

— **EMBOSSER FILE INSTRUCTIONS** —

How To Send Embosser Graphic Files

It is often very hard to communicate with graphic artist the components that make a good embossing seal. Making a hand held embossing seal is very different than making a sign or a rubber stamp. Hand held embossing seals are also very different than embossing in the printing industry. Here are some very important rules in creating art that will emboss successfully.

1. Make sure fonts are not bold. Bold fonts will look run together.
2. Make sure fonts are san serif, such as helvetica or arial.
3. Make sure fonts have extra kerning (space) between characters.
4. Solid circles will simply "cut out" a circle of paper.
5. Bold images will not be distinct and crisp when embossed.
6. Images that are to complex must be simplified.
7. Lines should be about a half point to 2 points in thickness.
8. Neither card stock, nor two sheets of paper can be embossed successfully.
9. If any of these principles are violated a seal can cost 5 times as much.
10. Some images simply are not suitable for embossing at all.

THIS ROW: EXAMPLES OF GOOD SEAL GRAPHICS



THIS ROW: EXAMPLES OF BAD SEAL GRAPHICS

