

SVP'S GUIDE TO FOILING

PREPARING YOUR ARTWORK FOR PRINT



Rated **Excellent** 4.5 on



Trustpilot



DESIGN AND PRINT
MADE SIMPLE

SVP'S GUIDE TO FOILING

Special finishes such as Foiling can add an element of luxury to your invitations, event menus, leaflets, greetings cards, or business cards.

To achieve such effects, you have to supply your artwork in a specific format. This is due to the print process and machinery that is required to add Foil to your print.

We know that setting up your files for printing finishes like Foiling may seem a little daunting. But it doesn't have to be! This tutorial will cover what Foiling is and how to set up your artwork to print it.

What is Foil Printing?

Sometimes referred to as stamping, foiling refers to the process of applying a thin coat of metallic or pigmented foil using heat and a lot of pressure. This is used to create shiny designs on various different materials.

Whilst the most popular colours are gold and silver, foils also come in many other colours and effects.



DESIGN AND PRINT
MADE SIMPLE

SVP'S GUIDE TO FOILING

Choosing your Foiling Areas

When it comes to Foiling, it's important to take a 'less is more' approach. Adding too much Foil could detract from your final product. The whole idea of Foil is to draw attention to selected areas.

Foil can make anything on your document stand out. They can add a luxurious finish to your save the date invites or can make your company logo stand out on your business cards.



ADOBE ILLUSTRATOR

How do I set up my artwork for foil printing?

Create your new illustrator document, add your 3mm bleed, set your colour mode to CMYK, add four artboards (two for single sided documents) and click create.

Now, you should have four artboards. The top two artboards will be for your design and the bottom two for your foil layer.

Place the front of your design on Artboard 1 and the back of design on Artboard 2.

To create the foil layer for the front of your artwork, copy and paste the part of your design that you'd like foiled onto Artboard 3 and change the colour to black (100% K).

Repeat this process with your artwork from Artboard 2, by pasting it onto Artboard 4.

If you only require foiling on one side of your design, still include all four artboards but leave one artboard blank.

Save your document as a PDF, and it's ready to print!



DESIGN AND PRINT
MADE SIMPLE

ADOBE INDESIGN

How do I set up my artwork for foil printing?

Create your new InDesign document and set up your desired page size. Add four pages (two for a single-sided document) and ensure that facing pages is not ticked. Add your 3mm bleed and click create.

Now, you should have four pages. The top two pages are for your design while the bottom two are for your Foil layer.

Place the front of your design on page 1 and the back of your design on page 2.

Page 3 will be where the Foil Layer for the front of your print is. To add this, copy and paste the part of your design that you'd like foiled onto page 3, and change the colour to black (100% K).

Repeat this process with your artwork from page 2, by pasting it onto page 4.

If you only require Foiling on one side of your design, still include all four pages but leave one-page blank.

Save your document as a PDF, and it's ready to print!



**DESIGN AND PRINT
MADE SIMPLE**

HOW SOAR VALLEY PRESS CAN HELP YOU

Do you need more help preparing your artwork for foiling?

You can contact us by calling **0116 259 9955** or emailing orders@soarvalleypress.co.uk. Our friendly team will be happy to help you.

Looking for more useful information and resources? Visit our website soarvalleypress.co.uk

Do you want to discuss your print marketing strategy further? Talk to a member of our friendly team today and they will make the process of designing and printing your marketing collateral simple and straightforward.

OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



**DESIGN AND PRINT
MADE SIMPLE**