SUPPLY FOR EMBOSSING

Please create and supply your emboss/deboss artwork at 100% (actual) size, as a black and white JPEG with a minimum resolution of 300dpi, or alternatively as a black vector file (EPS) with all text converted to paths.

If you are sending the artwork as part of a printed document, please ensure that the non-printable emboss/deboss elements within your artwork are produced and set as 'SPOT colours' on a separate layer and named as follows:

- **EMBOSS** – *On a separate layer* please indicate which areas are to be blind embossed
- **DEBOSS** – *On a separate layer* please indicate which areas are to be blind debossed

**If you have any problem, don't hesitate to contact Clare or Russell who will be more than willing to help.**  
We'll be happy to discuss your requirements and offer you our expert guidance.

We hope that these guidelines have clarified any queries that you might have. However, should you be unsure of anything, please call us on **01582 699851**, and one of our friendly reprographics team will be delighted to assist you, in order that you achieve the very best results for your print project.

**We look forward to hearing from you!**



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