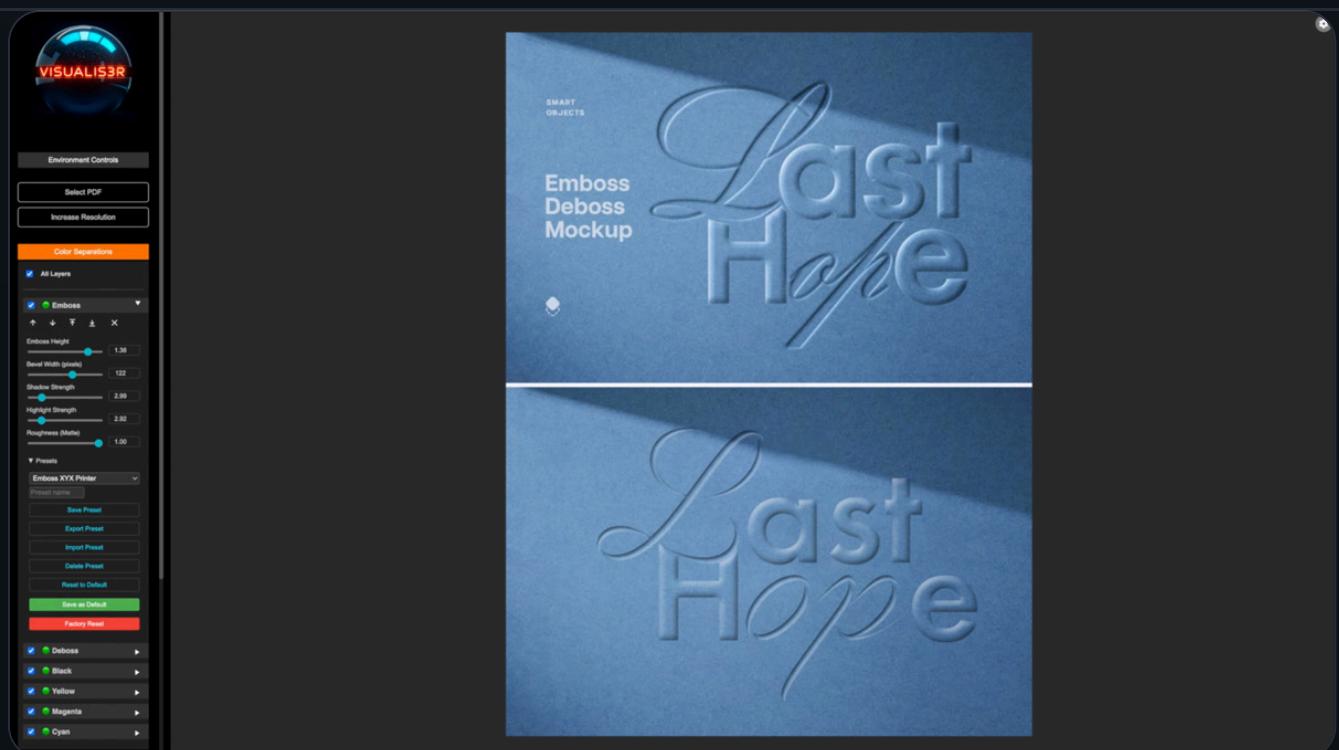


09

## Emboss / Deboss

Physical deformation. Keep strokes thick and spacing generous.



### What it is

Physical die pressing — raises (emboss) or indents (deboss) the paper surface for tactile elegance.

### Quick limits

- Thick stock 300 gsm+ best
- Min font 8–11 pt sans; 12 pt+ script
- Min line ~1 pt / 0.04" width
- Min spacing ~0.05" between elements

### Do

- Use bold, simple vector artwork
- Keep generous spacing
- Consider single-level for cost
- Test on actual stock thickness

### Don't

- Avoid fine detail on thin stock
- Don't place near folds/creases
- Don't use very small type
- Avoid complex multi-level unless necessary

Always confirm tolerances with your print provider.