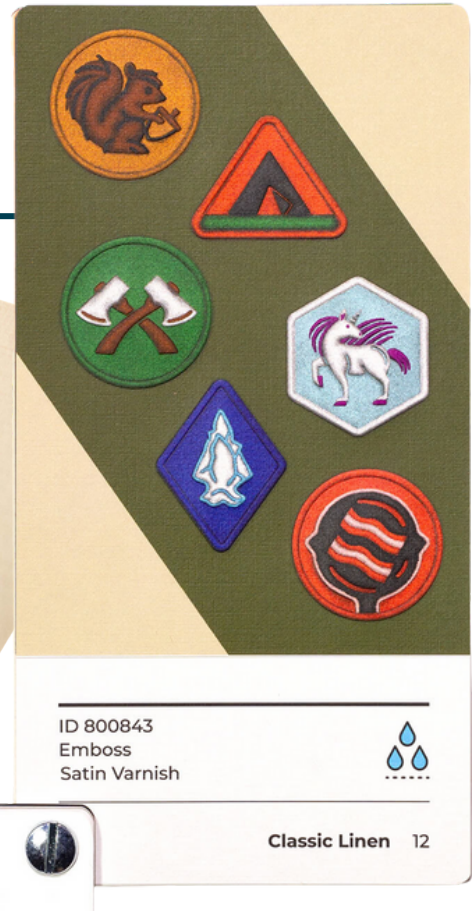


# EMBELLISHMENT ENCYCLOPEDIA

## A GUIDE TO EMBELLISHMENTS

### EMBOSSING:

Creating a three-dimensional, raised image by stamping the backside of the material with a metal plate.



### DEBOSSING:

Creating an indent (or recess) by stamping the image onto the front of the material with a metal plate.

### Tips:

- The smaller the element, the lighter the embossed impression. Consider whether small elements (such as holes in smaller text letters) are worth embossing. Filling in smaller negative areas with emboss will leave you with a better impression on the substrate.
- Any font style used must meet minimum line width of 0.008"
- Consider filling in smaller negative spaces in letters.
- It's best to use solid, bold fonts

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# EMBELLISHMENT ENCYCLOPEDIA

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## A GUIDE TO EMBELLISHMENTS

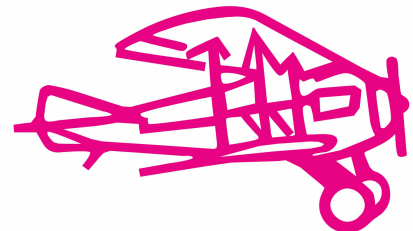
### EMBOSSING/DEBOSSING continued:

Small areas of emboss combined with larger areas can cause trouble in the production stage. Small/thin areas can become like knives on an emboss plate and can cut through the material if too much pressure is applied while trying to imprint the larger areas.

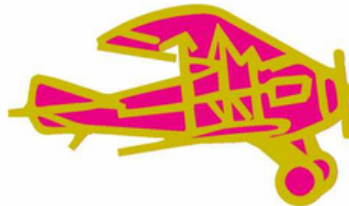
**The below example showcases the recommended way to emboss intricate details.**

The foil/emboss combination areas in this design have a lot of small, negative spaces, making it harder to imprint smaller details without cutting through the material.

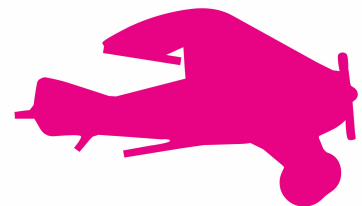
It is recommended to emboss the larger area and eliminate the small, negative space in the emboss to give a better impression on the material.



 Foil & Emboss



 Foil



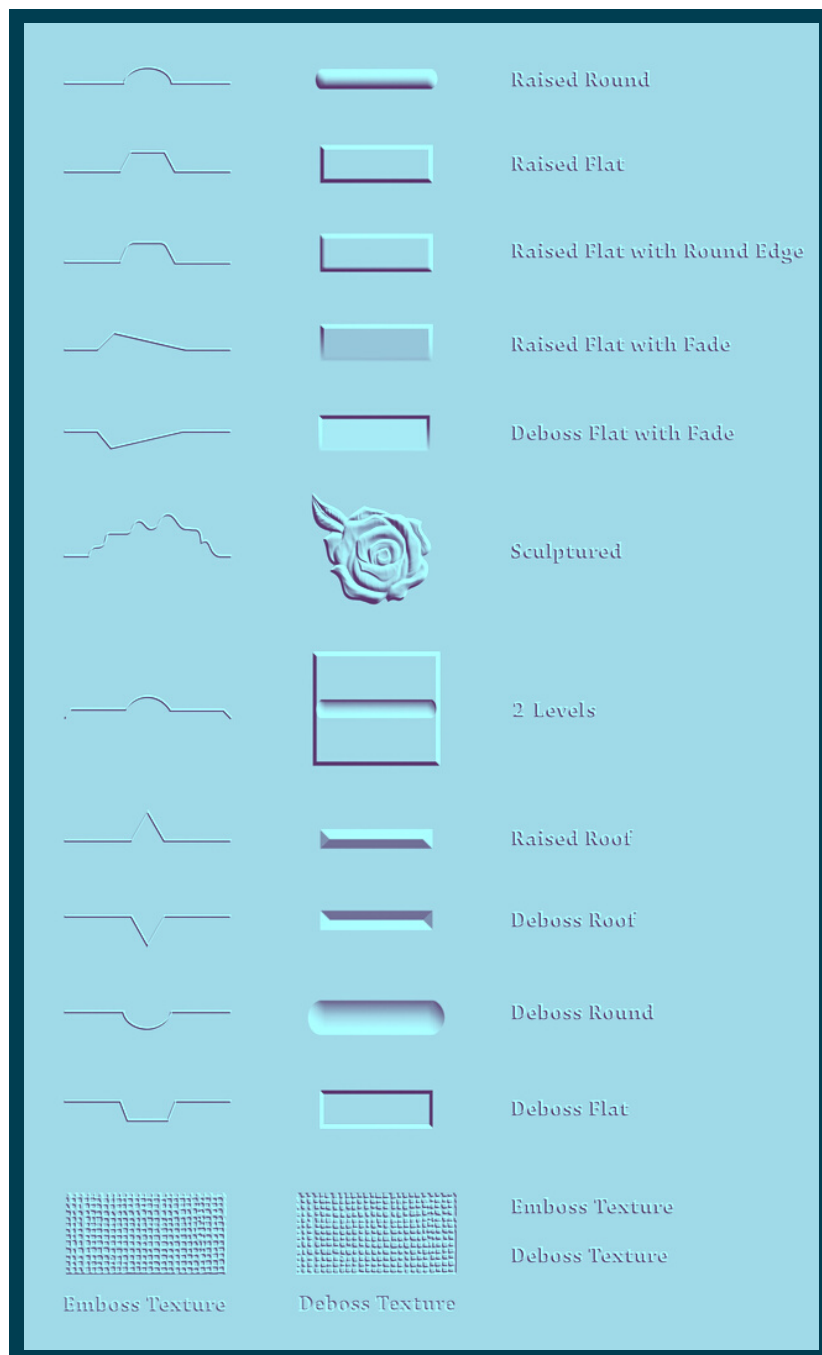
 Emboss

# EMBELLISHMENT ENCYCLOPEDIA

## A GUIDE TO EMBELLISHMENTS

EMBOSSING/DEBOSSING continued:

### Different forms of Emboss/Deboss:

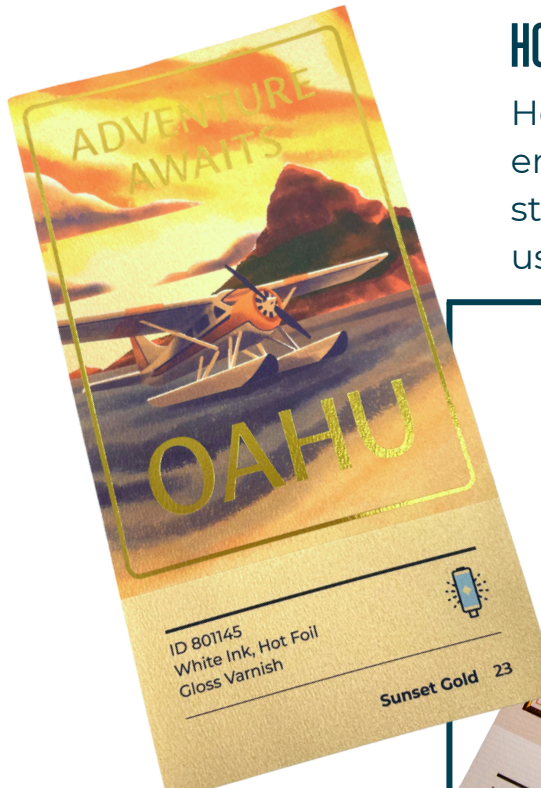


# EMBLEMISHMENT ENCYCLOPEDIA

## A GUIDE TO EMBELLISHMENTS

### HOT FOIL STAMPING:

Applying a design in metallic or colored foil to label material by using a heated metal plate and pressure.



### HOT FOIL STAMPING WITH EMBOSS:

Hot foil stamping with emboss, or combination emboss, is the process of embossing and foil stamping the same image. It is accomplished by using a combination die in one operation.



### Tips:



POSITIVE



REVERSE

- Minimum line thickness for positive foil is .003"
- .02" is the recommended opening for reverse type to create a hard line
- Increase the size of holes where you can. i.e. letters such as "A", "a", "e", "B", "b", "P", "p", "Q", or "q". This will decrease the chance of those letters filling in during production
- Use caution with very small or ornate fonts as some parts of the letters can fall below minimum and not have a large enough letter opening
- Raised Round embossing is recommended when you are foil stamping and embossing the same areas



# EMBELLISHMENT ENCYCLOPEDIA

## A GUIDE TO EMBELLISHMENTS

### SPOT VARNISH:

Applying a gloss or matte effect to a specific area.



### Tips:

- Varnish can deepen the color of the areas it's applied, be sure to take this into account when designing the product.
- We offer varnish in standard UV Gloss or Satin, High Gloss UV, Soft Touch, as well as Thermal Transfer Varnish.

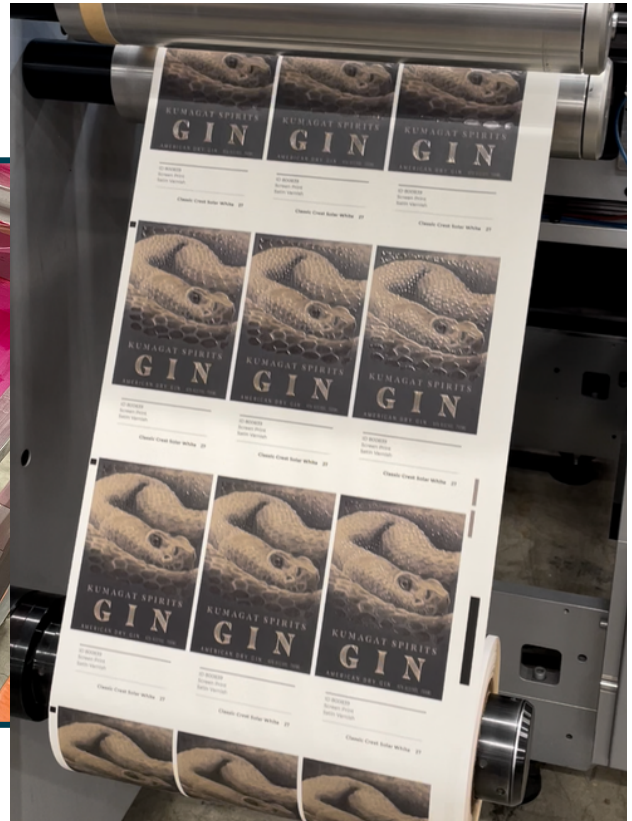
# EMBELLISHMENT ENCYCLOPEDIA

## A GUIDE TO EMBELLISHMENTS

### SCREEN PRINTING:

Screen printing can provide a more intriguing look to your product by adding an extra dimensional effect to your labels that consumers can see and feel.

This is done by creating a raised texture by pressing ink through a mesh design onto the label surface.



### SCREEN LEVELS:

#### Low:

Similar to clear foil or spot gloss varnish but with a slight raised texture.

\*Best suited for small items

#### Medium (Standard):

Provides the most versatility in design with fine line coverage and added dimension.

#### High:

Minimum line weight 0.02"

\*Best for large coverage, large graphics, or large block text.

0.007" (0.504pt)
0.009" (.648pt)
0.02" (1.5pt)
0.04" (2.88pt)
0.08" (5.76pt)
0.1" (7.2pt)

# EMBELLISHMENT ENCYCLOPEDIA

## EMBELLISHMENT SETUP GUIDE

### ACCEPTABLE FILE TYPES:



Vector Artwork:  
PDF

600-1200 ppi CMYK

**\*check content creator on PDF files to make sure it does not say "Scribus".**

Detailed file preparation instructions for each individual embellishment are available on our website or upon request.

### SET UP TIPS:

- All embellished elements should be provided as one single, solid color
- Provide art 100% to scale
- Clearly label/color all graphic elements intended to be embellished and place in their own layers by finishing type (i.e. foil, emboss, deboss, spot varnish, etc.)

### Sizes:

- Minimum font sizes can vary based on font style
- Any font style used must meet minimum 0.003" positive and 0.02" reverse line thickness
- It's best to use solid, bold fonts

(Montserrat Regular 7pt)  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

(18th Century Regular 11pt)  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

(Forte Regular 10pt)  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

(Special Elite Regular 8pt)  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

.25 pt. / .003"	_____
.5 pt. / .006"	_____
.75 pt. / .01"	_____
1 pt. / .013"	_____
1.5 pt. / .020"	_____
2 pt. / .027"	_____
2.5 pt. / .034"	_____
3 pt. / .041"	_____
3.5 pt. / .048"	_____
4 pt. / .055"	_____

### Recommended:

- In all areas, all positive and reverse lines should meet line thickness requirements for the best results.

*Wine & Spirits* WINE & SPIRITS

Wine & Spirits *Wine & Spirits*

### Not Recommended/Cannot Produce:

- Some font styles do not meet minimum positive and reverse line thickness requirements in all areas.
- Small holes and gaps will fill in on some letters

Wine & Spirits *Wine & Spirits*

The main parts of each letter are ok, but the thin lines are serifs and are too thin

Lines inside the letters and gaps between the lines do not meet minimum positive and reverse specs

*Wine & Spirits* WINE+SPIRITS

Part of the letters fall below minimum and the open area in the "e" will fill in

The reverse lines inside the letters are too thin and will fill in