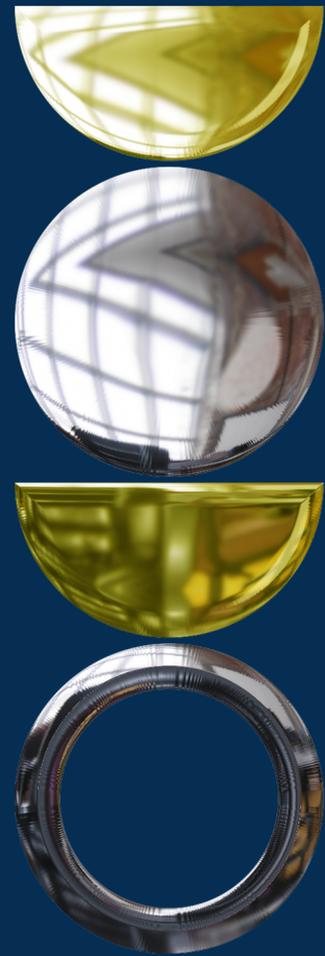


# Foil Design Guide

## Reseller Edition

Avoid mistakes • Impress clients  
Print with confidence



# 01. INTRODUCCIÓN

Why design matters  
when it comes to foil

Foil stamping and Spot UV can elevate any printed piece, from folders and postcards to business cards and packaging.

But these premium finishes require precision.

Mistakes in your design file can cause production delays or inconsistent results.

This guide was created to help you avoid those mistakes, save time, and deliver stunning print that makes your clients say “wow”.

# 02. COMMON MISTAKES TO AVOID

⊗ **Thin strokes**  
Avoid anything thinner than 1 pt

✓ Use bold, clean lines

⊗ **Delicate fonts**

- Avoid fonts under 8 pt
- Script fonts should be 10 pt or more

✓ Use fonts in bold standard, vectorized

⊗ **Foil in raster images**  
Avoid JPGs or PNGs

✓ Use clean vector shapes

⊗ **Foil not on separate layer**  
Avoid placing foil mixed in the main design

✓ Create a new spot colour layer named “Foil”

⊗ **Overprint off**  
Avoid leaving overprint unchecked

✓ Foil layer must be set to Overprint ON

⊗ **Too close to the edge**  
Avoid placing foil within 3 mm of borders

✓ Leave a safety zone for clean registration

⊗ **Too much detail**  
Avoid foil on intricate textures or tiny logos

✓ Simplify for a crisp, high-end look



# 03.

## FILE SETUP CHECKLIST

<input checked="" type="checkbox"/> Requirement	Best Practice
<input type="checkbox"/> Line thickness	1 pt or more
<input type="checkbox"/> Font size	<ul style="list-style-type: none"><li>• 8 pt minimum (Make sure fonts are embedded)</li><li>• Script fonts should be 10 pt or more</li></ul>
<input type="checkbox"/> File format	Vector (AI or PDF/X1A)
<input type="checkbox"/> Foil layer	Spot colour, named "Foil" or "Spot UV"
<input type="checkbox"/> Overprint	Foil or UV must be set to ON
<input type="checkbox"/> Bleed and margin	1/8 inch away from the border

# 04.

## BONUS TIPS FROM APD PRINTING

 Want to preview your foil? Ask us for a 3D foil mockup of your file

 Want to preview your foil? Ask us for a hard copy sample.

 Don't have a designer? We'll design it for you – for free.

 Combine foil with matte or soft-touch finishes for extra contrast.

 Need help reviewing your files? Our team's here to check and guide.



# Ready to impress your clients?

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and get expert support  
at every step

## contact us

✉ [sales@wholesalepocketfolders.ca](mailto:sales@wholesalepocketfolders.ca)

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