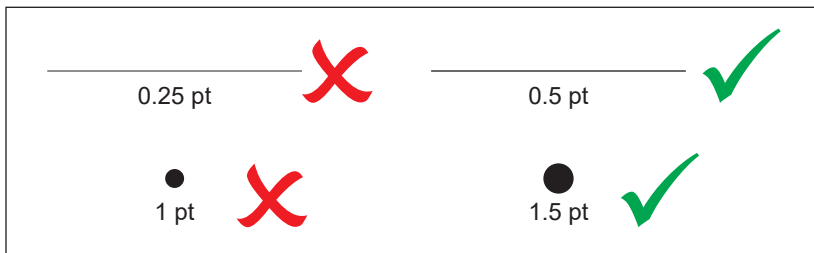


## IMPORTANT

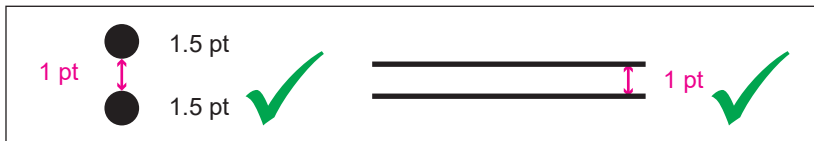
**1. Area/Image to be hot stamped must be within the Safe Zone.**  
(only within L shape safe zone \*please refer page 8)

**2. Hot stamping artwork (image) can be bleed out.**  
(only within L shape safe zone \*please refer Page 8),  
but stamping for important text MUST within Safe Zone.

**3. Font size 7.0 pt.**  
Note: When using minimum pts, do not bold font as they will appear coarse and over bleed. For Reverse Effect where hot stamped area excludes font, avoid using Serif fonts.  
**Use bold San Serif font (minimum 10 pt with Line Thickness: 1 pt).  
Line thickness 0.5 pt.**



Gap between Normal hot-stamping for Line and Dot cannot less than 1.0 pt



**4. Fill area/image to be hot stamped with either,**

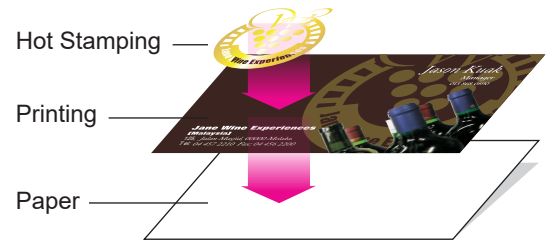


**5. Image to be hot stamped must be in Vector format, solid colour and without any tint or gradient fill.**



**6. Ensure registration of image to be hot stamped is accurately aligned.**  
(possible registration problems \*please refer page 9)

**7. Hot stamping and creasing / folding must have distance 3mm to avoid crack issue**  
*\*Must to TAKE NOTED and take your own risk if still want proceed this issue*



Actual print



Gold Hot Stamping

**FULL COLOUR PRINTING**

**IMPORTANT**

You will have to prepare 3 PDF files + 1 PDF file for Reverse Side (If applicable):

Page 1: 1 file for the full artwork,

Page 2: 1 file for the artwork without the image to be hot stamped and,

Page 3: 1 file for the image to be hot stamped.



**Page 1** 

Full artwork inclusive of image & text to be hot stamped


You **MUST** fill the area to be hot stamped in maximum 2 colours:

- Pantone 871C (Gold)**
- Pantone 877C (Silver)**
- Pantone 185C (Red)**
- Pantone 355C (Green)**
- Pantone 072C (Blue)**
- Pantone Black C (Black)**

**Page 2** 

Artwork without image to be hot stamped

Exclude the area/image to be hot-stamped.


**Page 3** 

Artwork of Image to be hot stamped

Ensure image is positioned accurately (as per File 1) to avoid misregistration.

- Pantone 871C (Gold)**
- Pantone 877C (Silver)**
- Pantone 185C (Red)**
- Pantone 355C (Green)**
- Pantone 072C (Blue)**
- Pantone Black C (Black)**



  
Zip all PDF files together

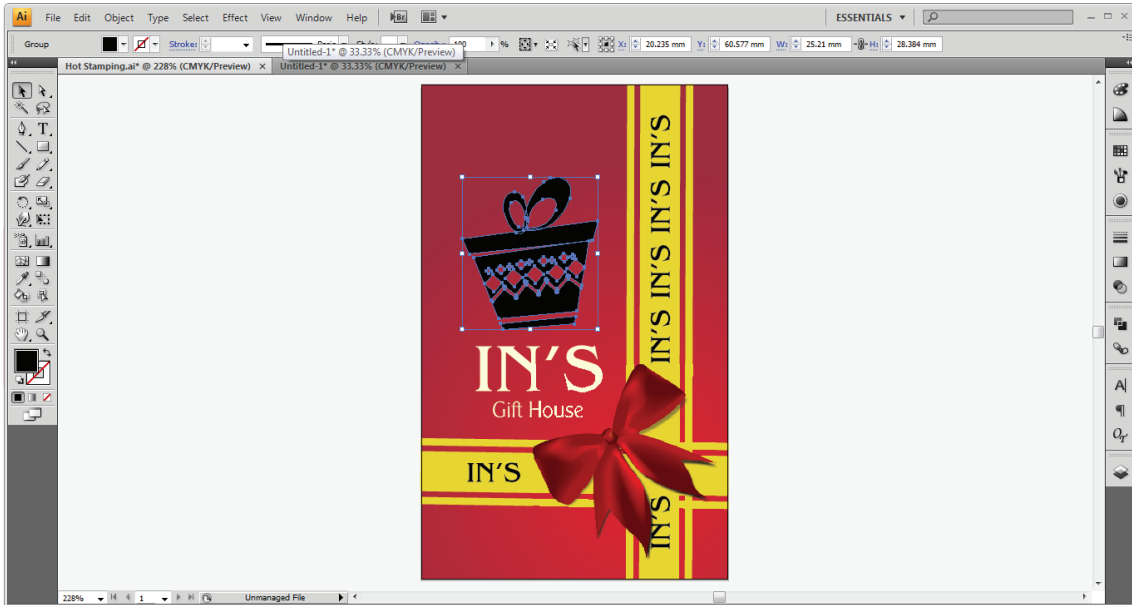
or

  
Combine and save into 1 PDF file (4 pages)

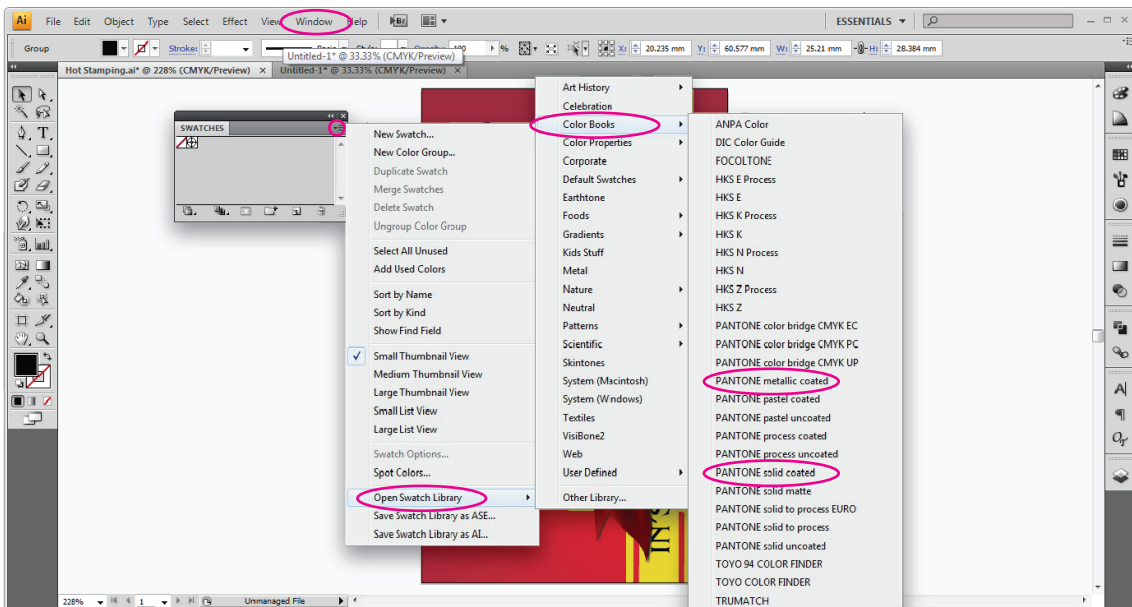


Double check preparation then upload file online (Front)

# PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR








**Step 1:** Select your hot stamping part. Make sure hot stamping part not in JPEG.



**Step 2:** Select “Window” > “Swatch Libraries” > “Color Books”

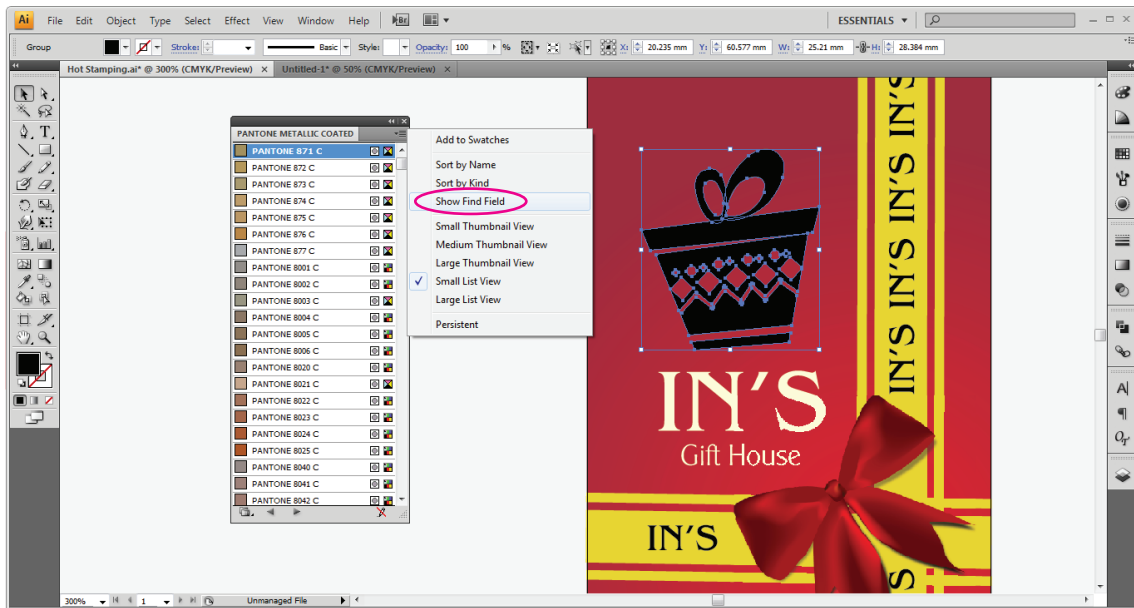
**PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR** Ai

May select the color code follow category show below:

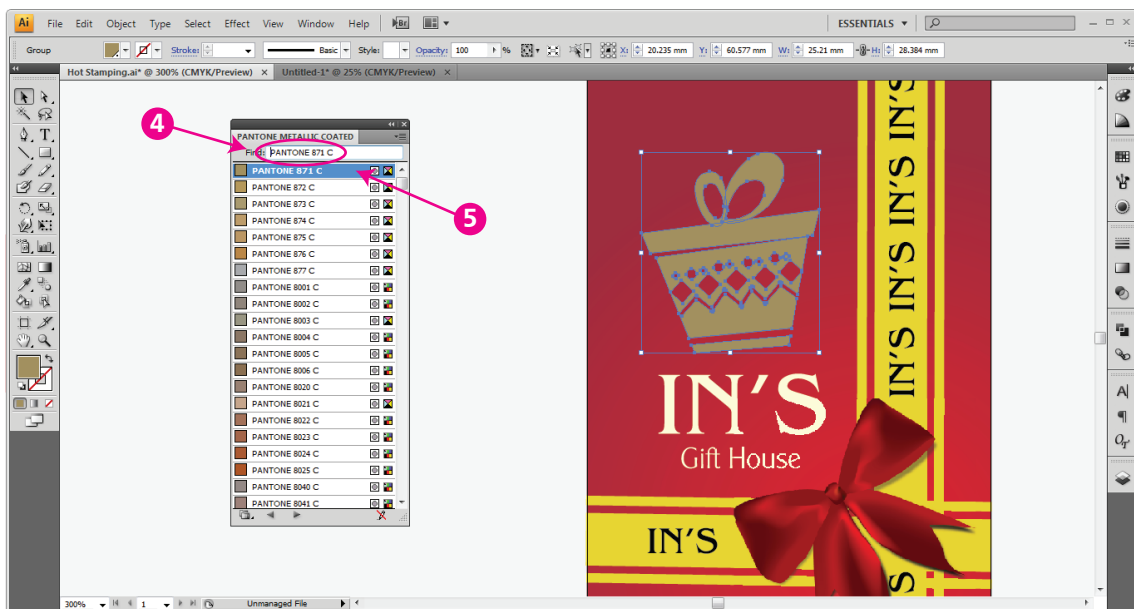
| Category                | Code   |   |
|-------------------------|--|---|
| PANTONE Metallic coated |    |    |
|                         | Pantone 871C (Gold)  | Pantone 877C (Silver)   |
| PANTONE Solid coated    |    |    |
|                         | Pantone 185C (Red)   | Pantone 355C (Green)  |
|                         |  |  |
|                         | Pantone 072C (Blue)  | Pantone Black C (Black)   |

*\*Make sure fill in color code follow your order colour*

# PREPARING HOT STAMPING FORMAT IN ADOBE ILLUSTRATOR Ai



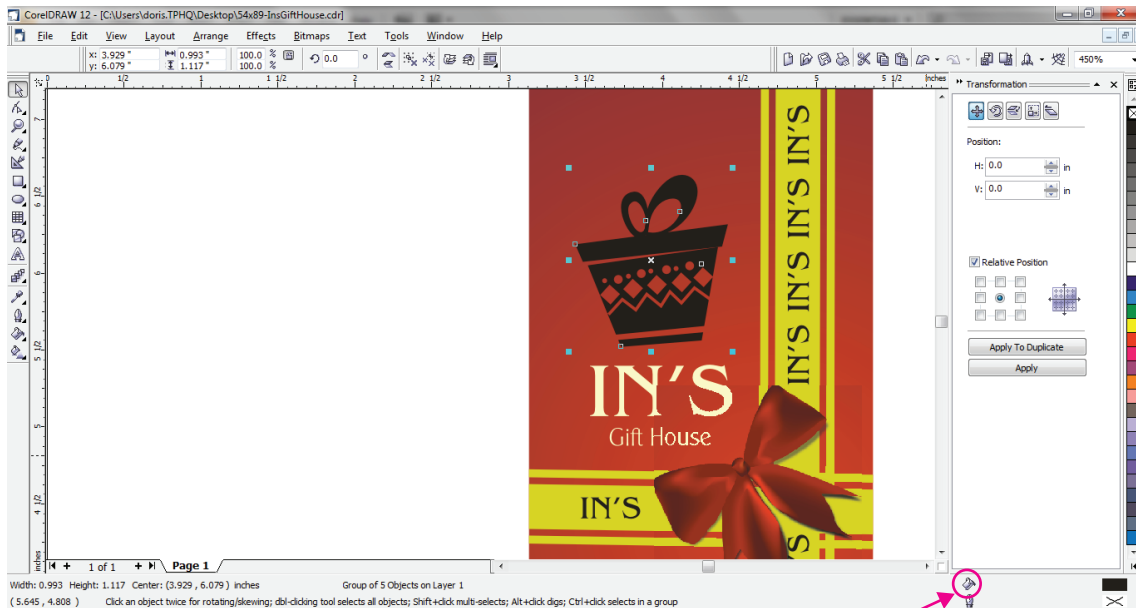
**Step 3:** Select “Show Find Field”



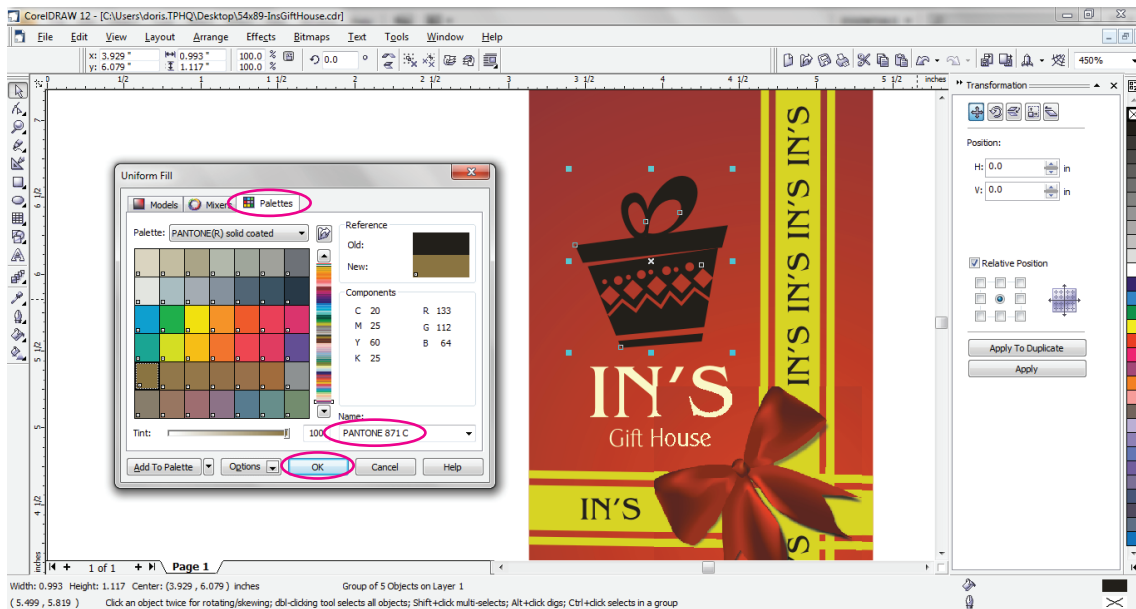
**Step 4:** Enter your hot coated stamping code.

**Step 5:** Select the highlighted code.

**PREPARING HOT STAMPING FORMAT IN COREL DRAW**



**Step 1:** Select hot stamping image, then double click the icon.

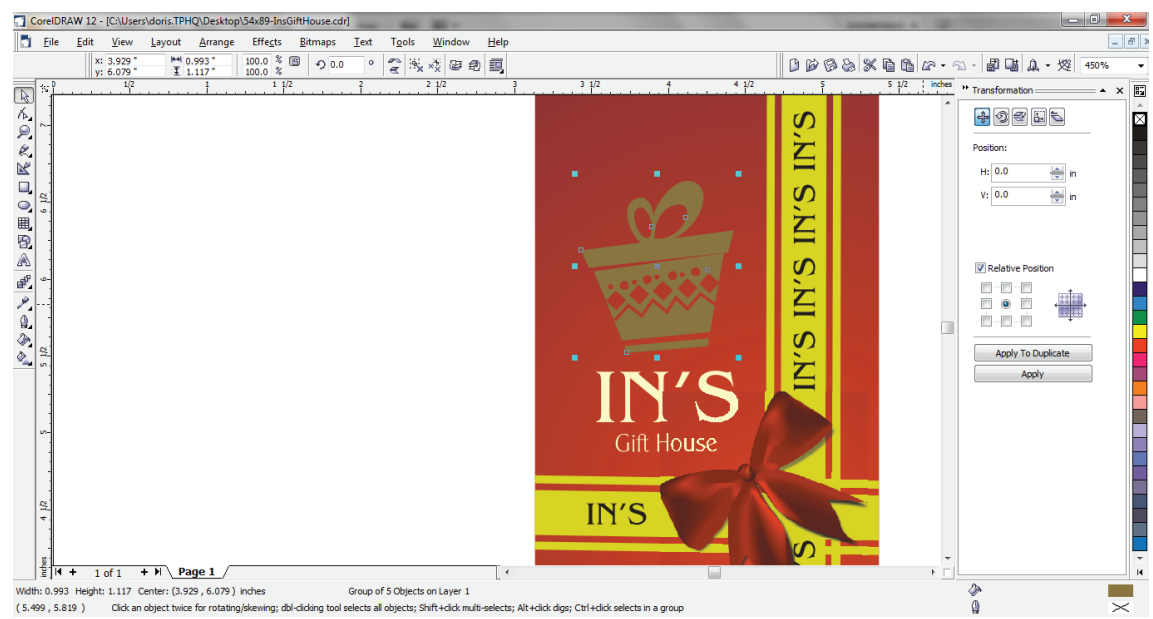


**Step 2:** Select "Palettes"

**Step 3:** Enter the Pantone Code.

**Step 4:** Then, select "OK"

# PREPARING HOT STAMPING FORMAT IN COREL DRAW



## Step 5: Result

**HOT STAMPING SAFE ZONE**

Image to be hot stamped can be bleed out within the **L Shape Safe Zone**. While important text **MUST** within all the safe zone area include L Shape Safe Zone.



**Landscape**



6mm from right bleed size & 7mm from bottom bleed size



6mm from left bleed size & 7mm from top bleed size

**Portrait**



7mm from right bleed size & 6mm from top bleed size



7mm from left bleed size & 6mm from bottom bleed size



**POSSIBLE MISS REGISTRATION PROBLEMS**

Applying hot stamping on top of fonts or images require accurate registration. Here are some possible problems that may occur due to poor registration. We will not accept artwork which contains the following registration conditions as shown below.

**The Desired Effect**



Hot Stamping on text with outline

**What May Happen**



Hot Stamping may overlaps the outline



Hot Stamping on text outline



Hot Stamping may not align accurately on text outline

**HOT STAMPING TOLERANCE**

| <b>Product</b>                        | <b>Tolerance</b>                                   |
|---------------------------------------|--|
| Business Card                         | ± 1.5mm  |
| Kad Kahwin<br>Booklet<br>Money Packet | ± 1.0mm  |
| Loose Sheet                           | ± 0.5mm (Litho Offset)<br>± 1.0mm (Digital Offset) |
| Packaging<br>Wire-o Notebook          | ± 0.5mm  |

- Hot stamping may cause the card thickness to become uneven and packed cards may become slightly curved (i.e. not flat when placed on table, in wallet, card holder, etc). EXCARD shall not accept any rejects claims for curved Business Cards due to these factors.
- For products with thin paper material such as money packet, art paper or simili loose sheet, and also card type paper grammage below 300gsm with hot-stamping finishing, stamping pressure may leave a stamping mark on the back of the product. Hence, members shall notice this risk and EXCARD shall not be held responsible for the stamping mark on the back.

**REVERSE EFFECT FOR HOT STAMPING**

The example below is reverse hot stamping:



Normal



Normal



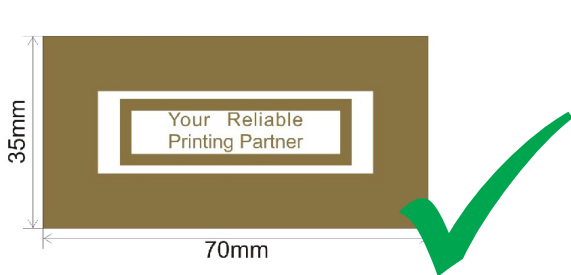
Reverse



Reverse

The requirement to do reverse effect Hot Stamping:

1. Do not use Serif font type. Such as "Times New Roman"
2. Use only Sans Serif fonts and bold the font. Such as "Arial"
3. Minimum 10pts for font size and 1pt for line thickness.
4. It is only applicable to Matte Lamination Art Paper / Art Card series with condition reverse area should **not more than 35mm(H) x 70mm(W)**.

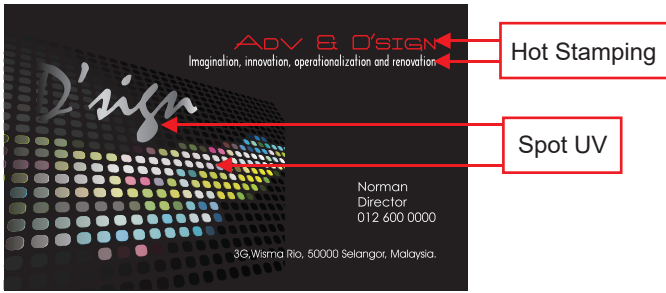


5. It is not applicable to materials with the condition listed below:

- Uneven surface paper material (such as conqueror paper / card, fine card suwen and linen)
- Plastic material
- Metallic card
- Super white
- Gloss Lamination

6. Both side artwork with reverse hot stamping is not applicable.

**ACTUAL PRINT**



This artwork specification will guide you to prepare an artwork file that consist of both hot-stamping and spot UV finishing.

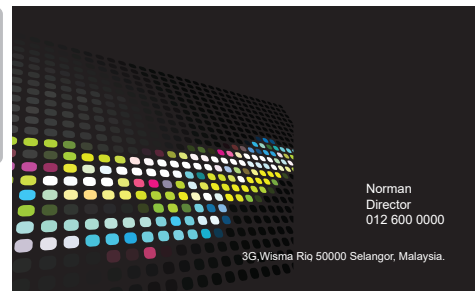
**Important:**  
 1. Image to be hot-stamped and Spot UV varnished may not be stacked or be too close to one another.  
 2. Hot stamping need 2mm distance from spot uv

**File 1**  
**Full artwork inclusive of image to be hot-stamped**  
 You MUST fill the area/image to be hot-stamped in  
**Pantone 871C (Gold)**  
**Pantone 877C (Silver)**  
**Pantone 185C (Red)**  
**Pantone 355C (Green)**  
**Pantone 072C (Blue) or**  
**Pantone Black C (Black)**



**Important:**  
 Different hot stamping cannot close to each other. Please leave 2mm between them.

**File 2**  
**Artwork that is to be printed in Offset Colour**




**File 3**  
**Artwork of Image to be Spot UV varnished**  
 (JPEG file not accepted)  
 1. Ensure image is positioned accurately (as per File 1) to avoid mis-registration.  
 2. You MUST fill the area/image to be Spot UV varnished in **PROCESS COLOUR (K=100)**  
 3. Save your file with transparent background.



**File 4**  
**Artwork of Image to be hot-stamped**  
 Ensure image is positioned accurately (as per File 1) to avoid misregistration.  
**You may choose a maximum of 2 hot-stamping colours on the same stamping side.**  
**Important:**  
 You MUST fill the area/image to be hot-stamped in Pantone Colour.



  
**Zip all PDF files together**

or   
**Combine and save into 1 PDF file (4 pages)**

**Double check preparation then upload file online (Front)**