Digital Art Special Effects for Printing

It is HIGHLY recommended you use Adobe illustrator to layout your packaging design.

Note: this PDF should be opened in Adobe Illustrator in order to properly see how the special effects are set up on the following page.

For general layout guidelines, you can view or download the PDF - **"Digital Art Guidelines"** from the Utah PaperBox website at: https://www.upbslc.com/sending-art

Types of Special Effects

Flood Coatings are coatings that fill the entire sheet when printing. These coatings do not typically need to be specified in your digital artwork for your packaging design.
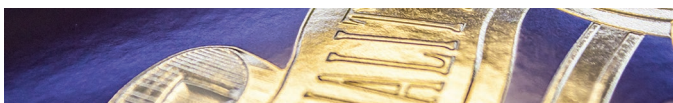
Spot Coatings are typically used when certain areas of the packaging is to have different finishes, typically gloss and matte finishes. Spot coatings use a photo polymer coating or printing plate to lay down the coating in specific areas during the printing process.

Cold Foil uses a printing plate and 2 press color units to lay down an adhesive layer to adhere a thin metallic foil to the paperboard during the printing process.

Hot Foil Stamping uses heat and a custom brass or copper plate to adhere a thin metallic foil to the paperboard after the printing process is completed.
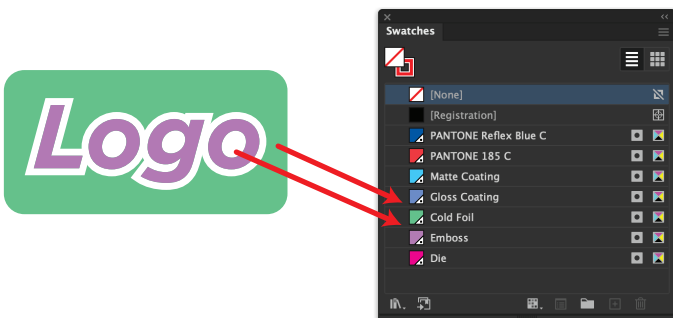
Embossing or De-bossing uses pressure and a custom brass or copper plate to create a raised or lowered area in the paperboard.
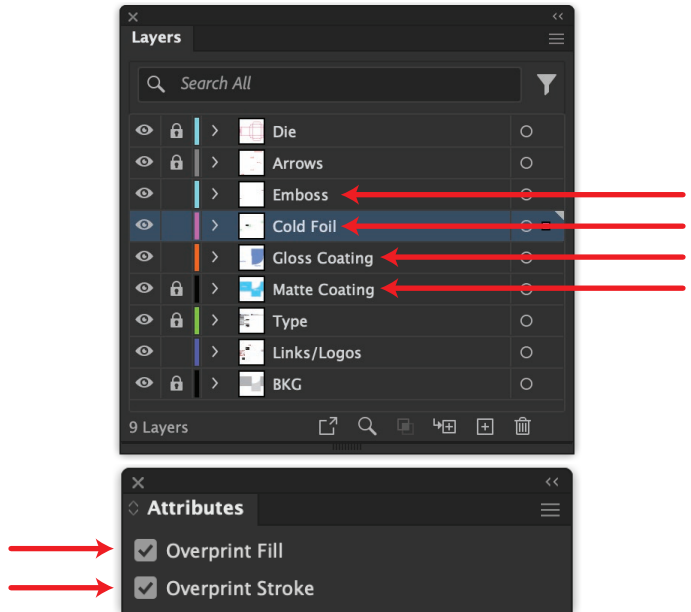
General Special Effects Guidelines

To specify areas of special effects in Illustrator, you must set up custom named spot colors to overlay the areas that you would like the special effects to be applied to.
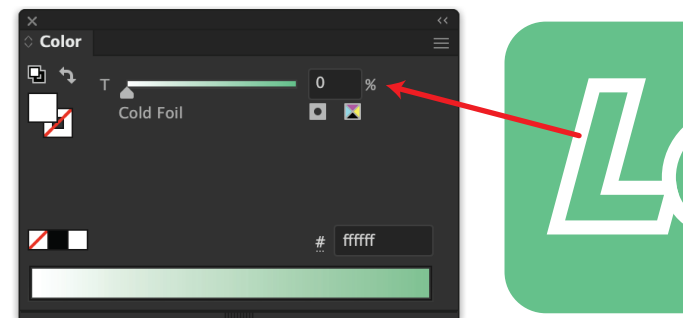When set up correctly, this procedure allows effects areas to be specified without affecting the ink colors that are to be printed.
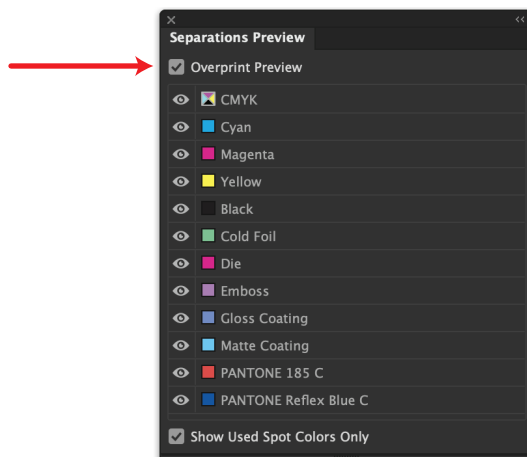
All custom effects spot colors should be set up on their own layer and set to overprint in order not to effect the ink colors underneath them.

Areas that need to be knocked out of the effects should be set to 0% of the effects spot color and also set to overprint.

Make sure to verify your colors and overprints using the Separations Preview palette with Overprint Preview checked.

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Sample Special Effects Layout for Printing

Note: this PDF should be opened in Adobe Illustrator in order to properly see how the special effects are set up.

Refer to the previous page for proper setup of special effects and what windows/pallets you should refer to in Illustrator.

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GLUE FLAP

Sample Type

Logo

Sample Type