



WHAT IS SPOT UV PRINTING?

There are a wide variety of specialty printing techniques available for consumers who are interested in setting their printed products apart from the ordinary masses. One of the most popular based on its high impact, affordability, and versatility is **spot UV printing**. Although, technically, it's not a "printing" technique but a coating technique for printed materials.

Spot UV printing sounds pretty space age, but the technique itself is not so very complex. Probably the most high-tech aspect of the process is the fact that it utilizes UV light to "cure" a varnish that is applied to paper or cardstock. This varnish can be applied to plain white cardstock, but is often applied to coat color-printed paper products, sealing in their color, adding shine, and protecting the printed surface underneath from moisture and other types of damage.

INSTRUCTIONS FOR SPOT UV

STEP 1: CREATE YOUR BUSINESS CARD DESIGN

Create your business card designs in your preferred photo editing software. If you are going to be adding a Spot UV finish to your business cards, we recommend that you create your business card design in JPG, JPEG, or PNG format with a minimum of 150 dots per inch (300 dpi is our standard).

STEP 2: SELECT YOUR SPOT UV AREAS

When it comes to where you want to add a Spot UV finish to your business cards, you have a lot of options. You can add a Spot UV finish to your logo design, to important text on your business card (ie. your contact information) or even to the background design of your business cards. Choose the area where you want to add your Spot UV wisely so that it enhances the overall design of your business cards. Remember that you want to keep the Spot UV simple so that it makes your business cards pops while still keeping a classy look. Too much Spot UV on a business card will work against you and loose its effectiveness.

STEP 3: ADD YOUR SPOT UV LAYER

Now that you have chosen which area of your design will get the Spot UV finish, you need to duplicate the Spot UV object(s) onto its own Spot UV layer. The easiest way to do this is to copy the entire card, convert it to a BLACK and WHITE only image. Then WHITE OUT anything you DO NOT want to have SPOT UV on. Save the image and submit both the FULL image and the BLACK and WHITE image with just the SPOT UV are in BLACK.

ORIGINAL IMAGE



DUPLICATE IMAGE WITH SPOT UV LAYER ONLY



OUR GRAPHIC DESIGN TEAM CAN CREATE YOUR SPOT UV BUSINESS CARD FILES FOR JUST \$25