

Emboss & Deboss

A Canva Guide

We know that setting up your files for special finishes like emboss and deboss printing can feel a little daunting. The good news is that it's actually simpler than you might think.

To help you get it right, we've put together a quick guide on how to set up emboss & deboss using Canva. Follow the steps below to make sure your artwork comes off the press as intended.

What files do we need?

To print emboss and deboss, we need three PDF files:

- **Full_artwork file** – a complete version of your design showing both the print and emboss/deboss elements together.
- **Emboss/Deboss_only file** – a version with all printed elements removed, showing only the emboss/deboss areas in solid black on a white background.
- **Non_Emboss/Deboss file** – a version with all emboss/deboss elements removed, showing just the printed parts of your artwork.

What is embossing?

Embossing is a technique that creates a raised effect by pressing your design up from the paper's surface using a custom metal die. The result is a beautifully tactile, three-dimensional finish that you can both see and feel – perfect for adding a touch of elegance to logos, monograms, or patterns. Embossing works best on thinner papers, so that the raised areas can be clearly seen.

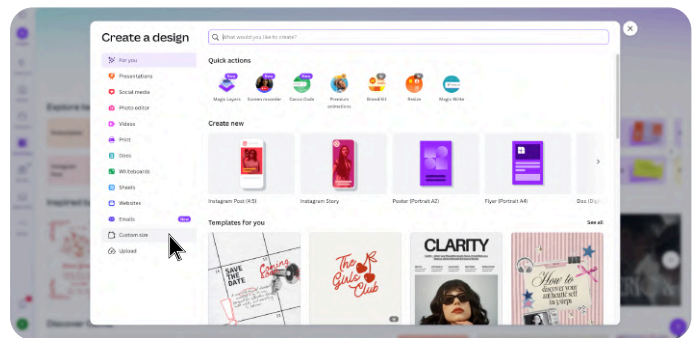
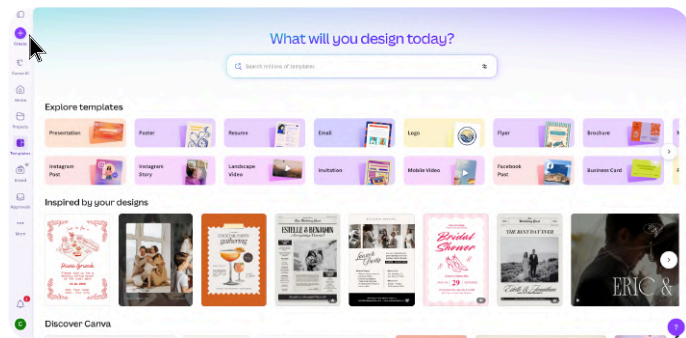
What is debossing?

Instead of raising the design like embossing, the design is pressed down into the paper to create a sunken impression. This indentation adds texture and depth, giving your design a sophisticated and understated look. Ideal for minimalist branding or modern stationery, debossing works best on thicker papers and brings a sense of luxury that's impossible to miss.

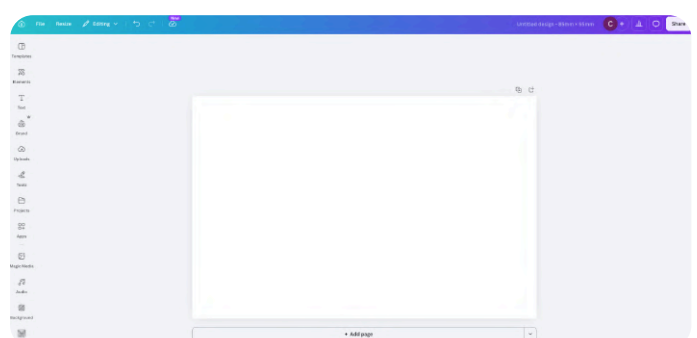
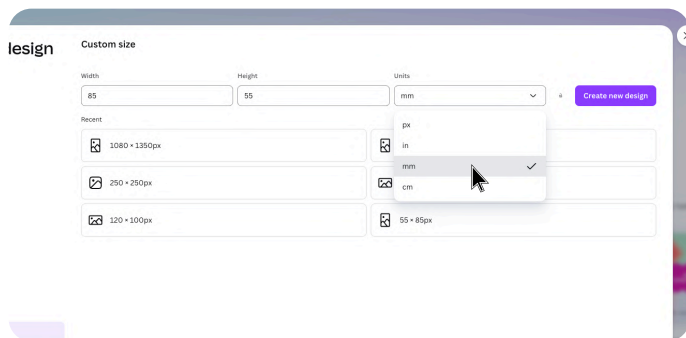
In this example we'll be creating embossed artwork, but to create debossed artwork simply follow the exact same process.

Step 1 Create a page

Click create and choose 'custom size' from the menu on the left



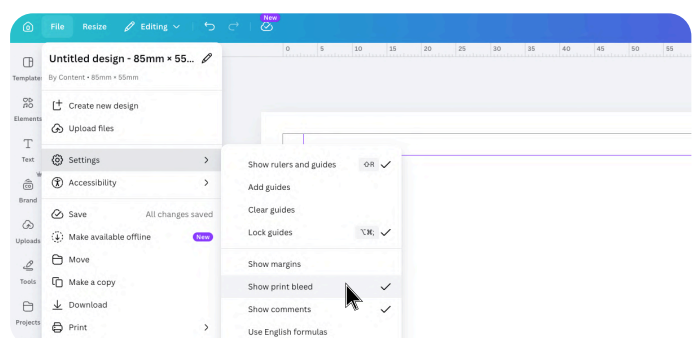
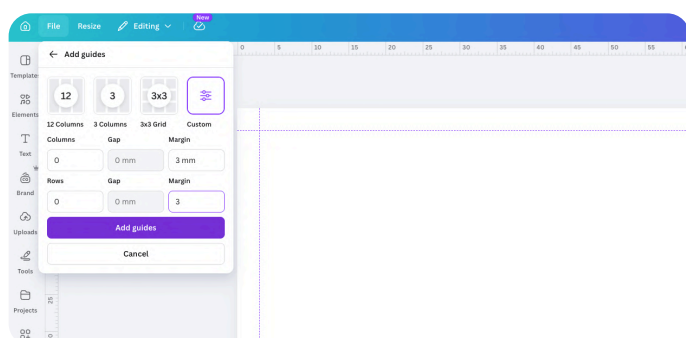
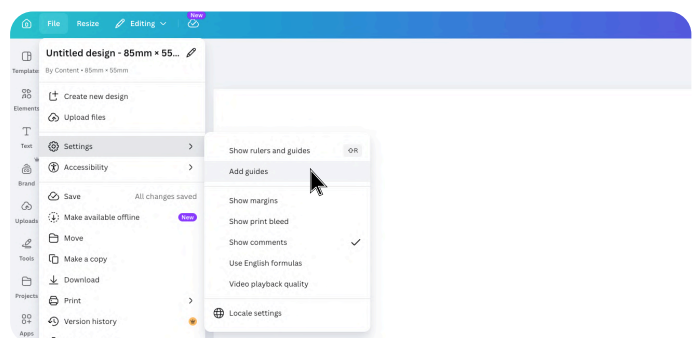
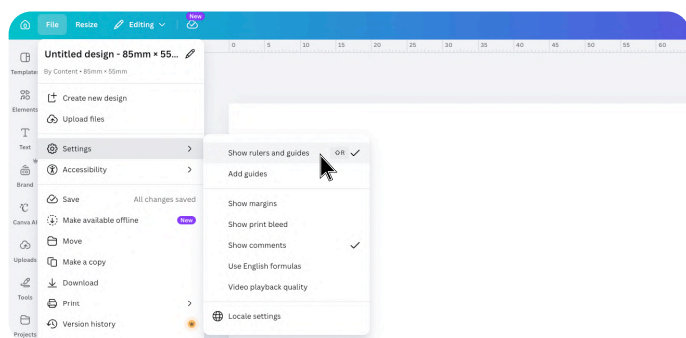
You can create any size you want from here. In this case, we're going to set up the page as 85 x 55 mm. Change the units to mm and enter your dimensions in the width and height fields. In the example below, the width is 85 mm and the height is 55 mm - this will create a landscape Business Card. Swap them if you want a portrait layout.



Add safe zone and bleed to the page

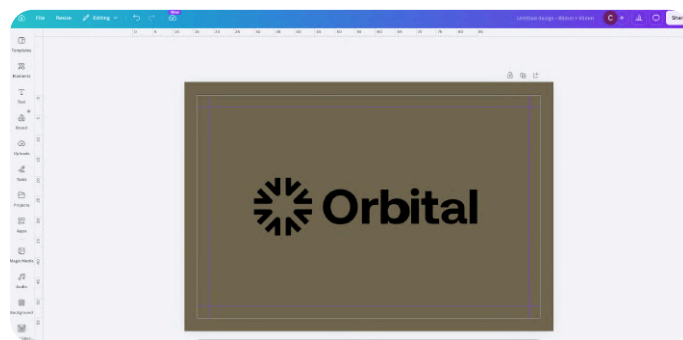
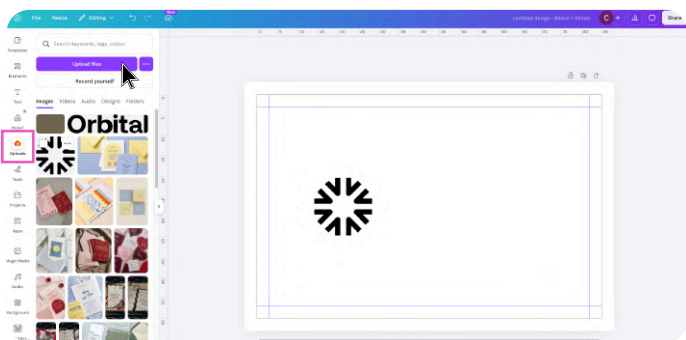
To show the safe area, we need to add margins 3 mm in from the edge of the page. This helps keep important elements such as text and graphics, a safe distance from the trim edge, reducing the risk of them being cropped during finishing. To do this click File > Show rulers & guides. Then click File > Add guides > Custom, and enter 3 mm in both margin boxes and set the rest to 0.

Show the bleed by clicking File > Settings > Show print bleed. Bleed is required on all artwork created for print.



Step 2 Start Designing

Let's start with the full artwork page. Create the design you want - you can do this in multiple ways. In the example below, we have imported our elements (background colour, text, and logo) as SVG files so we are able to edit them. Simply click Uploads > Upload files and select the files you want to import.

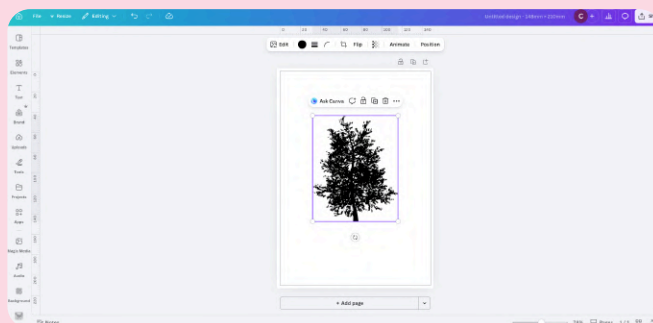
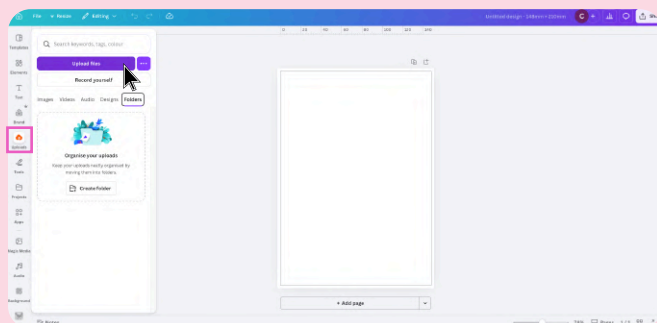


Notice how we have filled the background colour in the bleed area as well, this is essential if you want edge-to-edge print with no white gaps showing. The bleed will be trimmed off after printing.

Using custom shapes, graphics, and illustrations

You can also bring other shapes, graphics, or illustrations into Canva as well if you have a specific design in mind. Canva allows you to upload PDF, PNG, JPEG, EPS and Ai (Adobe Illustrator) files as well.

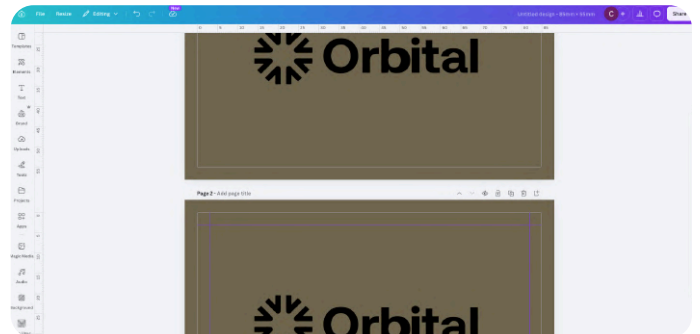
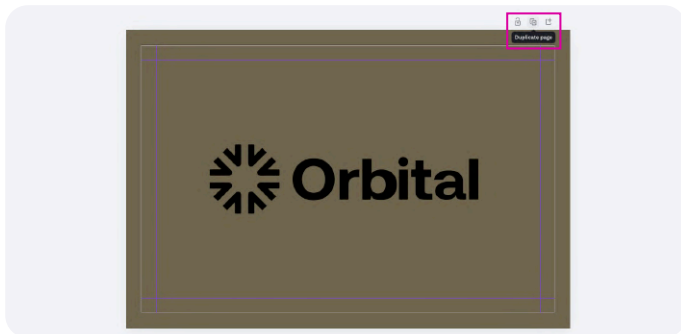
Here we have found a tree illustration which is an SVG file (a standard file used for 2D graphics). You can also bring in PDF, JPEG, PNG files. These files will need to be solid black.



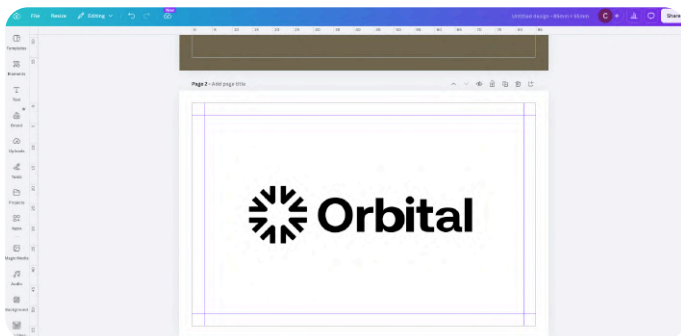
You can create your own shapes or illustrations using drawing apps like Procreate, save them as transparent PNGs and upload them into Canva, as long as they are black.

Step 3 Create an emboss only page

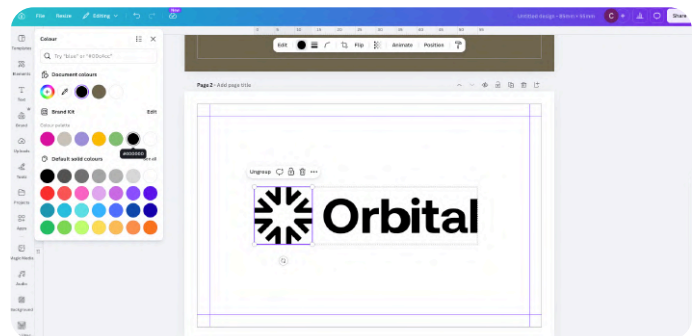
Now that we have created a design, we need to create an 'emboss-only' page from your 'full artwork' page with all non-embossed elements removed. This is really easy to do, simply click on the 'Duplicate page' icon in the top right corner of your current page. You will then have an exact copy of the first page.



Remove the print (non-embossed) parts from the artwork.



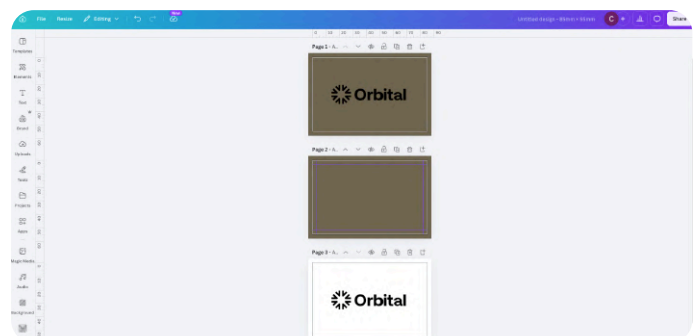
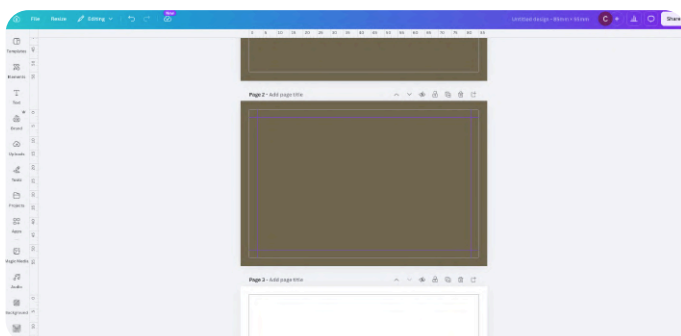
Ensure all embossed parts are set to black (Hex code: #000000).



Step 4 Create a print only page

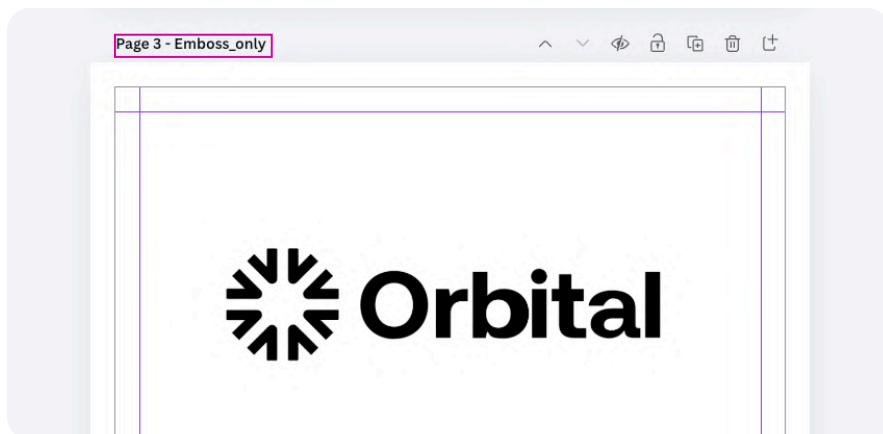
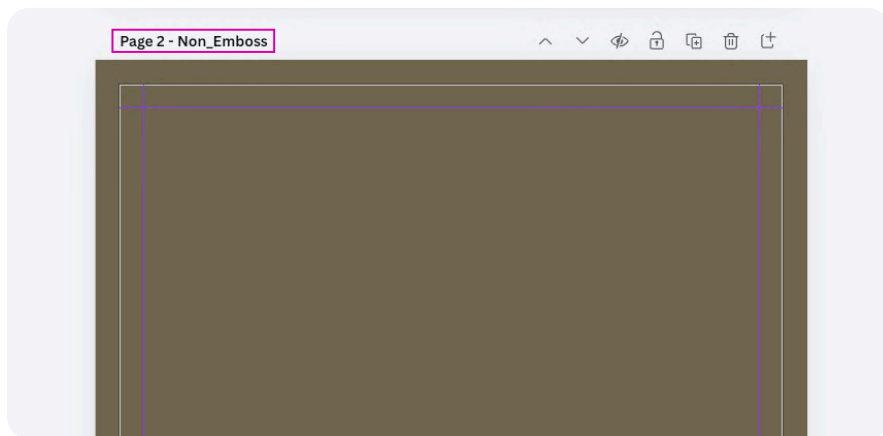
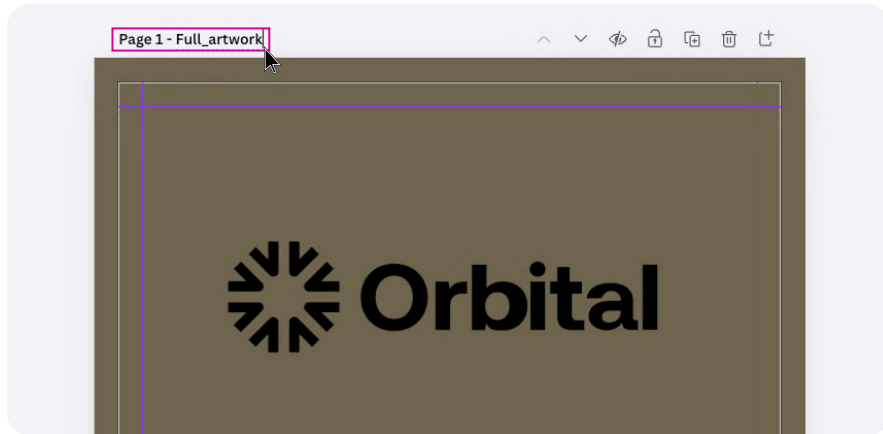
Make another duplicate of the first page, as before, this time we remove the emboss/deboss elements leaving only the printed elements.

In this case we want to add embossing directly to the background colour so we remove the logo.



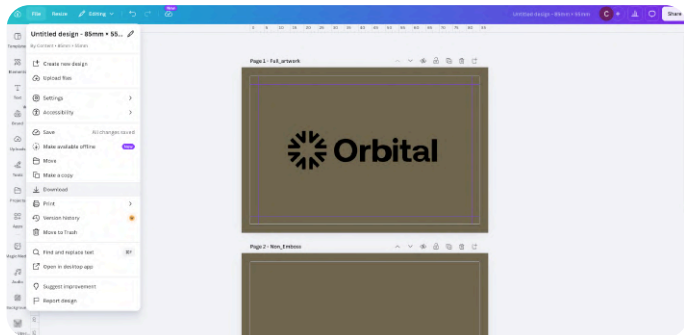
Step 5 Name your pages

Name the pages by clicking on the page title in the top left corner. Name them Full_artwork, Non_Emboss, Emboss_only.

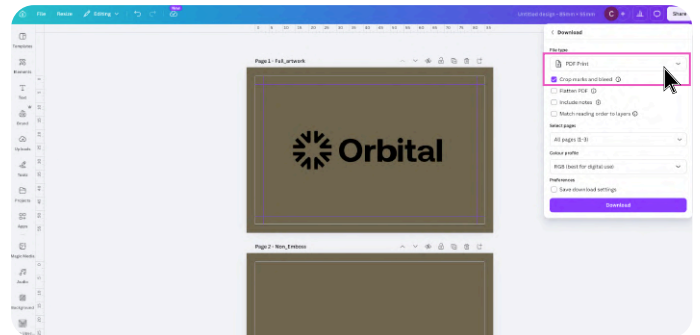


Step 6 Save your artwork

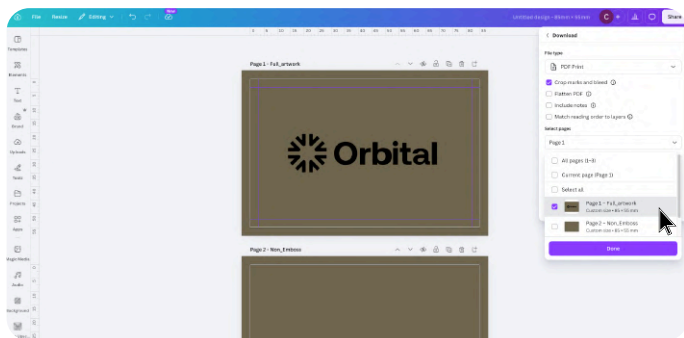
Save your artwork as a PDF by clicking File > Download.



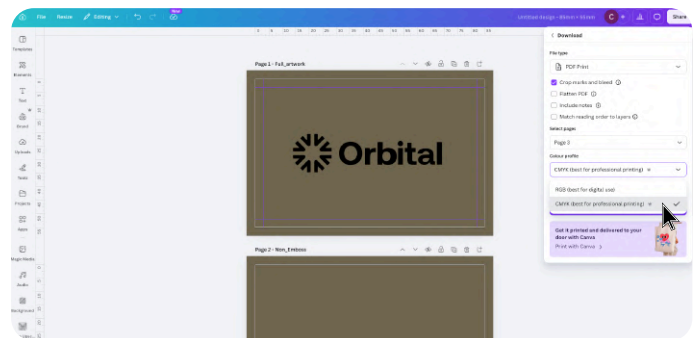
In 'File type' select PDF print, tick the option for 'Crop marks and bleed'.



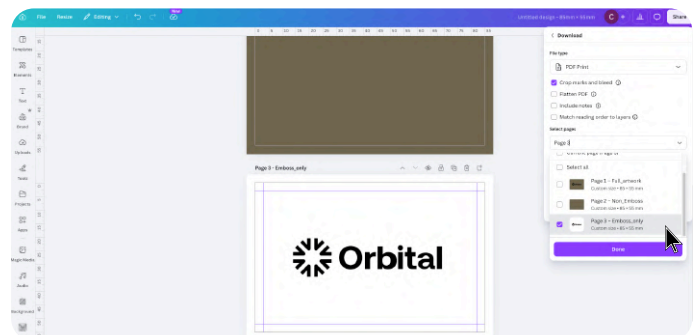
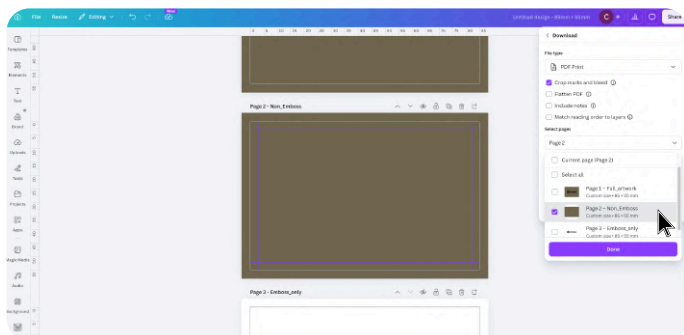
In 'Select pages' deselect 'all pages' and select page 1 only.



In the 'Colour profile' ensure CMYK (best for professional printing) is selected. This is a premium feature, so it's not available on the free plan.



You will need to do the same for all of the other pages as well. Untick page 1 and tick page 2, etc, so you end up with three separate PDFs named correctly.



And that's it – you're all set to go!

Head over to <https://www.printed.com/support> for further help and support.