

# Embellish Specifications

## FOIL - CREATING YOUR ARTWORK

### Creating foil colour:

Elements to be in foil:

1. Create a 'foil' Swatch colour in the Swatches palette
2. Double click open the 'foil' Swatches and update to:
  - Swatch Name to 'foil'
  - Colour Type to 'Spot'
  - Colour Mode to 'CMYK' (C11, M92, Y0, K0)
3. Select foil items and set to 'Overprint Fill / Stroke' as appropriate using Attributes
4. Ensure all spot foil elements are put onto its own layer named 'foil'

## FOR BEST RESULTS – YOUR ART MUST CONFORM TO THE FOLLOWING:

### Large Foil areas:

- Avoid Foil coverage exceeding 30% of the page or 5cm x 5cm area as this will require a non-standard process and will need to be quoted accordingly – please consult your Whirlwind Account Manager to assist you
- Rather than filling solid areas, use Foil for line and pattern designs all over – remember less is more

### Foil text:

- Make all fine text 50% strength

**PIXEL RULE:** Ensure there is a minimum of 3 pixels clear between Foil areas to avoid fill-in.

Test your artwork beforehand: place artwork into Photoshop, set image to 360dpi and zoom in to the maximum, ensure areas are 3 pixels solid (100% filled pixels). Spacing between gaps also has to be 3 solid pixels

### Foil over trims, scores and folds:

- All trims, scores and folds need a minimum clearance of 2mm from Foil. Please consult your Whirlwind Account Manager if you require Foil to bleed to trims or to run over scores and folds as this will require a non-standard process and will need to be quoted accordingly

NOTE: Speak to our team about bespoke embellished print

National 1300 129 227  
[www.whirlwindprint.com](http://www.whirlwindprint.com)



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