DATA SHEET

## How to create embossing shapes –
hot-foil stamping

General information

To create the embossing shape, please use a vector-based layout or graphics program (such as Adobe InDesign or Illustrator). Pixel files from image editing programs like Photoshop are generally unsuitable as they cannot be read.

The embossing area should always be created as a spot colour with 100% tonal value. Effects (drop shadows, gradients etc.) are not possible!

Please always place the shape on your design. This is the only way to ensure a perfect fit and to check its position accordingly.

Shapes that are composed of several objects must be combined into a closed shape without overlaps (e.g. using the Pathfinder).
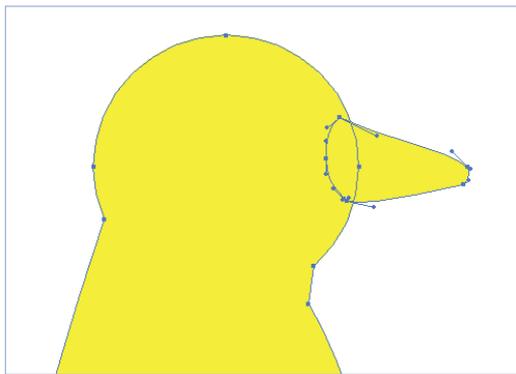
Individual objects of the shape overlap ✗
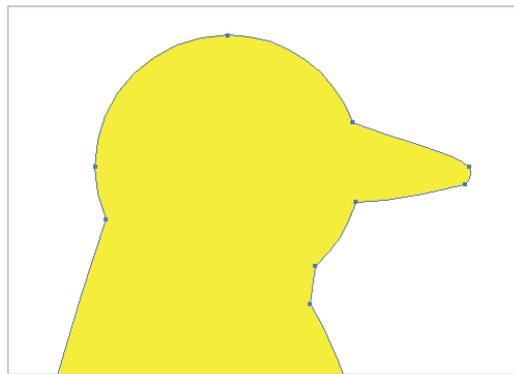
All objects combined in a closed shape ✓

Please note!

Minimum size: 0,3 mm (0,8 pt)
Knockouts: 0,56 mm (1,5 pt)
Swatch name: hfgold/hfsilber/hflaser (according to selection)

Special features: - 100% opaque
                   - No precisely fitting objects under the hot foil
                   - Only on coated paper!
                   - Margin to UV varnish 1 mm

How to create embossing shapes
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using Adobe Illustrator

Objects for embossing must be created as areas. If e.g. a 4 mm thick line is to be embossed, the line thickness must not simply be set to 4 mm. An appropriate shape or area (rectangle) must be created.
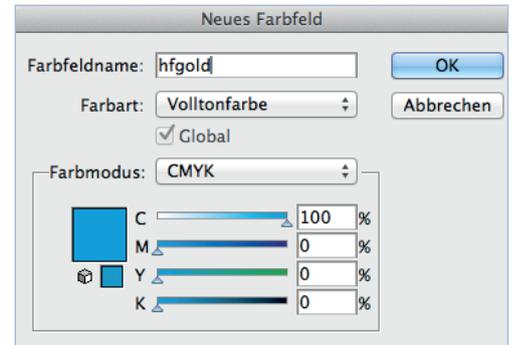
All stamping areas must be set to overprint.
For hot-foil stamping, the thickness/width should be 0.3 mm (about 0.8 pt). Negative (created by knockout) objects within the stamping area must knockout with at least 0.56 mm (about 1.5 pt). For finer objects, there is a risk that they can no longer be reproduced.

Hot foil is 100% opaque. No precisely fitting objects must be created under the hot foil areas, otherwise they might protrude. Hot foil does not adhere to UV varnish. A margin of at least 1 mm must be maintained between UV-varnished areas and the hot foil.

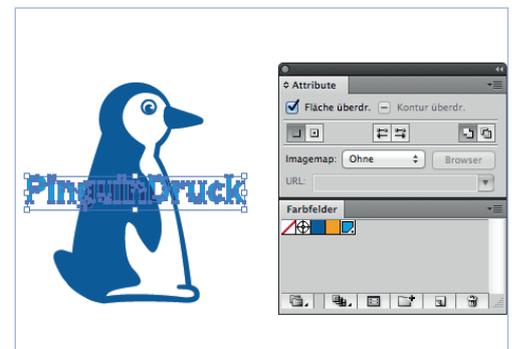*Create swatch for hot-foil stamping*

1. Create a new colour in the graphics or layout program.
   Swatch name: hfgold/hfsilber/hflaser (according to selection)
   Colour type: Spot colour
   Colour mode: CMYK
   Colour: 100% cyan

2. Create the shape to be embossed as a vector area.
   Do not set a contour!
   Assign the colour "hfgold" or "hfsilber" or "hflaser" to the area and set the area to "overprint". In InDesign und Illustrator, this option can be found via Menu → Window → Attributes.
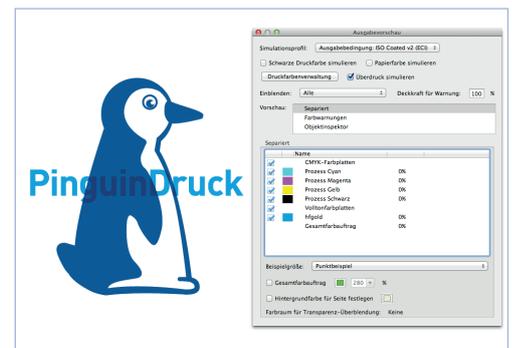
Fonts must be converted to paths.

3. When exporting the PDF, do **not** change the colour in the colour settings. The embossing shape is then available in the finished PDF as an additional colour. In the Separation/Output Preview in Acrobat, check if the area is positioned on the design as desired and set to overprint.

Set area to overprint

Overprint Preview in finished PDF

If you have any questions, we are personally available from 9am–8pm!
Service phone: +49 (0)30 / 44 32 40-50 or contact us by email: webshop@pinguindruck.de