

BEFORE YOU START

We know that setting up your files for printing finishes like foiling can be daunting, but our step by step guide will walk you through how we require you to set up the **three PDF files** required for digital foil printing, using professional software such as Adobe InDesign, Illustrator and Photoshop.

If you're a beginner in adding foil to your artwork, we recommend you reach out to our [Artwork Services Team](#), who for a small fee will make sure your files are perfect for print.

We use a process called digital foiling to create your foiled prints, however some designs such as those with intricate details, are more suitable for block foiling. To find out more about these different techniques you can visit our [blog](#). Or, if you would like more information about block foiling you can contact our [Bespoke Team](#).

! Your colour mode should be **CMYK** and you need a standard **3mm bleed** added to your document or artboard. Elements you would like to be foiled should be **100% black, C=0%, M=0%, Y=0%, K=100%**.

! If you're creating double sided print, you'll need to include the reverse print of your artwork within the **NON_FOILED** file as well as the **FULL_ARTWORK** file. This is so that we can make sure we print all of your non-foiled your artwork correctly.

! If you are creating a book or brochure please be aware you can only foil the outer covers, not the inner covers or inner pages. Again we require you to add both your inner covers and inner pages to the **NON_FOILED** file and **FULL_ARTWORK** file.

! If you're looking to print foiled Stickers, the process is a little different, we only require one file as you can't print colour onto a foil Sticker. Your design should be **100% black, C=0%, M=0%, Y=0%, K=100%**.

STEP 1 - FULL ARTWORK

You'll need to save a PDF version of your full artwork and save it with '**FULL_ARTWORK**' at the end of the file name. We'll use this file as reference to we see exactly what you intend your finished artwork to look like.

Now go to '**Export**', choose '**Adobe PDF (Print)**' and make sure you've got the following options applied so that our software can read your artwork.

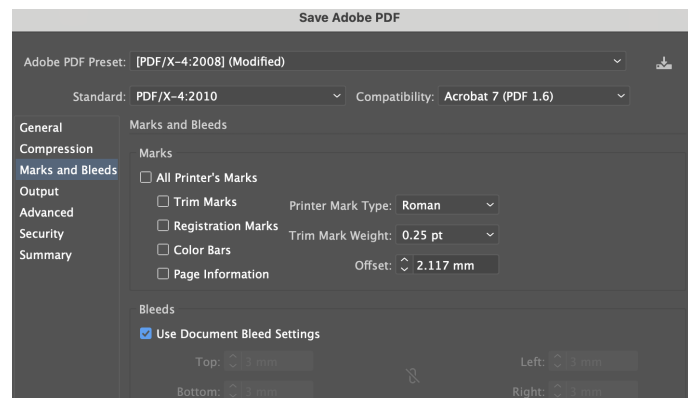
- Adobe PDF Preset: [PDF/X-4:2008]
- Standard: 2010.
- Compatibility: Acrobat 7 and above.
- Marks and bleeds: Under '**Marks**' select '**Bleed**' and '**Use document bleed settings**' and then '**Export**'.

STEP 2 - NON FOILED

Once you have your full artwork PDF saved, head back to your AI or InDesign file and select all the elements that you want to be foiled.

Go to '**Edit**' then '**Cut**'. You'll be left with all the elements that you want to be printed, but not foiled.

Next, repeat step one (exporting as a PDF) to create your non-foiled artwork PDF. Save this file with '**NON_FOILED**' at the end of your file name.



STEP 3 - FOIL ONLY

Now you'll need to create your files for the foiled areas of your design. Head back into your AI or InDesign file, depending on your process of saving out your previous files, you can either undo the 'cutting' of your foil elements by hitting '**cmd+z**' or '**Edit**' then '**Undo cut**', to bring your foiled elements back into your design (or head to your foil layer, and switch the visibility on, and hide your non-foiled layer).

Now select your CMYK artwork elements, and again go to '**Edit**' then '**Cut**'. You'll be left with all the elements that you want to be foiled, but not printed. Repeat file set up options from steps one and two and save your final PDF file with '**FOIL_ONLY**' at the end of your file name.

UPLOADING YOUR FILES

Whilst there is little change in the way you design your artwork when it comes to foiling, we will need your artwork to be saved in a specific way to ensure that we only foil the areas you require.

When saving we require **3 pdf files** with **specific naming conventions**, see our examples.

! You will now be ready to upload your 3 pdf files into our website on your chosen product.

Here you have the option to go straight to print with your files, or to have your files checked by our [Artwork Services Team](#) for a small fee.

FULL_ARTWORK

this file includes both your CMYK and foiled elements.

NON_FOILED

this file should only contain the CMYK elements of your artwork, with all foiled elements removed.

FOIL_ONLY

this file should only contain the foiled elements of your artwork, with all CMYK elements removed.

Example:

A5 Greeting Card _ FULL_ARTWORK,
A5 Greeting Card _ NON_FOILED
A5 Greeting Card _ FOIL_ONLY

We can foil vector and bitmap images and shapes but vector will produce a better result. As you can see with the example, any bitmap images that are foiled, may not be foiled as accurately as vector shapes.

Any elements which need to be foiled should be black, C=0%, M=0%, Y=0%, K=100%.

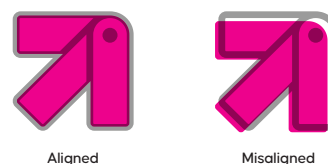
Example



We don't recommend adding foil on small or intricate areas, as some movement can occur during the print process, resulting in areas of misalignment. When adding foil to printed text or shapes, please slightly extend any areas of foil over the print, so that they overlap.

If you want to foil around an area of CMYK, create a border, or have intricate foil areas within your design, we recommend you opt for block foil via our **Bespoke Team** rather than digital foil. Block foil will always produce a much cleaner finish and means you can add foil to much finer details.

Example

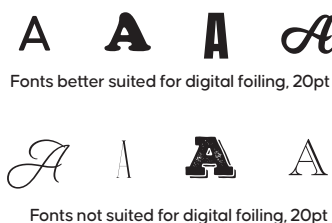


We recommend a font size no lower than 7pt. We advise against the use of script and delicate fonts with digital foil especially for small text.

We advise that you consider font choices carefully if you want to apply foil to smaller text.

Please make sure that any text is embedded into the document or outlined. To outline your text in AI or ID, use 'ctrl/cmd+shift+O' or select the 'Type' drop down menu and hit 'Create outlines'.

Example



STILL NOT SURE?

If you need a hand setting up your artwork for foil printing, we're more than happy to give you a hand for a small fee. Give us a call on our free phone number: **0800 840 1430** Monday to Friday, 8.30am to 5.30pm, or drop us a line at theteam@printed.com and we'll help you get set up.