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Artwork  
Setup Guide

2023

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# *How to use this guide*

This guide provides set up instructions for all our specialty finishes.

Each page includes high-level set up instructions.

To copy the set up examples, open this document in Adobe InDesign or Illustrator.

If you need assistance with your artwork set up, [click here](#).

# How to set up:

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# ARTBOARD, BLEED & SAFE AREA

## Artboard Set up

Set up artwork to the finished size required

Use either Adobe InDesign or Adobe Illustrator  
– vector-based programs are best.

## Bleed

Artwork must have 3mm  
external bleed on each edge

**E.G. THE PRINTED BACKGROUND EXTENDS  
TO THE EDGE OF THE BLEED AREA.**

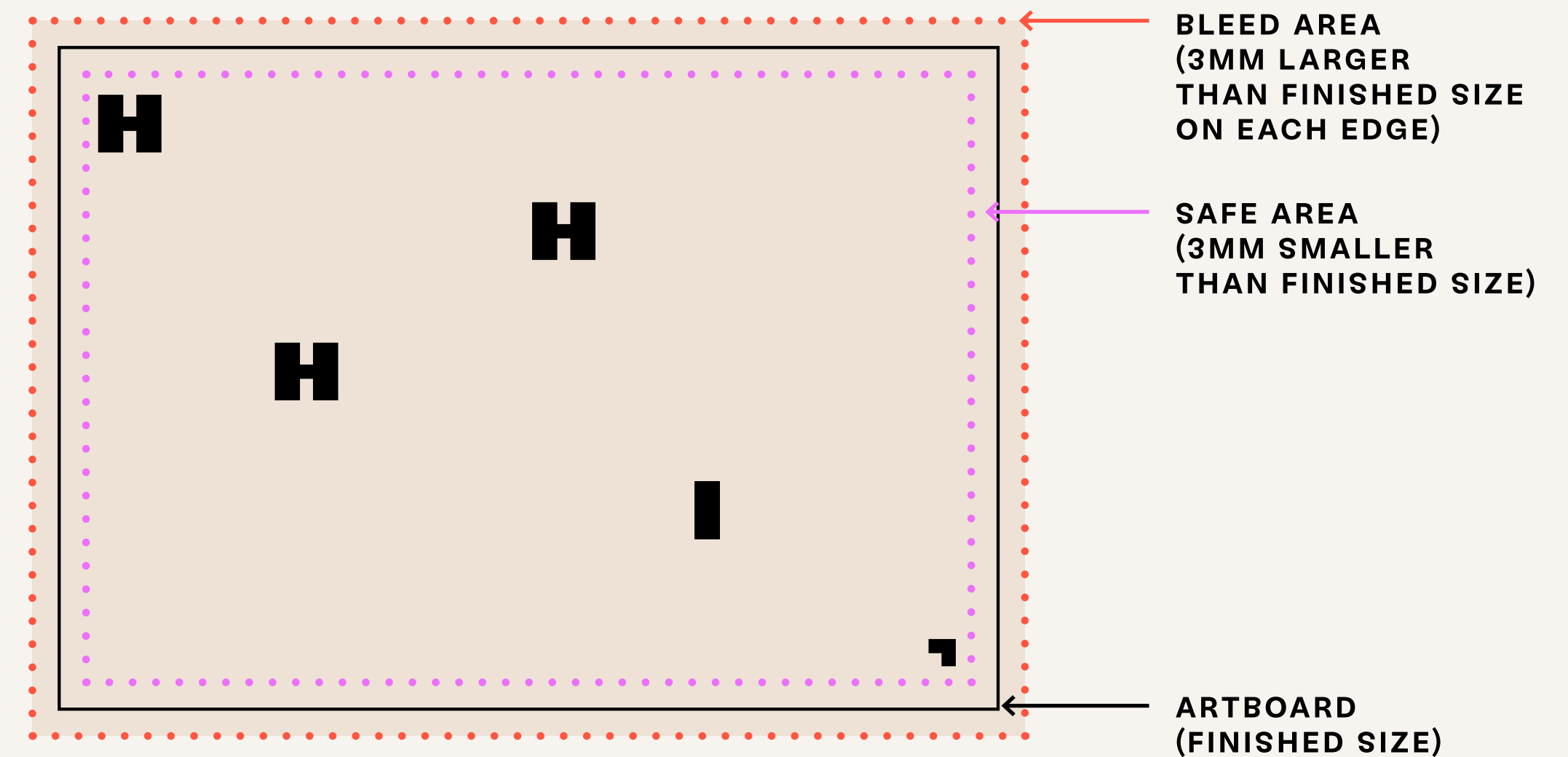
## Safe Area

Artwork must have 3mm safe area

**E.G. IMPORTANT GRAPHICS ARE WITHIN THE SAFE AREA**

## NOTES.

OUR STANDARD SIZE IS 90MM X 54MM  
WE CAN PRODUCE UP TO 105MM X 74MM (A7)



# MIX & MATCH

## Slug Set up

Add a 10mm slug at the bottom of your artboard

Add paper details to each artboard/side

E.G. PAGE 01 = 270GSM COLOURPLAN CITRINE  
PAGE 02 = 270GSM COLOURPLAN IMPERIAL BLUE

## NOTES.

INCLUDE SLUG AREA IN YOUR EXPORTED PDF UNDER 'MARKS & BLEED'.



SLUG AREA  
(10MM AT BOTTOM  
OF ARTBOARD)



SLUG AREA  
(10MM AT BOTTOM  
OF ARTBOARD)

# EDGE FOIL

## Slug Set up

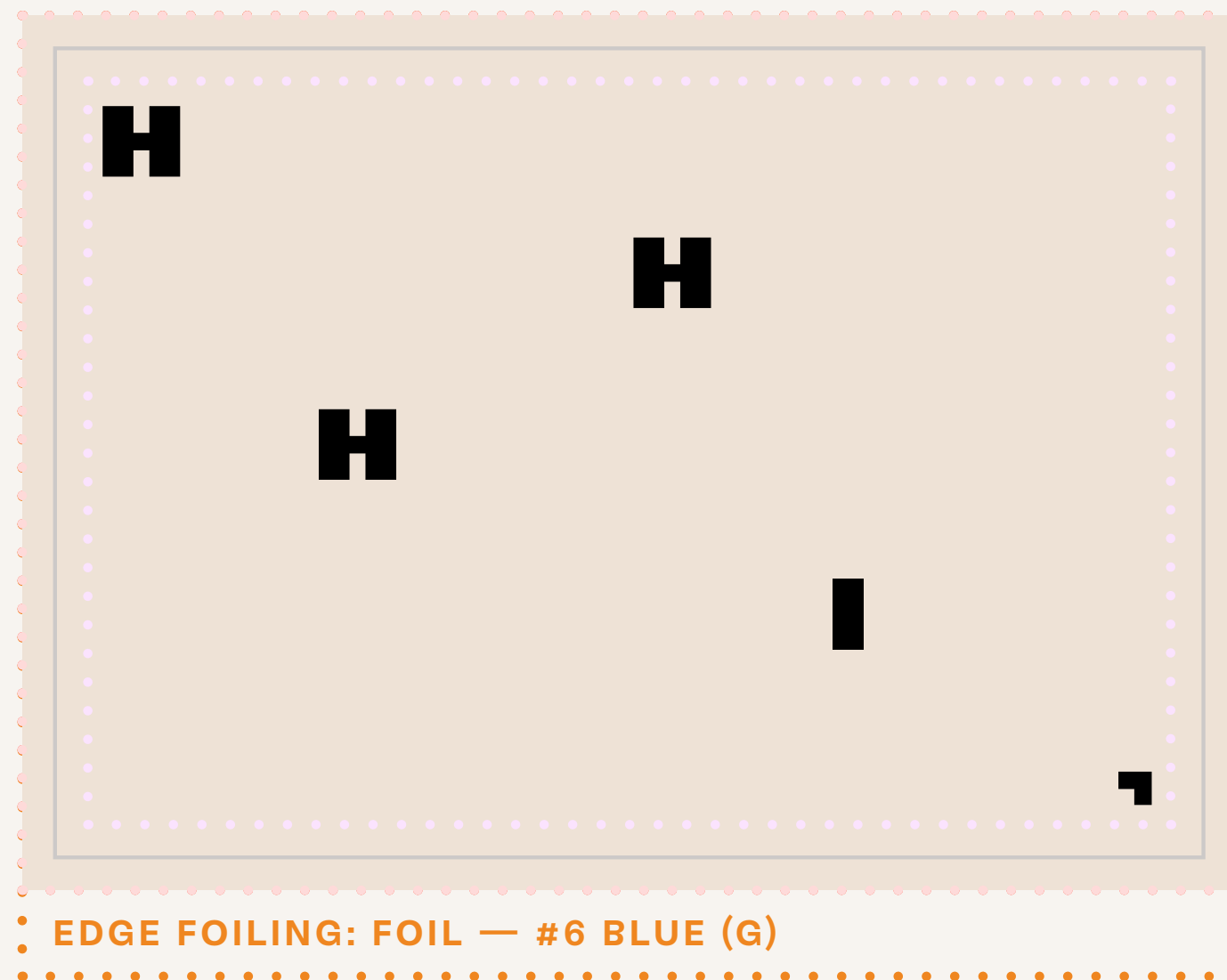
Add a 10mm slug at the bottom of your artboard

Add edge details to each artboard/side

E.G. EDGE FOILING: FOIL - #6 BLUE (G)

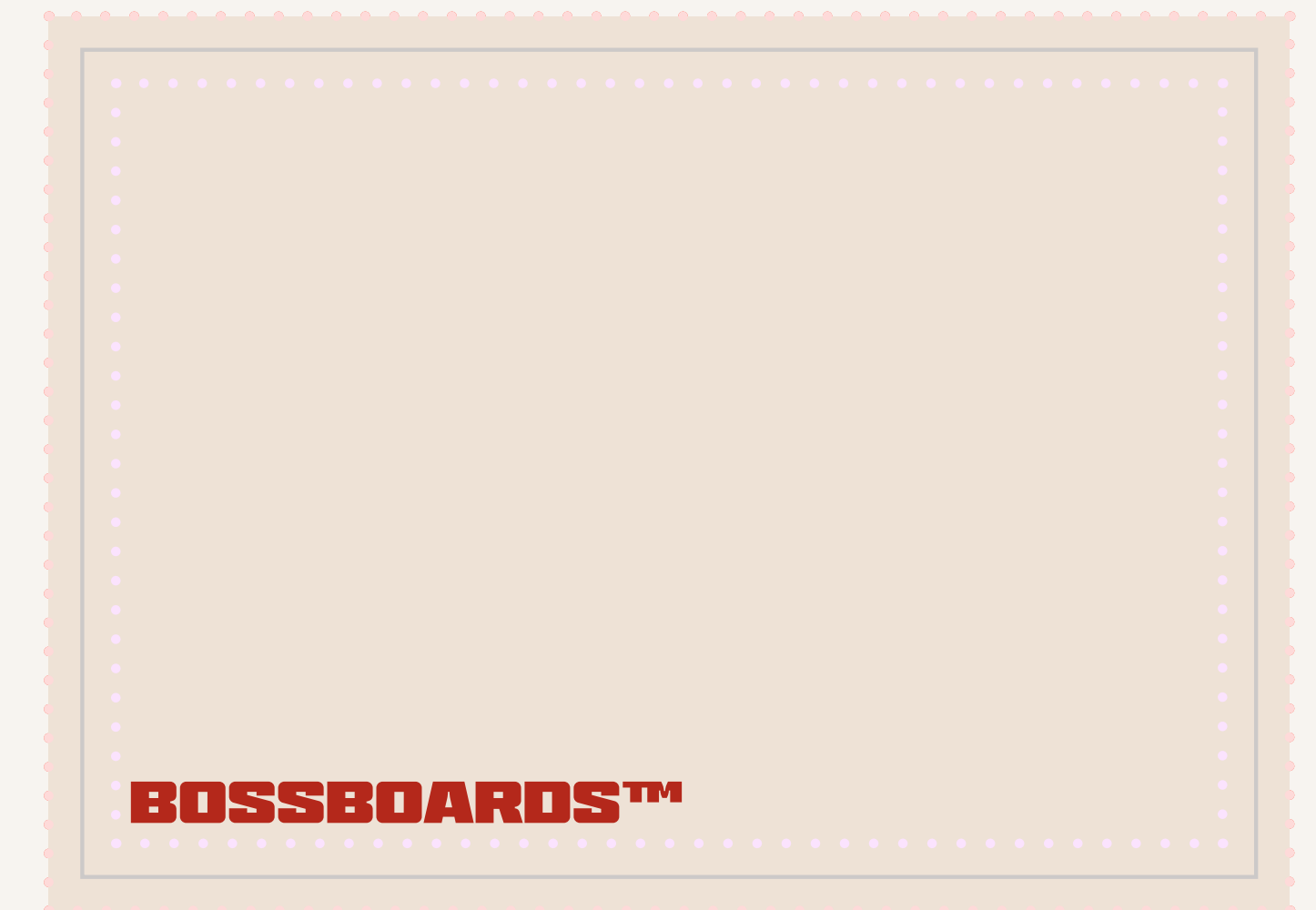
## NOTES.

EDGE FOILING IS AVAILABLE ON 90MM X 54MM AND UNDER.  
INCLUDE SLUG AREA IN YOUR EXPORTED  
PDF UNDER 'MARKS & BLEED'.



EDGE FOILING: FOIL — #6 BLUE (G)

SLUG AREA  
(10MM AT BOTTOM  
OF ARTBOARD)



# PANTONE COLOURS

## InDesign & Illustrator

*Follow our handy work-around if you don't have the Pantone plug-in for Adobe:*

Select 'swatches'

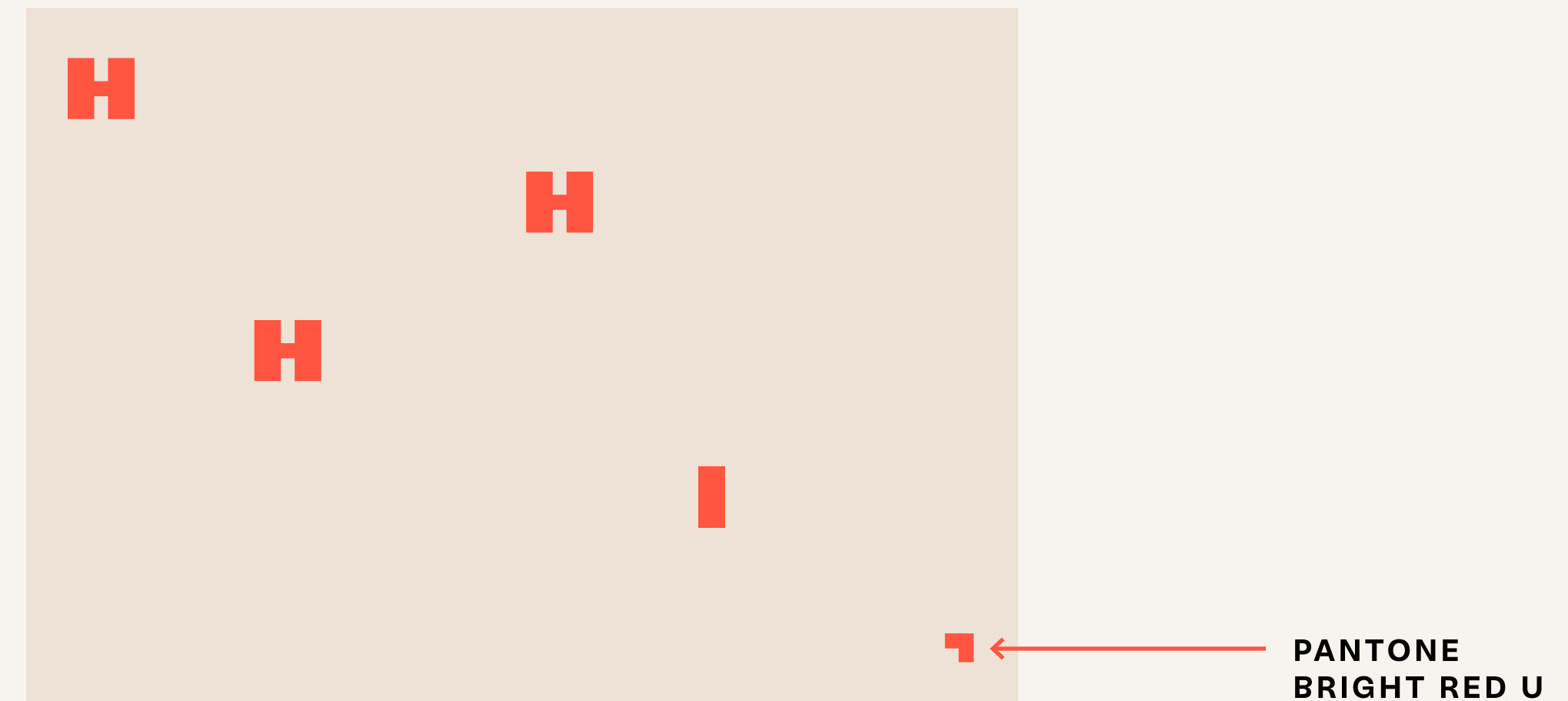
Create a 'new swatch'

Select 'colour mode' dropdown  
and choose 'CMYK' or 'RGB'

Set your colour type to 'Spot'

Rename the swatch as your Pantone colour,  
for example 'PANTONE Bright Red U'.

*Please make sure your number and  
reference is correct - refer to the latest  
Pantone book for this information.*



# LETTERPRESS

## Set up Letterpress Colour

Create a new 'Spot' swatch\*

Name swatch: Letterpress

Pantone *[insert number]*

**E.G. LETTERPRESS PANTONE 2385 U**

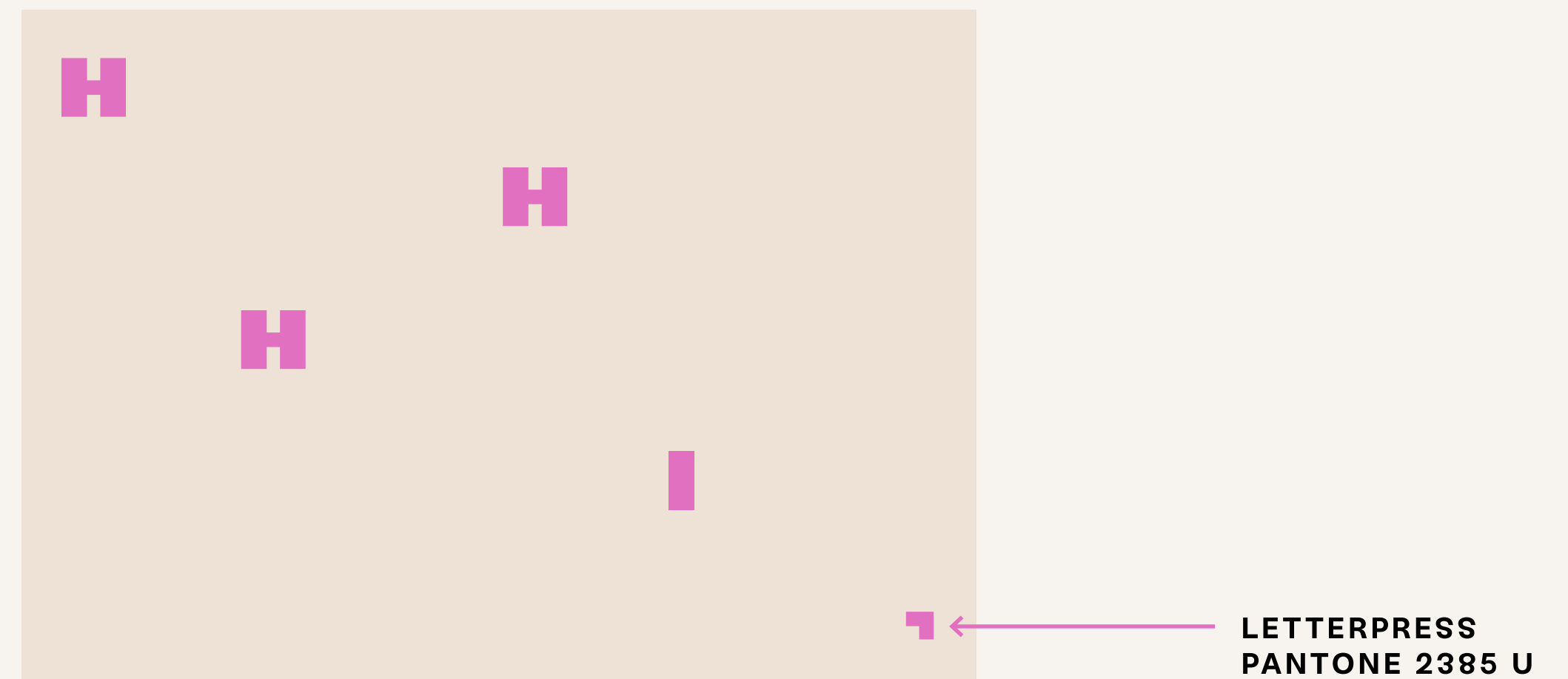
### NOTES.

\*CREATE A 'SPOT' SWATCH BY EITHER:

- DUPLICATING AN EXISTING PANTONE COLOUR

- CREATE A NEW SWATCH AND SET 'COLOUR TYPE' TO 'SPOT'

FOR BEST LETTERPRESS RESULTS KEEP LINE WEIGHTS GREATER THAN 0.25PT.





# EMBOSS & DEBOSS

## Emboss

Create a new 'Spot' swatch\*

Name swatch: EMBOSS

## Deboss

Create a new 'Spot' swatch\*

Name swatch: DEBOSS

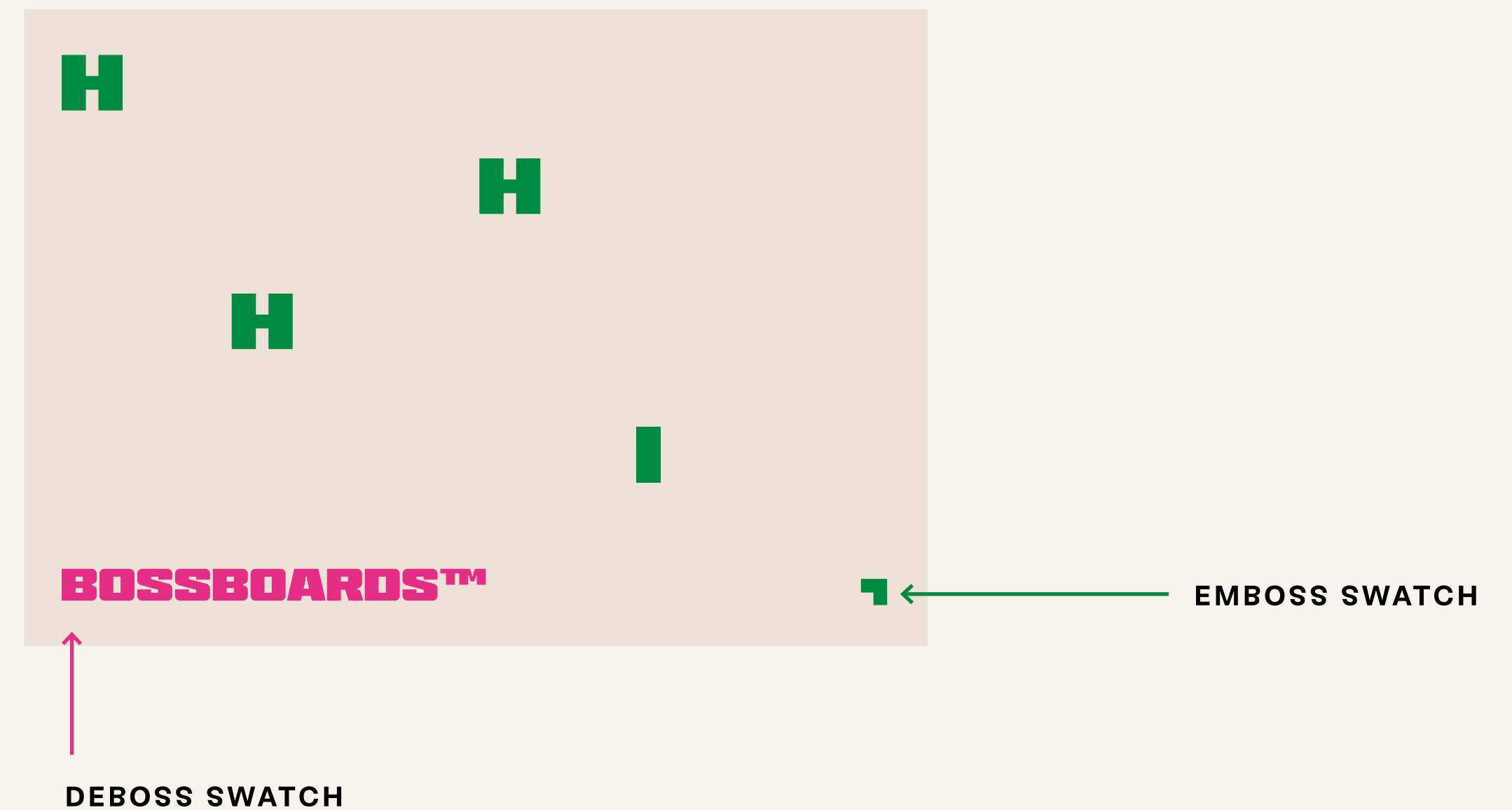
## Set colour to overprint

Set swatch to 'overprint fill' or 'overprint stroke' (depending on your artwork) under the 'attributes' panel.

## NOTES.

\*CREATE A 'SPOT' SWATCH BY EITHER:

- DUPLICATING AN EXISTING PANTONE COLOUR
- CREATE A NEW SWATCH AND SET 'COLOUR TYPE' TO 'SPOT'.



# FOIL

## Foil swatch

Create a new 'Spot' swatch\*

Name swatch: FOIL - #“INSERT FOIL NUMBER” (or simply copy the swatch you need to the right).

**E.G. FOIL - #6 BLUE (G)**

## Set colour to overprint

Set swatch to 'overprint fill' or 'overprint stroke' (depending on your artwork) under the 'attributes' panel.

### NOTES.

- \*CREATE A 'SPOT' SWATCH BY EITHER:
  - DUPLICATING AN EXISTING PANTONE COLOUR
  - CREATE A NEW SWATCH AND SET 'COLOUR TYPE' TO 'SPOT'

IF YOU DON'T HAVE OUR FOIL SWATCH CARD FROM OUR SAMPLE PACK, SEE A LIST OF OUR FOIL COLOURS UNDER THE FOIL SWATCH TOGGLE ON OUR [SAMPLE PACK PAGE](#).



### (T) TRANSLUCENT

- 1 Pearl <sup>(T)</sup>
- 15 Clear Holographic <sup>(T)</sup>

### FOIL COLOUR

### (G) GLOSS

- 2 Silver <sup>(G)</sup>
- 4 Black <sup>(G)</sup>
- 5 Silver Holographic <sup>(G)</sup>
- 6 Blue <sup>(G)</sup>
- 7 Purple <sup>(G)</sup>
- 8 White <sup>(G)</sup>
- 9 Gold <sup>(G)</sup>
- 11 Copper <sup>(G)</sup>
- 12 Rose Gold <sup>(G)</sup>
- 13 Pink <sup>(G)</sup>
- 14 Red <sup>(G)</sup>
- 16 Green <sup>(G)</sup>
- 17 Light Blue <sup>(G)</sup>
- 18 Pink Holographic <sup>(G)</sup>
- 19 Silver Confetti <sup>(G)</sup>

### (M) MATTE

- 3 Silver <sup>(M)</sup>
- 10 Gold <sup>(M)</sup>

# DIECUT

## Diecut swatch

Create a new 'Spot' swatch\*

Name swatch: DIECUT

## Set colour to overprint

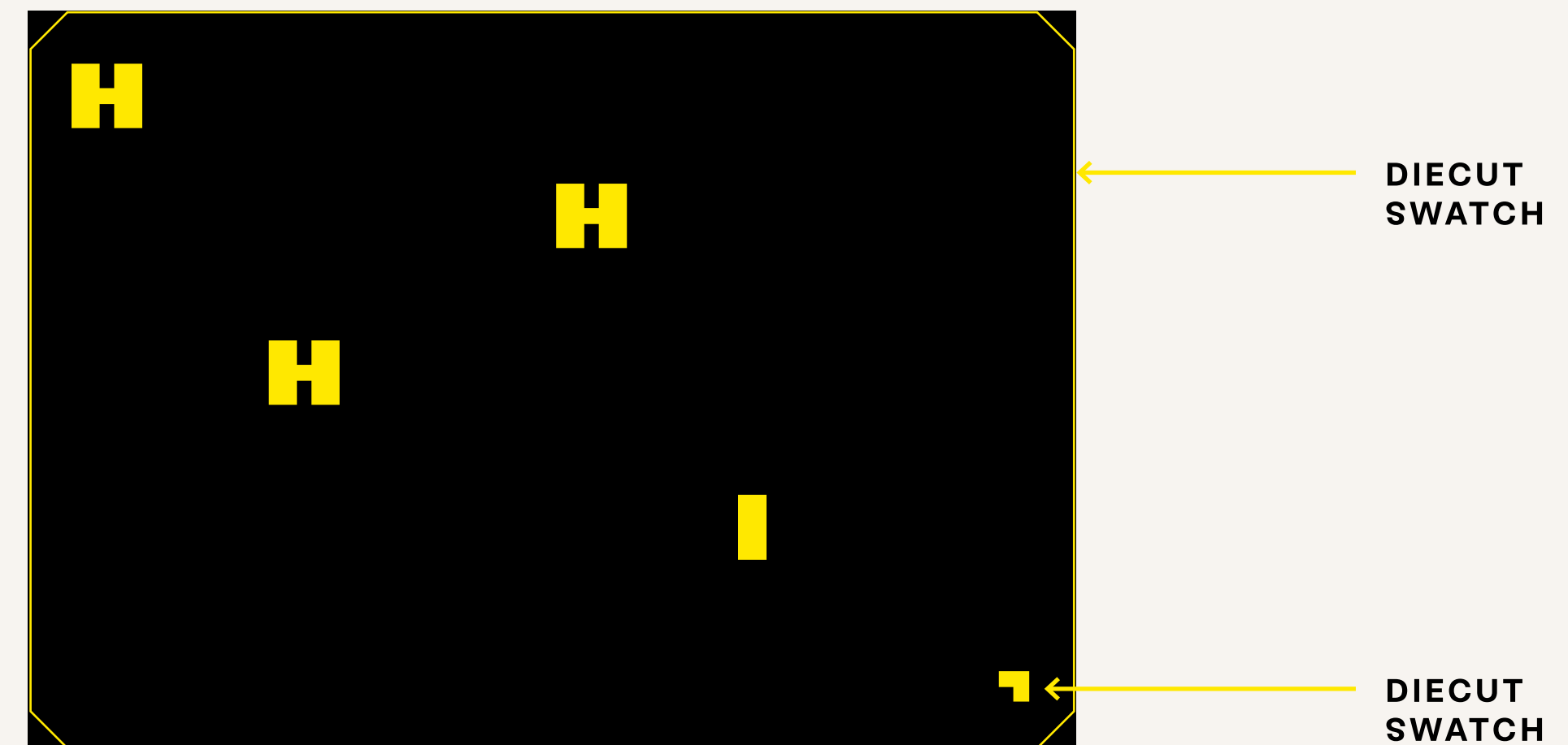
Set swatch to 'overprint fill' or 'overprint stroke' (depending on your artwork) under the 'attributes' panel.

## NOTES.

DIECUTTING IS ONLY AVAILABLE ON OUR 'THICK' PAPER RANGE.

\*CREATE A 'SPOT' SWATCH BY EITHER:

- DUPLICATING AN EXISTING PANTONE COLOUR
- CREATE A NEW SWATCH AND SET 'COLOUR TYPE' TO 'SPOT'.



**NEED HELP?**

**CONTACT US**

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