

## Setting Up Artwork for Raised Metal

If you are supplying press ready artwork you need to understand how to set up artwork for Raised Metal correctly.

**IMPORTANT:** You need to carefully follow these instructions when preparing your artwork. Failure to do so may result in artwork that is incorrectly prepared for print.

Raised Metal is a Gold or Silver 3D finish that can be used as a design technique to highlight certain elements in a design. Most commonly it is applied to a logo. As Raised Metal is a raised finish, elements are not able to have full external bleed. All Raised Metal elements must be placed at least 5mm inside the trim edge.

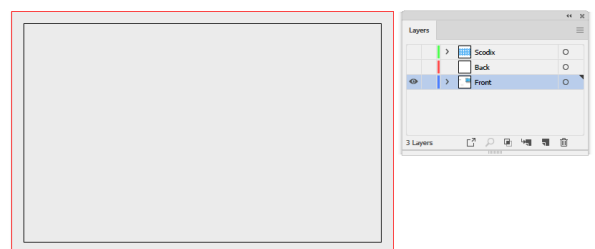
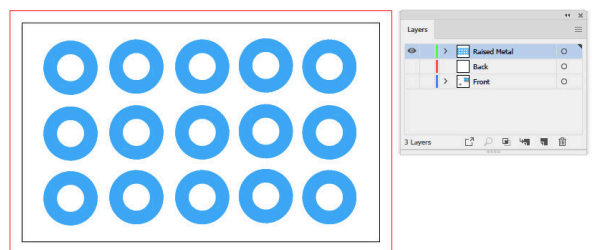
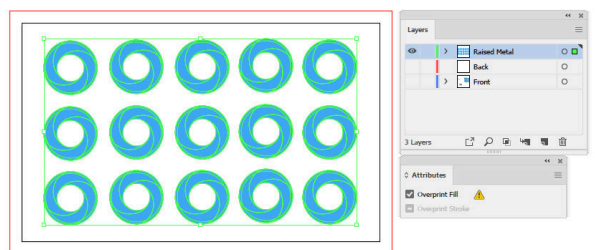
Due to machine tolerances & variances, elements can sometimes shift slightly when applied. In light of this we strongly advise against applying these effects to thin lines, small text, finely detailed artwork and borders or narrow strips around the outside of your design.

### Artwork requirements:

- Text must be no less than 8pt.
- The line weight must be no less than 0.6pt.
- Text should be in a sans serif font (e.g Helvetica) as opposed to a serif font (e.g. Times New Roman).
- These elements cannot: Bleed off the edge of your design or overlap a score or fold line.
- All Raised Metal elements must be placed at least 5mm inside the trim edge and 5mm away from all score and fold lines. We don't recommend applying Raised Metal to thin or fine elements or fonts.

## Instructions:

1. Create a new layer for the Raised Metal effect. Select the elements you wish to enhance with the effect and duplicate them to the new layer. As the Raised Metal finish is opaque, the same CMYK element should not be in the CMYK artwork layer as it may be visible due to possible shifting.
2. Create a NEW colour swatch and name it 'Raised Metal'. Select colour type 'Spot Colour' and colour mode as CMYK. Ensure that the colour breakdown of the swatch is 100% of either C, M, Y or K. We recommend C:0%, M:100%, Y:0%, K0%. Apply the new colour swatch to all elements on your new layer which you wish to have Raised Metal applied to. No other elements should be on on your Raised Metal artwork layer.
3. **IMPORTANT** - Select all graphics on the new layer and set them to 'Overprint Fill/Stroke' in the Attributes palette:  
*Window > Attributes. Tick the Overprint box.*
4. With the Raised Metal Layer turned ON and the other layers turned off, save the Raised Metal artwork.
5. With the CMYK artwork layers turned ON and Raised Metal layer turned off, save the Front and Back artwork.
6. Your Raised Metal layer must be supplied as a separate file from your front and back artwork.  
Eg. for a double sided business card you would supply 3 files:



**File 1.** The FRONT of the Business Card

**File 2.** The BACK of the Business Card

**File 3.** The Raised Metal Artwork

Please note: The front page of your artwork will be the page that the Raised Metal is applied to.

*Please carefully check your final file before uploading your artwork.*