

EMBOSS AND DEBOSS A DESIGNERS GUIDE

BEFORE YOU START

We know that setting up your files for printing finishes like embossing and debossing 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 printing, using professional software such as Adobe InDesign, Illustrator and Photoshop.

Some designs such as those with intricate details and thin lines are not suitable for this finish due to the process. To find out more about these different techniques you can visit our [Embossed and Debossed Printing](#) page, or, if you need more information you can contact our [Bespoke Team](#).

- ! Your colour mode should be **CMYK** and you need a standard **3mm bleed** and **5mm safe** area added to your document or artboard. Elements you would like to be embossed/debossed should be **100% black, C=0%, M=0%, Y=0%, K=100%**.
- ! If you're creating a folded print, you'll need to include the reverse print of your artwork within the **EMBOSS/DEBOSS_ONLY** file as well as the **FULL_ARTWORK** file. This is so that we can make sure we print all of your non-embossed/debossed artwork correctly.
- ! Embossing works best with stocks of 200gsm and lighter.
 - Debossing works best with stocks of 300gsm and heavier.

UPLOADING YOUR FILES

Whilst there is little change in the way you design your artwork when it comes to creating emboss/deboss elements, we will need your artwork to be saved in a specific way to ensure that we only emboss/deboss 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 your Bespoke quote on our website

Here you have the option to go straight to print with your files, or to have a professional file check for a small fee.

FULL_ARTWORK

this file includes both your CMYK and emboss/deboss elements.

NON_EMBOSS/DEBOSS

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

EMBOSS/DEBOSS_ONLY

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

Example:

A6 Save The Date _ FULL_ARTWORK
A6 Save The Date _ NON_EMBOSS
A6 Save The Date _ EMBOSS_ONLY

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 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.

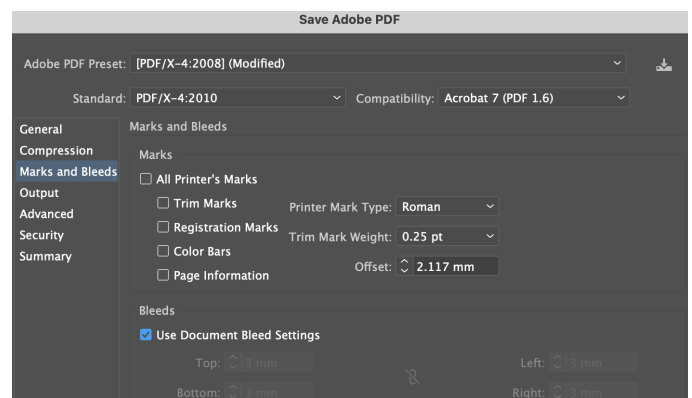
- Adobe PDF Preset: [PDF/X-4:2008]
- Standard: 2010.
- Compatibility: Acrobat 7 and above.
- Marks and bleeds: Under '**Marks**' select '**Bleed**' and '**Use document bleed settings**' and then '**Export**'.

STEP 2 - NON EMBOSS/DEBOSS

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 have embossed/debossed.

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

Next, repeat step one (exporting as a PDF) to create your print only artwork PDF. Save this file with '**NON_EMBOSS**' or '**NON_DEBOSS**' at the end of your file name.



STEP 3 - EMBOSS/DEBOSS ONLY

Now you'll need to create your files for the embossed/debossed 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 elements by hitting '**cmd+z**' or '**Edit**' then '**Undo cut**', to bring your embossed/debossed elements back into your design (or head to your embossed/debossed layer, and switch the visibility on, and hide your non embossed/debossed 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 embossed/debossed, but not printed. Repeat file set up options from steps one and two and save your final PDF file with '**EMBOSS/DEBOSS_ONLY**' at the end of your file name.

EMBOSS AND DEBOSS

A DESIGNERS GUIDE

We can only emboss/deboss vector images, shapes and lines thicker than 6pt, any bitmap images will not produce a strong result. As you can see with the example, bitmap images do not have smooth edges, which does not suit the process of embossing/debossing.

Any elements or text which need to be embossed/debossed should be black, **C=0%, M=0%, Y=0%, K=100%**.

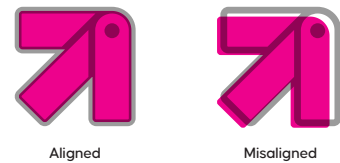
Example



We don't recommend creating small or intricate embossed/debossed areas, as the manufacturing process means these areas may not show prominently on your print. If you are adding emboss/deboss elements over areas of print, keep in mind that some natural movement can occur during the print process, resulting in areas of misalignment.

If you have any technical questions regarding emboss/deboss we advise you reach out to our [Bespoke Team](#) who can offer advice when you are creating your artwork.

Example

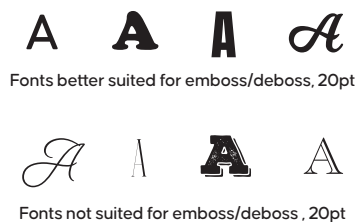


We recommend a font size no lower than 8pt. We advise against the use of script and delicate fonts with emboss/deboss especially for small text.

We advise that you consider font choices carefully if you want to apply emboss/deboss 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?

Need a hand setting up your artwork for embossing and debossing? 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, 9am to 5pm, or drop us a line at theteam@printed.com and we'll help you get set up.