



Files Preparation – Preparing Your Artwork

Most files today are sent via digital files, although negatives and artboards are still used but are not a common method. It is suggested that your artwork is sent as an original art file versus a file in layout program such as QuarkXPress, PageMaker, or InDesign.

Tips & Helpful Hints

Illustrator (AI) files are recommended in .PDF and/or .EPS formats. This will ensure crisp, solid artwork to create the die.

- Images to be vector line art, avoid TIFFs/Raster images
- Do not include masks
- Convert all type to outlines
- Do not include compound paths
- All objects should be filled
- Avoid intersecting lines or images

Gripper and perimeter margins of at least 1/2" on all sides.

Artwork for foil stamping and/or embossing

- It must be solid line art (without the use of any screens)
- Digital File must be 100% of size
- Artwork should be saved at 600 dpi or higher to ensure best results
- Minimum line widths for foil image are 1/4pt and minimum line width for embossing image are 1pt. This can vary depending on stock.
- Minimum reverse out for foil stamping are 1/2pt

Artwork for embossing

- Make sure that you notify us of the type and thickness/caliper of stock

Artwork for brass multi-level or brass sculptured engravings

Multi-level embossed image:

- The type of embossing effect must be indicated
 - Raised Round (Round Lift)
 - Raised Flat (Beveled Flat Lift)
 - Raised Roof (Raised Faceted)

Example: A portion of the artwork might indicate to raise flat the first level and indicate a raised round effect on the second level.

Sculptured embossed image:

- Designer can have input and make suggestions but the engraver may have input due to limitations of stock.
- Take the artwork that will include sculptured embossing and indicate what areas on the image should include intricate detail in the embossing die.
- If there is a printed image that is partially sculptured embossed?
 - Separate out a layer in a digital file that indicates the portion of the image to emboss
 - Then key line or B/W laser print, the embossing effects and amount of detail can be indicated



Additional tips for creating embossing artwork:

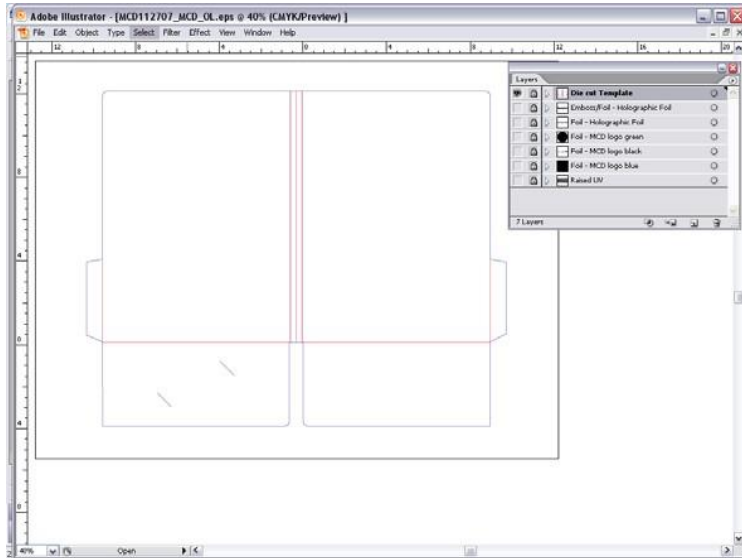
- If embossing letters or images are close to each other; create more space (kerning) to allow for the bevel
- Very small images should be avoided, less than 1pt
- With multi-level or sculptured artwork, create different layers on the digital file for each process or embossing layer
- Follow instructions on how to save the file properly
- Communicate what you want from the very beginning

Artwork Checklist:

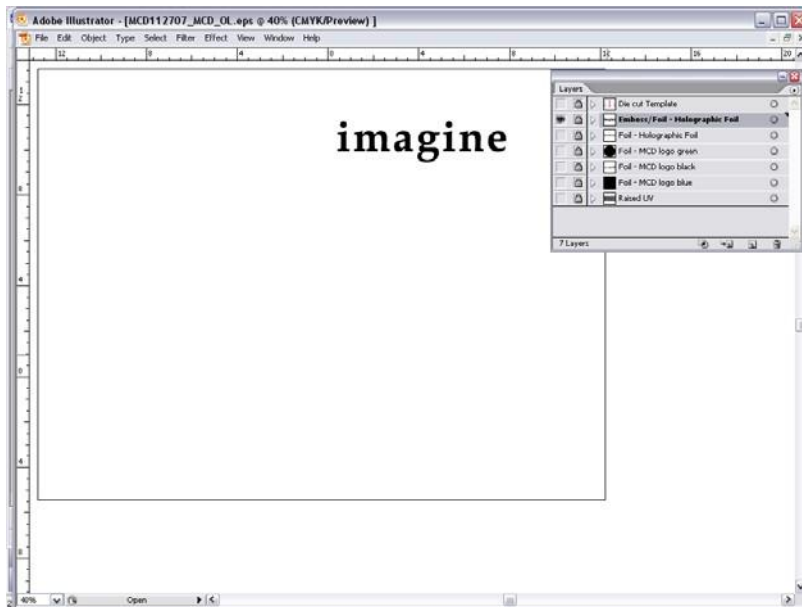
	Flat Stamping Dies	Single-level Embossing Dies	Multi-level Dies	Sculptured Embossing/Debossing Dies	Combination Dies
All objects should be filled	X	X	X	X	X
Do not use screens in artwork (100% of a color)	X	X	X	X	X
Art is 100% sized	X	X	X	X	X
Save at 600 dpi	X	X	X	X	X
Create separate artwork layers for each die	X	X	X	X	X
Indicate if embossing registers to print or foil		X	X	X	X
Include thickness/caliper and type of stock		X	X	X	X
Indicate type of embossing effect		X	X	X	X
Indicate degree of detail				X	X
Trust the artistic talent of the master engraver				X	X
Indicate areas that flat stamp vs emboss					X

Detail on How to Prepare a File

1. Open Illustrator to create your artwork for finishing
Note: Not all of the steps may refer to the file you are creating; this is just for sample purposes on how to set-up and prepare your file for finishing.
2. Start with creating a die line or receiving a template for your file.
Note: The layer is labeled "Die cut" (the operation I am requesting)



3. Next, I added an image that I want to foil and emboss.
Note: The layer is labeled "Foil/Emboss" (the operation I am requesting)



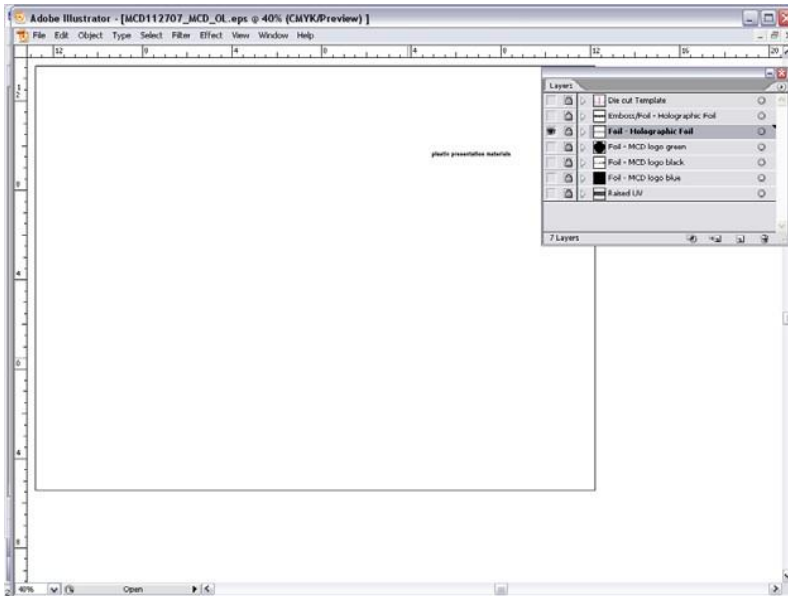
- Following that, I added type 'created in outlines' that I wanted to just foil in a holographic foil

Tip: How to 'Create Outlines' for type:

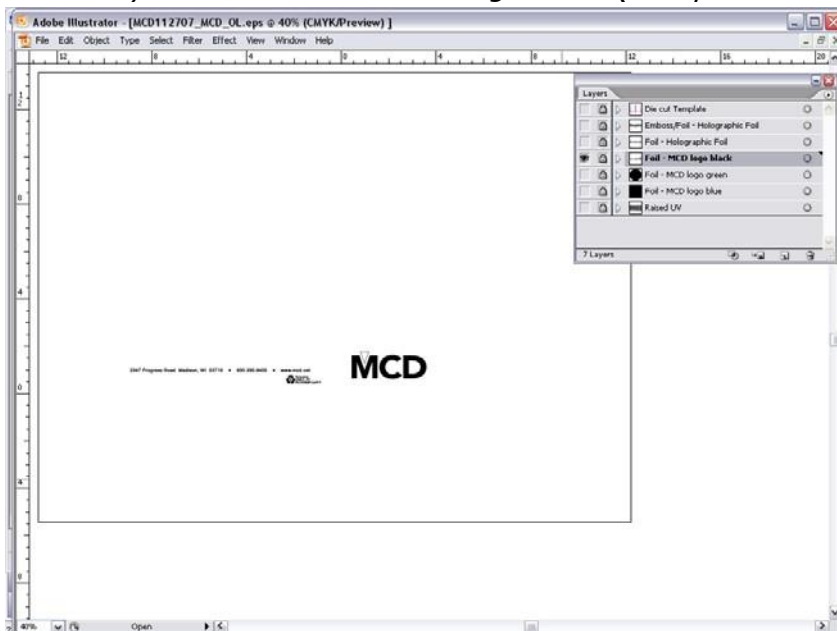
- Select type with your arrow tool
- Go to your 'Type' Menu bar (located at the top of your screen)
- Go down to Create Outlines

*Please remember that once you 'create outlines' of your type it is no longer editable. If you want an editable version please save two versions, one with a different name and keep on the editable file on hand for yourself in case you need to make another correction.

Note: The layer is labeled "Foil – Holographic Foil" (the operation I am requesting)



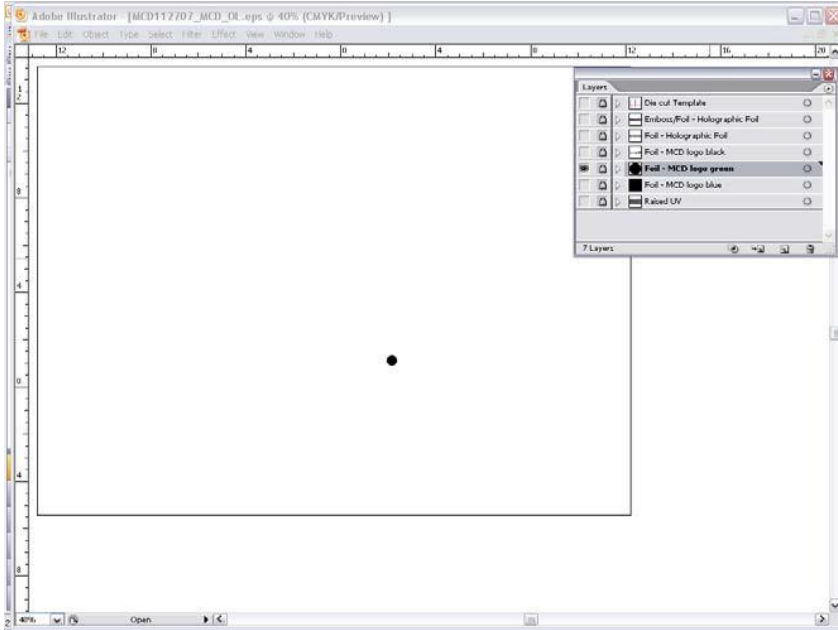
- After that, I added images that I wanted to just foil with black foil
Note: The layer is labeled "Foil – MCD logo black" (the operation I am requesting)





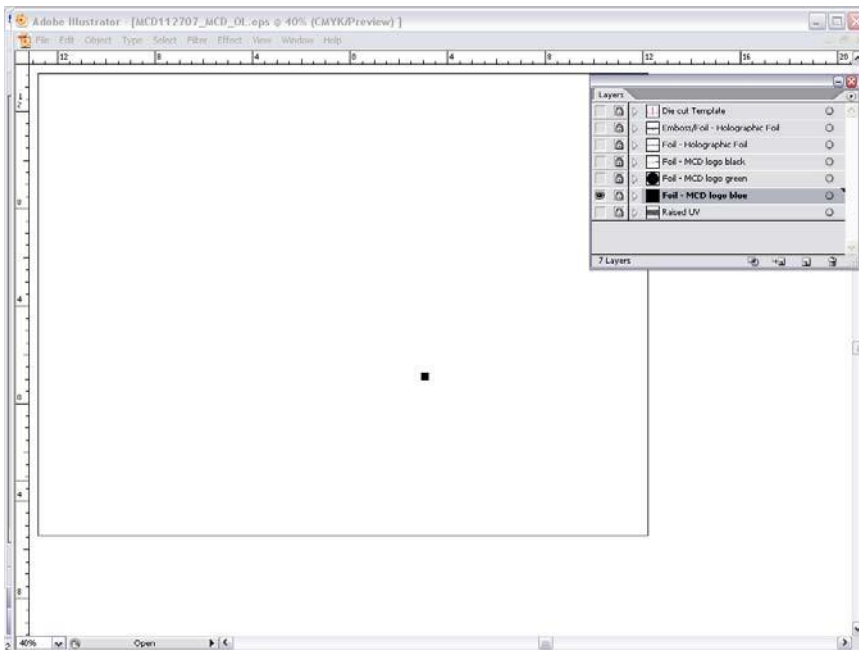
- Since there are three colors to the MCD logo. I need to create three different layers just for the logo. I added the image that I wanted to just foil with green foil

Note: The layer is labeled "Foil - MCD logo green" (the operation I am requesting)



- Last foil color of the MCD logo. I added the image that I wanted to just foil with blue foil

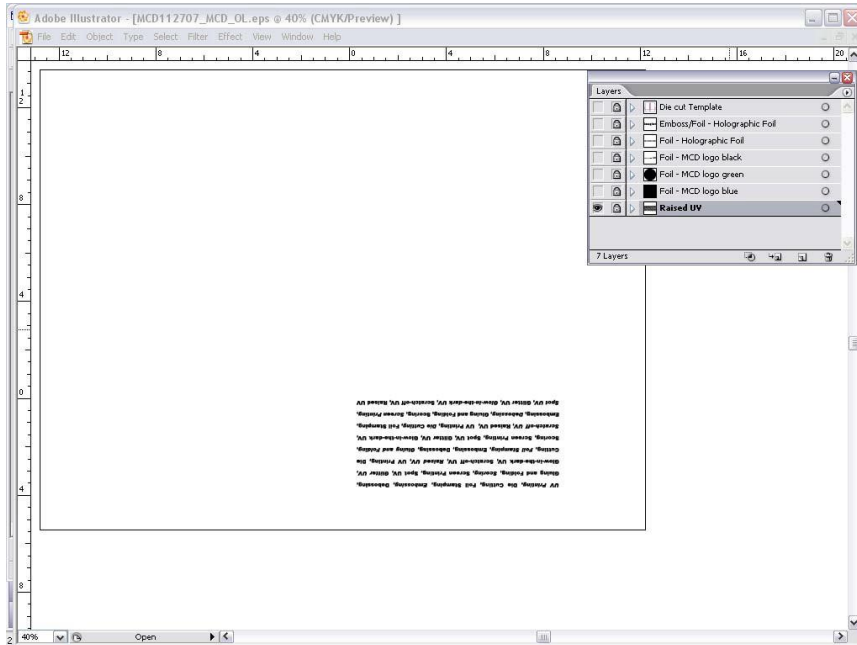
Note: The layer is labeled "Foil - MCD logo blue" (the operation I am requesting)



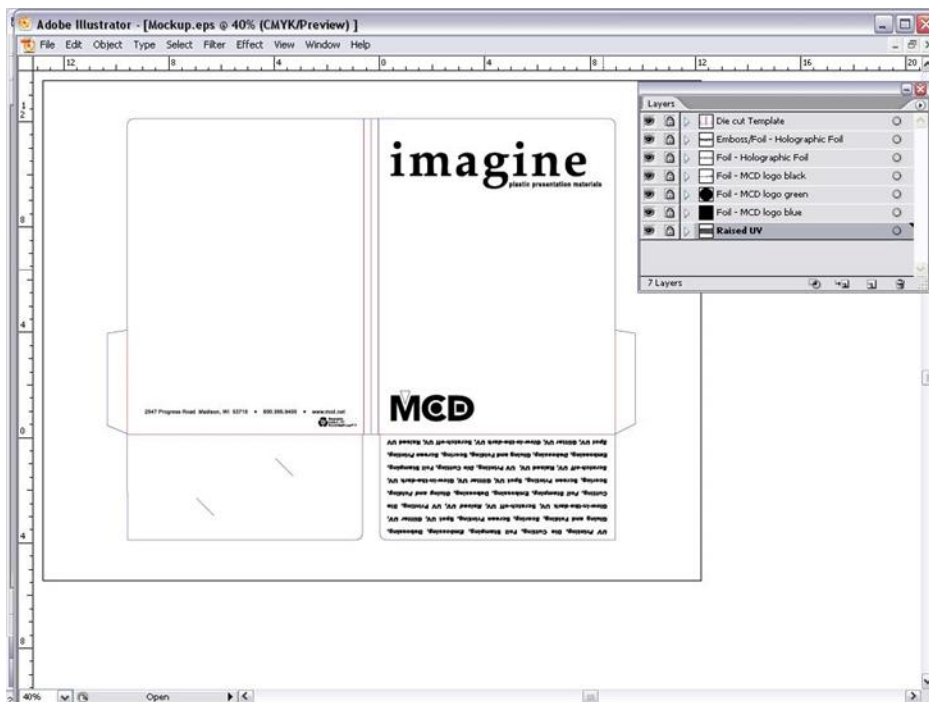


- The very last operation that I wanted to add to this piece was a Raised UV. So the image was filled in with black and the type was 'Created in Outlines'

Note: The layer is labeled "Raised UV" (the operation I am requesting)



- After all of your layers have been completed, you are ready to save. Save your completed files as an .EPS and/or .PDF and send the file over to MCD.



The completed file looks like this when all the layers are turned on.