START HERE

How to send a card with finishes

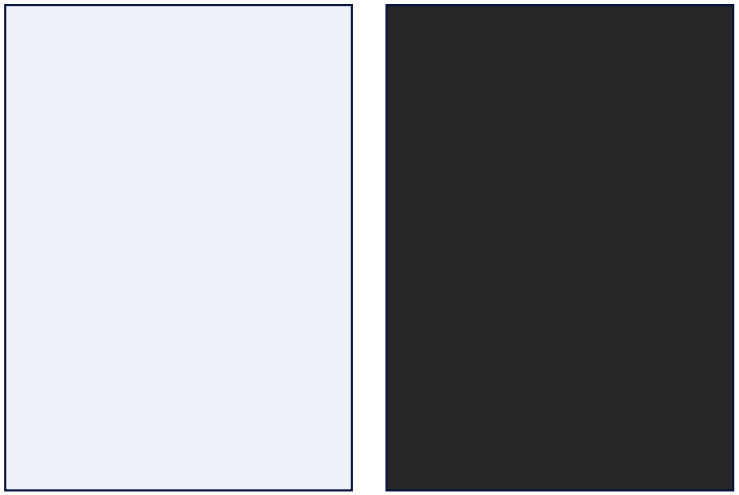
Every finish is its own page, the same size as the card and lined up exactly with it. Think of each one as a stencil: solid black (100% K) means "put the finish here", white means "leave it off".

Build each card at 2.75 x 3.75 in (2.5 x 3.5 in finished plus a 1/8 in bleed), CMYK, images at 300 ppi, fonts outlined or embedded.

Send one PDF in this order for every card: the front, then each finish layer for the front, then the back. Name the finish pages so we can read them at a glance, for example:

Page 1 Card 01 front
Page 2 Card 01 front WHITE
Page 3 Card 01 front GLOSS
Page 4 Card 01 back

Not sure which finishes your project has? Your quote lists them. We check every file before it prints and tell you if anything needs a change.



Front (color) **Finish page (black = finish)**

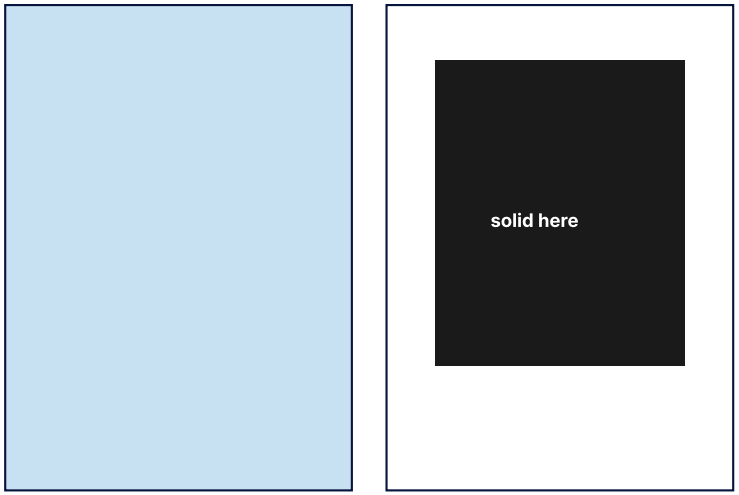
WHITE UNDERBASE

Holographic and foil cards

On foil board, ink is see-through: the shimmer shows through everything printed on it. A layer of white ink underneath makes colors look solid, so the finish layer for a foil card is the WHITE page.

On the WHITE page, make every area that should look solid (faces, names, logos, panels) 100% black. Leave an area white where you want the foil to shine through the color, and leave it empty on both pages where you want bare foil.

Keep the WHITE shapes the same as the art or very slightly smaller, never bigger, so white never peeks out around an edge.



Front (color on foil) WHITE page

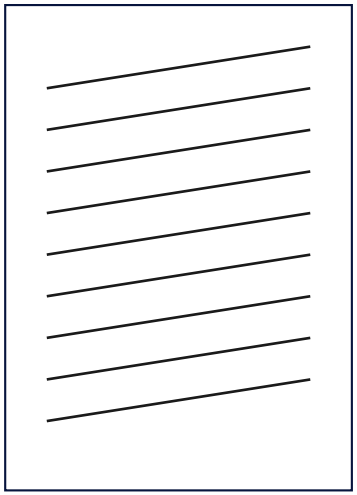
ETCH PAGE

Etched lines on chrome

Etch is clear raised line work that catches the light, traced from the lines in your art. Supply it as an ETCH page: black vector lines on white, lined up with the front.

Lines at least 1 pt thick and at least 2 pt apart. Finer lines or tighter gaps fill in and lose the effect.

Keep etch inside the safe zone, and away from small type. If you only have flat art, send it and we can build the etch for you.



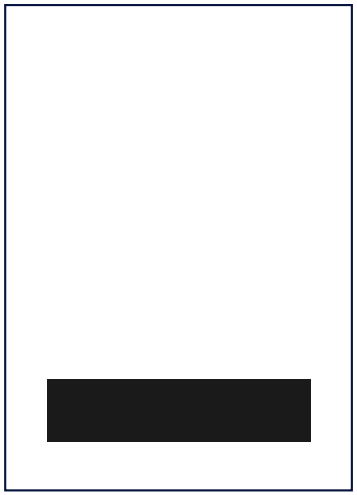
ETCH page

GLOSS PAGE

Spot gloss

Spot gloss puts a shiny clear coat on part of a card, like a name or a logo, so it pops against a matte finish. Supply a GLOSS page: 100% black where the gloss goes.

Use solid shapes, not soft shadows or gradients: gloss is either on or off. Keep fine detail inside the safe zone.



GLOSS page

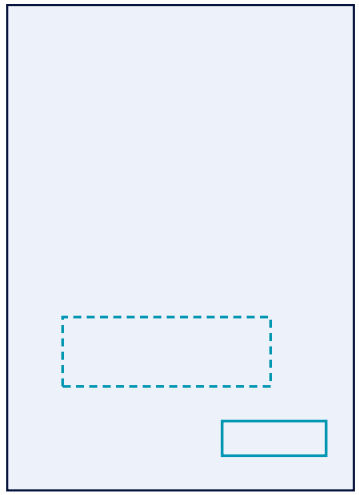
LEAVE ROOM

Numbers, autographs and relics

Serial numbers: leave a clear spot (about 3/4 x 1/4 in) on a light or dark plain area and tell us where. We add the numbers.

Autographs: leave a plain, light area at least 1 1/2 x 1/2 in, away from glossy or foil areas so the ink takes.

Relic windows and other custom shapes: tell us the size you want and we send a die line for your window before you design around it.



Front