FEEL FREE TO GET IN TOUCH
Our Graphics team are always happy to advise on technical or design queries.
www.plasmadesign.co.uk/support

RECOMMENDED FILE FORMATS

Adobe Illustrator (Ai) | Adobe PDF (PDF) | Encapsulated PostScript (EPS) | Scalable Vector Graphics (SVG)

Whilst we can redraw/retype high quality bitmap (pixel) artwork, we would recommend that all files are submitted in a vector format and that live (editable) fonts are outlined or converted to objects. This will ensure an accurate reproduction of your design.

DESIGN TEMPLATE

Within the zip file pack you will find the relevant template for you to use. We recommend refering back to this document before submitting your artwork to ensure your design meets our production specifications.

● Card Surface   ● 3mm Bleed Area   ○ Safe Area
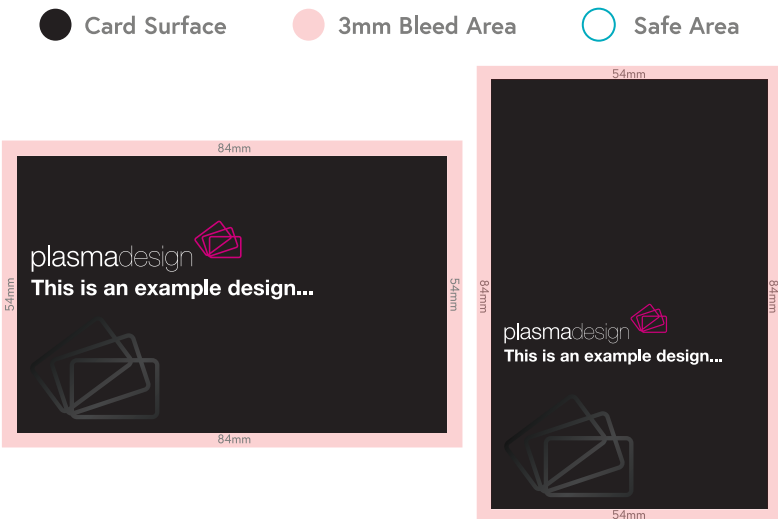
Shape

At present, we cannot die-cut our letterpress cards. If you require a custom shape, we recommend our wood or metal cards.

Print Process

To print the letterpress cards, we start by engraving the artwork for each colour into a metal print plate. Each plate is then heated and applied, under pressure, to the blank card. In between the metal plate and card sits a large ribbon which carries the ink. The heat and pressure transfers the ink from the ribbon to the card.

Each colour used by your design requires its own engraved printing plate and a separate pass through the printing press. For this reason, the price of the cards is dependent on the number of inks used. To keep the costs down, we recommend limiting the number of colours used. We stock a diffractional ink which behaves much like the surface of a CD, splitting white light into the colours of the spectrum. This can be used as a substitute when a logo requires a number of different colours.
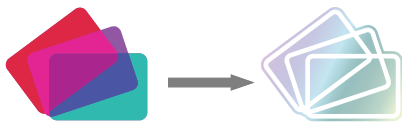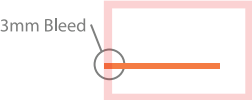
Bleeding

Although it is possible to bleed artwork off of the edge, it is worth noting that the pressure of the print press can crimp the edge of the card.

SLIGHT DEBOSS INDENTATION DUE TO ARTWORK BLEEDING OFF OF THE CARD.

A 3mm bleed on all four edges is required. This area is indicated in pink on the templates provided.

3mm Bleed

Text Size

We recommend a minimum font size of 8pt. This helps to prevent the ink from bridging, spreading or filling in when printing fine detail.

This is 8pt Gill Sans (Sans Serif Font)
This is 8pt Calisto (Serif Font)
This is an example of filling in on text that is too small

COLOUR SPECIFICATIONS

Ink Library

A wide, but limited range of ink colours are available. It maybe the case that we cannot match specific colour values. It is also not possible to reproduce gradients or fades. The template includes swatches showing each of the colours available along with their corresponding Pantone references (shown below).

Pigment inks are prone to darkening when printed on black stock. We advise using metallic inks on this material where at all possible.

Metallic Inks
(Recommended)

Silver	
Gold	x
Holoprint	
Matt Silver	
Aqua	
Cyan	
Blue	
Purple	
Bronze	
Copper	x
Red	
Burgundy	
Magenta	x
Light Pink	
Light Green	
Green	

Pigment Inks
● (Advised against on this material)

White	Yellow Pro. Yellow C
Black	Warm Yellow PMS 127C
Transparent high gloss varnish	Orange PMS 021C
Signature strip	Deep Orange PMS 165C
Powder Blue PMS 291C	Bright Red PMS 186C
Light Blue PMS 298C	Dark Red PMS 1795C
Blue PMS 293C	Burgundy PMS 187C
Deep Blue PMS 273C	Light Brown PMS 159C
Dark Blue PMS 300C	Dark Brown PMS 476C
Royal Blue PMS 293C	Purple PMS 259C
Dark Green PMS 349C	Lilac PMS 7444C
Green PMS 347C	Hot Pink PMS 806C
Bright Green PMS 368C	Light Grey PMS 7543C
Acidic Green PMS 382C	Dark Grey Cool Grey 11C

Blind Deboss (No Ink)
(Advised against for smaller text)

Deboss (no ink)	Black Gloss (deboss)

Core Colours

Eleven core colours are available as standard (see left). This seam of colour runs through the center of the stock and is visible when viewing the edge of the card.

bright red
mandarin
hickory yellow
turquoise
tabriz blue
royal blue
purple
fuchsia
lockwood green
pristine white
ebony black

Each letterpress card comprises three layers (triple ply), totaling 900gsm thick.

175gsm top layer
540gsm core layer
175gsm bottom layer

On orders of 500 cards or more, we're able to customise the shades used for each of the cards three layers at no extra cost. A total of 40 different colours are available, giving 64,000 possible combinations from which to choose.

We can also produce a thinner 700gsm card on orders over 500.

Please get in touch if you wish to explore the custom colour/thickness possibilities at www.plasmadesign.co.uk/support

Debossing

Each ink is pressed into the surface of the card, resulting in the traditional letterpress (deboss) effect. However, the depth of the deboss is not user-definable. The depth and pressure used is at the sole discretion of our printing technicans.
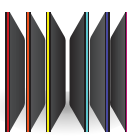
Ink Coverage

As mentioned, to print the cards we start by etching the artwork into a metal plate. This is then heated, and applied under pressure, to the blank letterpress stock. In between the two sits a large ink ribbon. The heat and pressure transfers the ink from the ribbon to the card.

The larger the area of ink coverage, the more heat and pressure is required to ensure a good bond between the ink and card. If the area of coverage is too large, the necessary heat will curl or otherwise damage the paper. As a general rule, the maximum amount of coverage achievable without damaging the stock is 20-25% surface area.
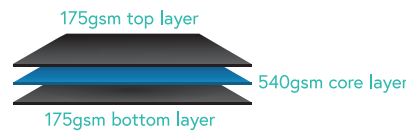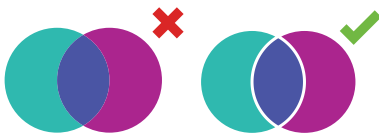
The diagrams below provide guidance on the level of ink coverage that is realistically achievable.

Touching Inks

If your logo requires overlapping inks, we recommend adding a small stroke around those objects so that they do not touch. This prevents unsightly contour lines and ridges from occuring.

Fine Detail

We recommend that lines and strokes are at least 0.5mm thick. This ensures the engraved metal printing plate is sturdy enough to withstand the pressure applied during the printing process (resulting in a crisp print).
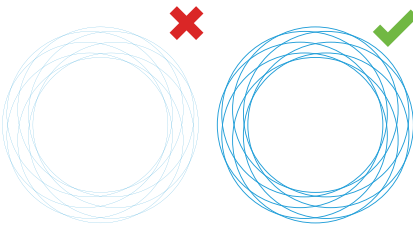
SUBMITTING ARTWORK

Artwork finished and all fonts outlined?
Export the artwork in vector format as previously highlighted and
simply visit our website at www.plasmadesign.co.uk and click the 'Get Started' button to submit your artwork.

Alternatively you can email your artwork directly to our support email address at support@plasmadesign.co.uk with an accompanying description and any relevant font files (if you require our graphics team to make changes to contact information).

A member of our team will then review your design and advise on any necessary changes before passing it to the graphics studio who will be responsible for creating a digital mock-up to show how the final card will look.

GET STARTED