



# Welcome to UEI Group's Digital File Preparation Tutorial

Communication is key when manufacturing an engraved die for hot foil stamping or embossing. It is important that everyone understands the objectives and the desired effects – from the designer to the printer, to the graphic finisher and finally the engraver. Clear communication helps to ensure a quality product that is crafted to the required specifications in an expedient manner. **It's important that all parties (designer, engraver, printer, finisher, etc.) work from the same file.**

That is why UEI has developed this easy-to-follow **Digital File Preparation Tutorial**. This tutorial will walk you through the basic digital artwork requirements for manufacturing engraved dies. We've included helpful tools that we encourage you to utilize as you prepare digital files for engraved dies. We hope you'll find this tutorial beneficial and informative.

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*Should you have any questions,  
our knowledgeable direct sales representatives can assist you.*

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# Creating Digital Files

UEI can accept most file formats for both PC and Mac platforms. To ensure an expedient turnaround and alleviate possible challenges, we suggest sending your file in one of the following formats:

*We suggest using:*  
 Adobe® Acrobat® pdf

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*We also accept:*  
 Adobe® Illustrator®\* (with layers),  
 Adobe® Photoshop®, EPS or JPG

*\*All fonts MUST be converted to outlines.*

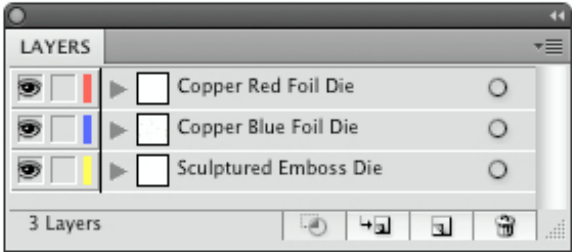
*Please feel free to call your UEI direct sales representative if you need help selecting an appropriate program for your digital art.*

|   |   |
|---|---|
| <p><b>When setting up your files, please:</b></p> <ol style="list-style-type: none"> <li>1. Do not include masks</li> <li>2. Convert all type to outlines</li> <li>3. Do not include compound paths</li> <li>4. All objects should be “filled”</li> <li>5. No intersecting lines</li> <li>6. Overprint Selection is turned off</li> </ol> | <p><b>All artwork should be:</b></p> <ol style="list-style-type: none"> <li>1. 100% (actual size)</li> <li>2. Fully stepped out</li> <li>3. Vector art</li> <li>4. Saved at 600 dpi or higher</li> <li>5. All line art should display at 100% color; no screens or tints</li> </ol> |
|---|---|

**Additionally,**

- If embossing letters or images close to each other, increase the space between elements (if possible) to allow for the width of the bevel.
- Use caution with very small images or letters.
- Create different layers on the digital file for multi-level artwork.

**Saving your file with layers**  
 The layer names relate to the art and your dies.



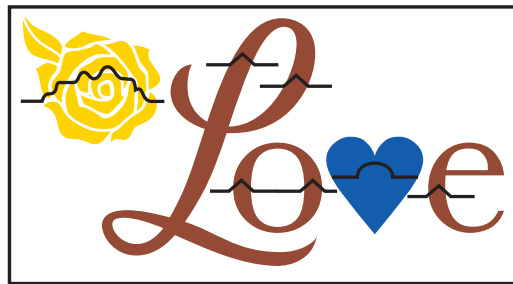
# Engraved Die Specifications/Instructions

The best way to provide your desired engraved die effect(s), is through clear instruction. When creating your file, use as many layers as the project requires to fully describe the number of die effects.

1. Open the file and convert the image and fonts to line art.
2. Using the **Color Key**, place the appropriate color(s) into the specific area(s) of the image to depict the effect(s) that is desired.

Sample art showing embossing/debossing/combination engraved die effects.

**Color Key**  
Colors indicating desired embossing effects.



**Relief Line Key**  
Symbols used to indicate desired effects.












3. Using the **Relief Line Key**, place the appropriate relief line(s) over the image area(s) to depict the effect. If different levels are required, then specify the image and its appropriate levels, with level one being closest to the substrate level and moving upward from there. *See example on top of page 4.*
4. If the die is to be a brass engraved combination die, you'll need to include specific information indicating whether the area should be open or solid. If the image area is open, indicate with orange which area(s) should emboss.

## UEI Group's Color Key

|   |  |
|---|--|
|  | Blue: Raised Round                         |
|  | Red: Raised Flat                           |
|  | Gray: Texture                              |
|  | Purple: Flatstamp Area(s)                  |
|  | Yellow: Sculptured or Multi-Level          |
|  | Orange: Solid Full or Solid Emboss Area(s) |
|  | Brown: Raised Roof                         |
|  | Pink: Deboss Roof                          |
|  | Green: Deboss Area                         |
|  | Turquoise: Deboss Flat                     |

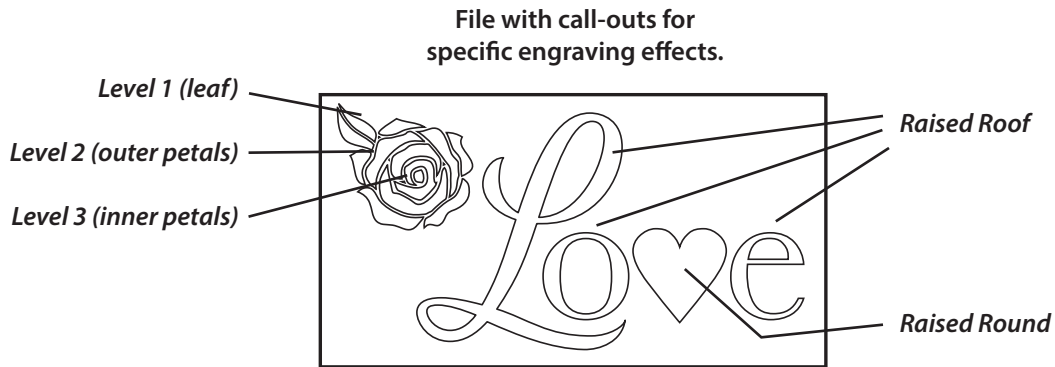
Areas to be left out of image:  
Denoted by Black XXXX

## UEI Group's Relief Line Key

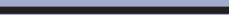

| Relief Line   | Description  |
|---|--|
|  | Raised Round, easy to cover with foil.   |
|  | Raised Flat, more difficult to cover with foil.                                |
|  | Raised Flat, with rounded edge.  |
|  | Raised Flat with Fade, cover with or without foil.                             |
|  | Deboss Flat with Fade, seldom used with foil. Fade Off, seldom used with foil. |
|  | Sculptured, used with or without foil.   |
|  | Flat Lift with Embossing, used with or without foil.                           |
|  | Raised Roof, very difficult to cover with foil.                                |
|  | Deboss Roof, used with or without foil.  |
|  | Deboss Round, used with or without foil.                                       |
|  | Deboss Flat, used with or without foil.  |

# Digital Line Art Examples

Converting artwork files to outlines is necessary for manufacturing engraved dies. Whether the engraved die is for blind embossing/debossing, combination or litho register embossing/debossing, it's helpful to include the original art or printing file so UEI can ensure the integrity of the design is translated into the engraved die.



**Digital file in Outline View**  
By checking your file in Outline View you can see the vector art and determine if the file has been created properly.

| Incorrect artwork  | Correct artwork  | Incorrect artwork   | Correct artwork   |
|--|--|---|---|
| <br>3 point stroke<br><hr/> As seen in Outline View.<br>This <i>will not</i> produce your desired effect. | <br>3 point stroke, converted to outline path.<br><hr/> As seen in Outline View.<br>This <i>will</i> produce your desired effect. | <b>John Doe</b><br>Filled text <i>before</i> the font has been converted to outlines.<br><b>John Doe</b><br>As seen in Outline View.<br>This <i>will not</i> produce your desired effect. | <b>John Doe</b><br>Filled text, converted to outlines, with compound paths released, and the insides of letters filled with white and brought to the front.<br><b>John Doe</b><br>As seen in Outline View.<br>This <i>will</i> produce your desired effect. |



## Sending Digital Files

For your convenience, UEI can accept files 24 hours a day via e-mail. Large files should be uploaded to our FTP site or sent on CD to the address below. *To use the FTP site, please contact your UEI sales representative and we'll send an e-mail with the user name, password and instructions. If you use the FTP site, you **must** send an e-mail notifying us.*

We can turnaround same day orders for copper foil stamping dies, if we receive the order by 2:00 PM CST.

|                 | Universal Engraving, Inc. - US  | UEI Falcontec - UK   |
|-----------------|---|--|
| <b>Ship to:</b> | Universal Engraving, Inc.<br>Order Entry Department<br>9090 Nieman Road<br>Overland Park, KS 66214<br>USA | UEI Falcontec<br>Falcon House<br>Mucklow Hill<br>Halesowen, West Midlands B62 8DT<br>England |
| <b>E-mail:</b>  | salesusa@ueigroup.com   | salesuk@ueigroup.com   |