OUR HOW TO GUIDE FOR *FOILING*

FOIL ONLY

This is a Foil Only option whereby the design features a foil element - no other non - foil printing elements included. (Solid Foil Colour)

FOIL + PRINT

This option is the same as option one just with an extra pass of standard printing. Can be any mix of text and images - BUT - Foil and print layer do not overlap. (Solid Foil Layer + Print)

FOIL OVERPRINT

This foiling technique is printed in the opposite to option two. Overprinting is where you have your solid foil over top of the standard print layer (usually in the case of having a background colour). This is achieved by laying down a celloglaze coating overtop of the print layer, to separate the background print pass from the foil. (Solid Foil + Background Print)
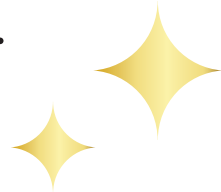
ALSO FOLLOW FOIL DESIGN RULES
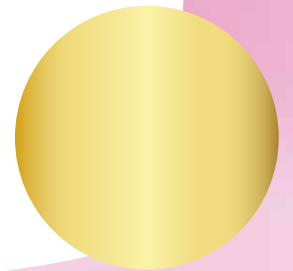
FOIL ONLY

Supply the foil layer as 100% Black

The way our digital foiling works is that wherever the print is on the page, foil will stick. We require the foil elements to be supplied in 100% black for printing - ie - wherever the black is, will become foil.

Page 1: Foil Layer

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RESULT

FOIL + PRINT

Supply 3 seperate pages.

PAGE 1 - RESULT
This will be a sample of how the file will look. Display the Print elements & Foil elements in solid black as one image. (foil on top of background)

PAGE 2 - PRINT LAYER
This is the same as in option 1. Supply the foil elements on their own page in 100% black - no other print elements on this page.

PAGE 3 - FOIL LAYER AS 100% BLACK
This page prints after the foil is laid. The colour elements which can be text or images will be added around where the foil resides. Foil and Colour must not overlap or try to interact - when you layer with printing, you cannot achieve 100% alignment.

Page 2: Foil Layer

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Page 3: Print Layer

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Page 1: Result

FOIL OVERPRINT

Supply 3 seperate pages.

PAGE 1 - RESULT
This will be a sample of how the file will look. Display the Print elements & Foil elements in solid black as one image. (foil on top of background)

PAGE 2 - PRINT LAYER
This layer gets printed first. It can be text, images AND background colour for which the foil will go over top of.

PAGE 3 - FOIL LAYER AS 100% BLACK
As stated in option 1, wherever there is image printed, the foil will stick once applied. So to achieve foil over top of a printed layer, we first print the background layer but then add a coating of velvet smooth cello (laminate) over the top ... thus protecting it (sealing it) from any foiling. We then print the foil layer in 100% black on top of the velvet coating, resulting in two beautiful layers of printed background with foil overtop (overprinting)

Page 2: Foil Layer

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Page 3: Print Layer

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Page 1: Result

FOIL DESIGN *RULES*

FINE LINES AND SCRIPT
Depending on the size of your design, it's important to understand that there is a minimum recommended size for fonts and other delicate details. The minimum recommended font sized for most fonts is 8pt and the recommended minimum weight thickness of a line is 1 pt.

Hairlines will not work in foil.

The smallest font size we can foil is 8pt for most fonts. We say most fonts, because there is always an exception to the rule. If you are using a font with very thin or has intricate lines you mightwant to add a stroke or consider another font as the finest detail recommended for foil is 1 pt line thickness. Lines less than 1 pt may be used in some cases; however, you will need to accept the risk of unwanted results. Fine details under 1 pt may cause the edges of the foiled area to look jagged, have small breaks or inconsistent finish.

SERIF FONTS ARE NOT RECOMMENDED

TEXT ✓

SANS SERIF

TEXT ✗

SERIF

SPACE IT OUT
Another design consideration regarding type is to space the type loosely to ensure readability. This includes kerning and leading. Overall, **give the type a little more room to breathe than you would in a piece printed in ink.**

VECTOR ART VERSUS BITMAP OR RASTER
Designs for foil must be created as vector art, rather than bitmap or raster. Because of the way foil is applied, rather than the standard high resolution of 300dpi, areas of foil need to be output at a resolution of 2000dpi. Anything less can result in jagged or uneven foil application.

It's also important to **understand the design limitations of working with foil.** It can't be used as shading or gradient, only as 100% values.