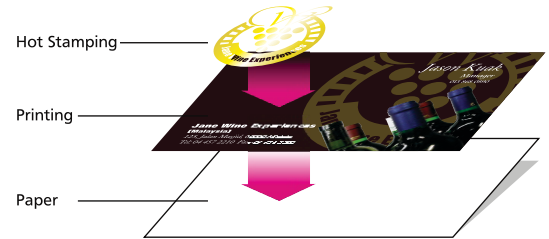


## IMPORTANT

- 1) Area/Image to be hot stamped must be within the **Safe Zone**.
- 2) Business Card - Area/Image to be hot stamped requirement:  
**Landscape** - 4mm from right trim size & 5mm from bottom trim size.  
- 4mm from left trim size & 5mm from top trim size.  
**Portrait** - 5mm from right trim size & 4mm from top trim size.  
- 5mm from left trim size & 4mm from bottom trim size.  
\* Please refer Page 2: Hot Stamping Safe Zone for artwork.
- 3) Hot stamping artwork (image) can be bleed out (only within L shape safe zone \*please refer page 2), but stamping for important text **MUST** within Safe Zone.
- 4) Font: Minimum 7 pts with Line Thickness: 0.5 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 pts with Line Thickness: 1 pt).
- 5) Fill area/image to be hot stamped with either, Pantone 871C (Gold), Pantone 877C (Silver), Pantone 185C (Red), Pantone 355C (Green), Pantone 072C (Blue), Pantone Black C (Black). You may choose a maximum Of 2 hot stamping colours on same stamping side.
- 6) Image to be hot stamped must be in Vector format, solid colour and without any tint or gradient fill.
- 7) Ensure registration of image to be hot stamped is accurately aligned. (See "Possible Registration Problems" – page 2)
- 8) Design your product following the "3 PRINCIPAL GUIDELINES". (Refer to GENERAL section)
- 9) You will have to prepare 3 PDF files (for Hot Stamping) + 1 PDF file for Reverse Side (If applicable):  
File 1: 1 file for the full artwork,  
File 2: 1 file for the artwork without the image to be hot stamped and,  
File 3: 1 file for the image to be hot stamped.



Actual print



Gold Hot Stamping

DONOT delete the 'Full Bleed' box; change the line colour to 'WHITE'



### File 1

#### Full artwork inclusive of image to be hot stamped

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

**Pantone 137C** Rainbow Gold (S0004)  
**Pantone 443C** Rainbow Silver (S0003)  
**Pantone 151C** Gold (S0002)  
**Pantone 441C** Silver (S0001)  
**Pantone 279C** Polar Light (S0005)  
**Pantone 454C** Laser Seamless (S0006)



### File 2

#### Artwork without image to be hot stamped

Exclude the area/image to be hot-stamped. This artwork will be printed using process colour.



### File 3

#### Artwork of Image to be hot stamped

Ensure image is positioned accurately (as per File 1) to avoid misregistration. Again, you **MUST** fill the area/image to be hot stamped in maximum 2 colours:

**Pantone 137C** Rainbow Gold (S0004)  
**Pantone 443C** Rainbow Silver (S0003)  
**Pantone 151C** Gold (S0002)  
**Pantone 441C** Silver (S0001)  
**Pantone 279C** Polar Light (S0005)  
**Pantone 454C** Laser Seamless (S0006)

Zip all PDF files together

or

Combine and save into 1 PDF file (3 pages)

Double check preparation then upload file online (Front)

1 PDF file for reverse side (If applicable)

Prepare 1 PDF file for the artwork on the reverse side. (Reminder: Hot stamping can only be applied on 1 side of the product.)

Upload file online (Back)



## 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.

### L Shape Safe Zone

#### Landscape



### L Shape Safe Zone

#### Portrait



- 5mm from right trim size & 4mm from top trim size

Left edge 5mm - 5mm from left trim size & 4mm from bottom trim size

## Possible 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

## Reverse Effect

The example below is reverse hot stamping:



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 height.
- 5) It is not applicable to materials with the condition listed below:
  - Uneven surface paper material
  - Plastic material
  - Metallic card
  - Super white
  - Gloss Lamination
- 6) Both side artwork with reverse hot stamping is not applicable.