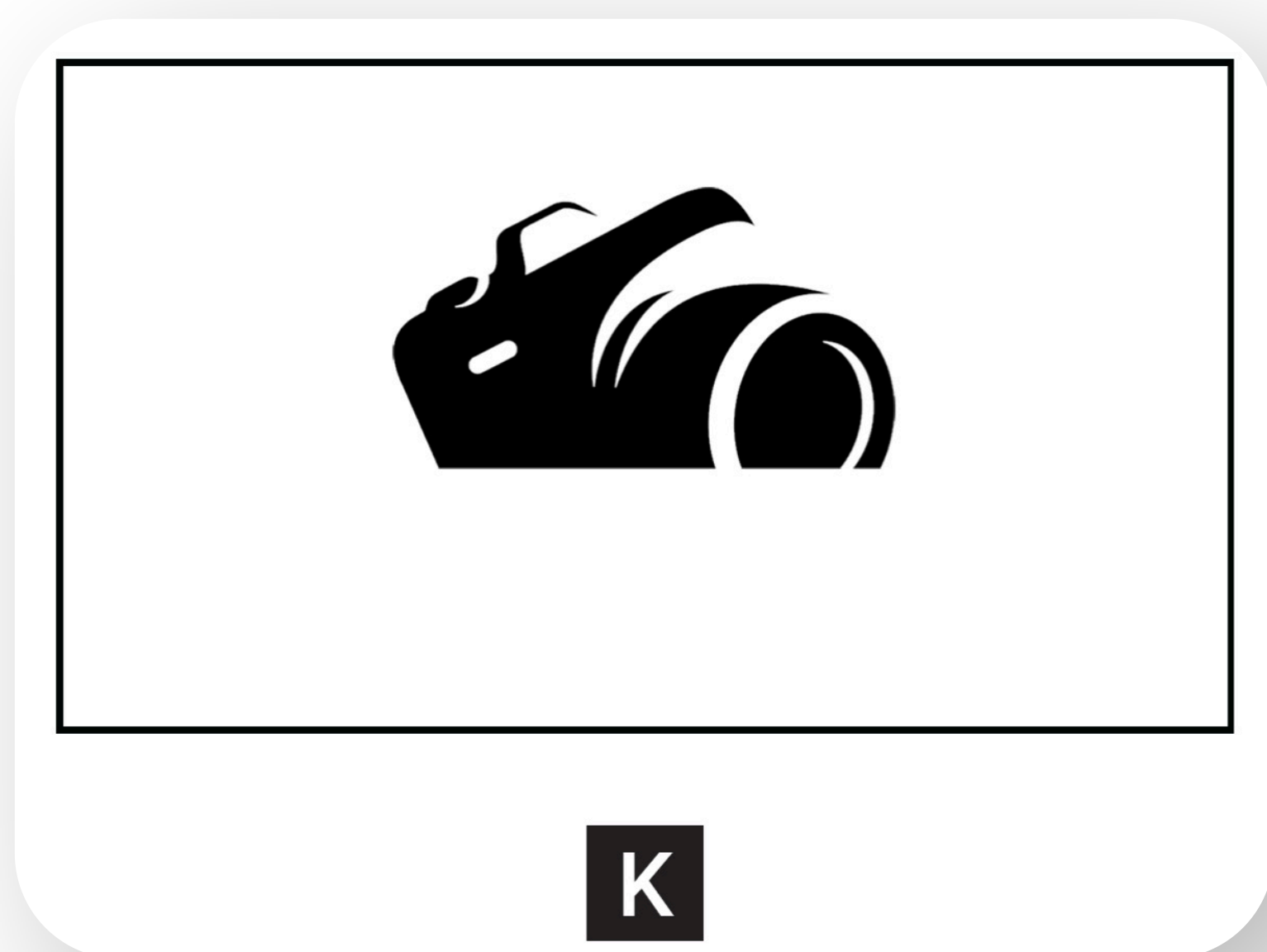


# METALLIC FOIL SETUP GUIDE

## File Requirements

Ensure the file matches the product's required dimensions and that the artwork is created in CMYK 300 dpi with 1/16 inch bleeds on all sides.

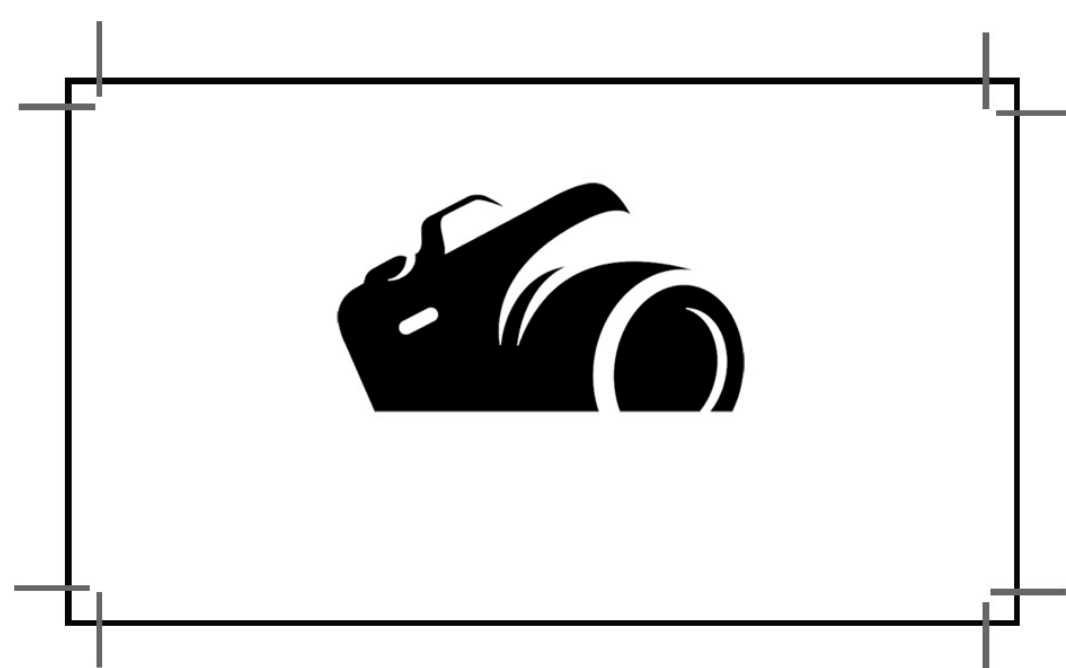


**A**

One is for metallic foil finish, for which the artwork's color should be set to 100% black (K).

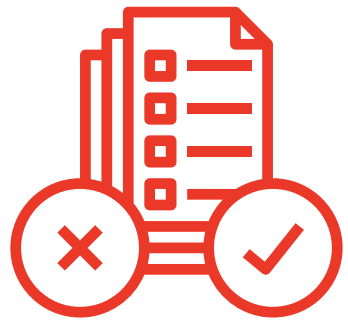
**B**

Another file should be in the CMYK color space for artwork that is not foil printed.



Export all files into PDF format with bleeds.

## DESIGN GUIDELINES



Metallic foil is a specialty finish that requires careful artwork preparation. Following these guidelines will help avoid production delays and ensure clean, high-quality results.

### Font & Text Guidelines

- Use sans-serif fonts whenever possible
- Keep foil text at least 8 pt for best results
- Avoid ultra-bold or very heavy font weights
- Regular or medium font weights produce the most consistent foil application



### Letter Spacing & Readability

- Metallic foil can spread slightly during production, which may cause letters or shapes to touch or fill in.
- Increase letter spacing (tracking) slightly for foil text
- For small text, a tracking value of +20 to +50 is ideal
- Ensure visible gaps between letters and shapes are no thinner than 0.3–0.5 pt

### Heavy or Tight Letter Shapes

If foil text appears thick or crowded:

- Add a very thin internal outline (stroke) to the letters
- Set the outline color to match the background
- This subtly reduces letter thickness and improves spacing once foiled

### Artwork Placement Rules

- Keep foil elements away from folds, creases, and score lines
- Do not place foil too close to trim edges
- Avoid placing non-foil artwork underneath foil areas (use a foil mask instead)

### Trim Edge & Bleed Restrictions

Foil should not extend to the trimmed edges of the product.

- Leave at least a 5 mm foil-free margin from all trim edges
- Extending foil to the edge increases the risk of peeling or lifting after trimming
- If a full-bleed foil file is supplied, a 5 mm inset may be applied to reduce edge-lift risk
- This may result in a visible non-foiled band near the edges

### Fine Detail & Knockout Caution

- Avoid heavy foil coverage with small non-foil text or fine linework knocked out
- Thin details within foil areas may fill in during production

### General Design Recommendations

- Avoid extremely small details in foil areas
- Keep foil designs clean, bold, and well-spaced
- When in doubt, simplify the foil artwork for better results



Following these guidelines will help ensure your metallic foil prints cleanly, adheres properly, and meets visual expectations.