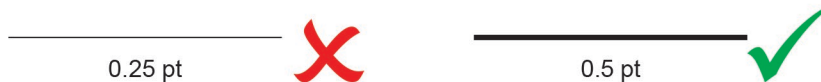


IMPORTANT

- 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.
Refer Page 3 - Hot Stamping Safe Zone for artwork

- 3) Hot stamping artwork (image) can be bleed out (*only within L shape safe zone* **please refer Page 3*), but stamping for important text **MUST** within Safe Zone.

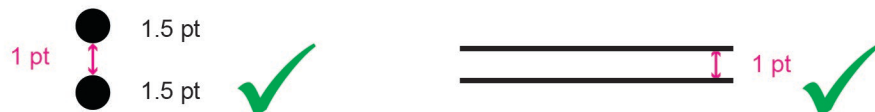
- 4) Font size cannot less than 7.0 pt.
Note: When using minimum pts, do not bold font as they will appear coarse and over bleed. For Reverse Effect where hot stamped area excludes font, avoid using Serif fonts.
Use bold San Serif font (minimum 10 pt with Line Thickness: 1 pt).
Line thickness cannot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



Dot thickness cannot less than 1.5 pts.



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

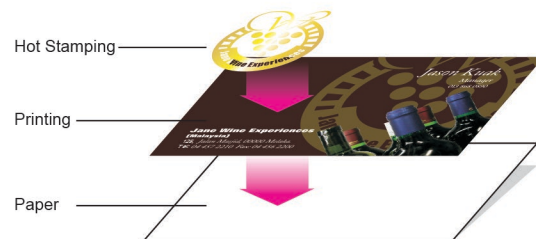


Pantone Black C (Black)

- 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.
Refer Page 4 - Possible Registration Problems



Actual print



Gold Hot Stamping

IMPORTANT

You will have to prepare 3 PDF files + 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.



DO NOT 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 871C (Gold)
Pantone 877C (Silver)
Pantone 185C (Red)
Pantone 355C (Green)
Pantone 072C (Blue)
Pantone Black C (Black)



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 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 (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



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



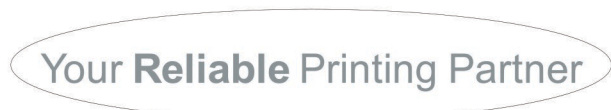
Hot Stamping on text outline



Hot Stamping may not align accurately on text outline

Reverse Effect

The example below is reverse hot stamping:



Normal



Normal



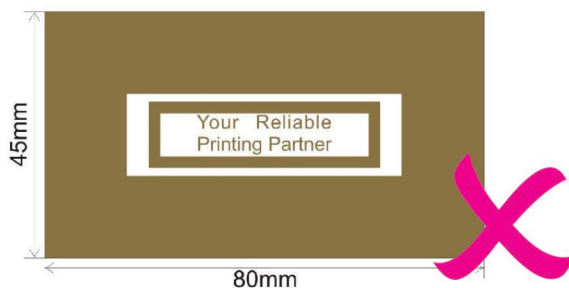
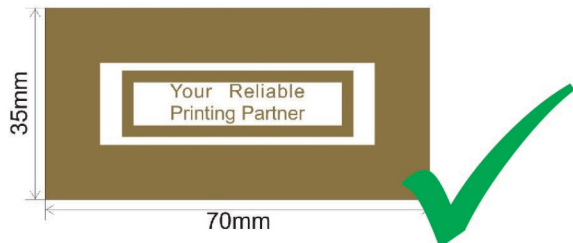
Reverse



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.

Hot Stamping Tolerance

Product	Tolerance
Business Card Money Packet	$\pm 1.5\text{mm}$
Kad Kahwin Booklet	$\pm 1.0\text{mm}$
Loose Sheet	$\pm 0.5\text{mm}$ (Litho offset) $\pm 1.0\text{mm}$ (Digital offset)
Packaging Wire-o Notebook	$\pm 0.5\text{mm}$

- 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). Nagamas 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 with hot-stamping finishing, stamping pressure may leave a stamping mark on the back of the product. Hence, members shall notice this risk and Nagamas shall not be held responsible for the stamping mark on the back.