

Foil Blocking 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.

CREATING ARTWORK FOR FOIL BLOCKING

'Foil blocking' is a way of adding metallic foil to logos or text, to all or part of your printed products or literature. It can add gravitas to the simplest of designs, and look more striking yet when combined with embossing.

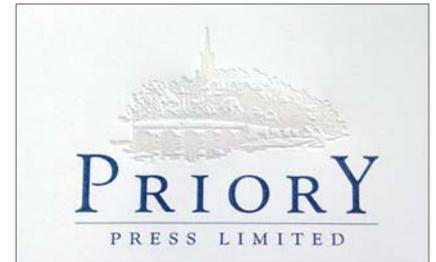
Please be aware, elements which are too close together may fill in, so be somewhat cautious of artwork with too much detail, such as too small a font, italics, or text where the ovals/circles within lowercase letters aren't open enough – they could render solid as oppose to an open letter.

Positive print: Minimum font size is 4pt for a san serif typeface such as Helvetica, or 6pt for serif typeface such as Times Roman.

Reverse print: Minimum font size is 6pt for a bold san serif typeface such as Helvetica Bold, or 8pt for serif typeface such as Times Roman.

We don't recommended using '*extra bold*' or '*light*' fonts smaller than 8 point, or using lines less than 1pt.

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.



Be cautious of artwork where elements are too close together as you are in danger of these elements 'filling in'.

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.



Create a separate layer to illustrate areas requiring block foiling

ARTWORK SUPPLY FOR FOIL BLOCKING

We do advise that artwork is generated in a professional design program such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Freehand, QuarkXpress or a high-resolution, print-ready PDF. Microsoft programs produce low-resolution files not suited to this method of printing.

Artwork produced in a non-vector based program, such as Adobe Photoshop, needs to be supplied at a minimum of 600dpi to achieve a quality block finish. PDFs should be set to a line-art resolution of 1200dpi.

If you are combining foil blocking with print (*e.g. on stationery*), please ensure that the non-printable '*foil block*' elements within your artwork are produced and set as '*SPOT colours*' on a separate layer and named as follows:

- **FOIL** – *On a separate layer* please indicate which areas are to be foil blocked.

Please ensure that no elements of the design are set to overprint.

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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