

SVP'S GUIDE TO SPOT UV

PREPARING YOUR ARTWORK FOR PRINT



Rated **Excellent** 4.5 on



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SVP'S GUIDE TO SPOT UV

Special finishes such as Spot UV can add an element of luxury to your invitations, event menus, leaflets, 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 Spot UV to your print.

This tutorial will cover the basics, what Spot UV is and how to set up your artwork to print it.

What is Spot UV?

Spot UV is a technique applied to certain areas of your print. It makes these areas high-shine and glossy. When used creatively, it's a great way to make certain areas of your print appear raised and stand out against a matt lamination.



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Choosing your Spot UV Areas

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

Spot UV can make anything on your document stand out. For business cards, you may want to pick your logo or company name, or on a flyer, you might want to make your promotion stand out.

It's also a good idea not to put Spot UV near a fold. If put on a fold, the gloss finish could crack and peel away as it becomes fragile if cut. A good rule of thumb is to always keep your Spot UV areas at least 3mm away from any fold or page edge.



ADOBE ILLUSTRATOR

How do I set up my artwork for Spot UV?

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

To create your Spot UV layer for the front of your artwork, copy and paste the part of your design that you'd like to show up in Spot UV 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 Spot UV 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!



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ADOBE INDESIGN

How do I set up my artwork for Spot UV?

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 Spot UV 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 Spot UV Layer for the front of your print is. To add this, copy and paste the part of your design that you'd like to show up in Spot UV 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 Spot UV 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!

HOW SOAR VALLEY PRESS CAN HELP YOU

Do you need more help preparing your artwork for Spot UV?

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.



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