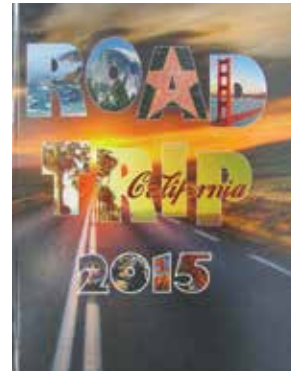


# COVER OPTIONS

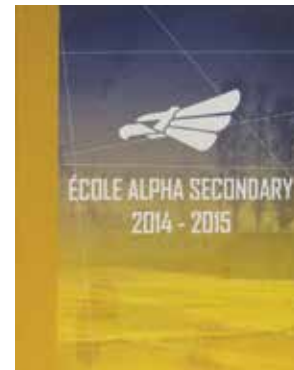
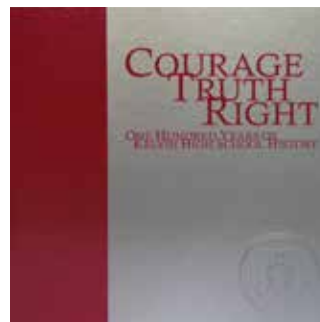
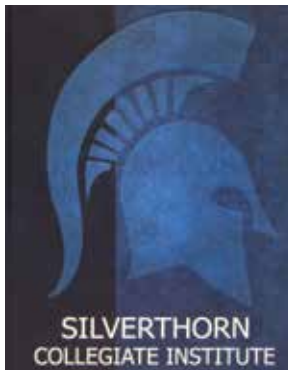
## PROCESS COLOUR

One or more ink colours are applied to paper for limitless design potential. Any artwork, photographs or digital designs can be printed with this process. For durability and protection, a plastic lamination is applied with either a gloss or matte finish.



## QUARTER BINDING

For a classic traditional look, no other application brings it all together like quarter binding. Quarter binding utilizes two colour of material – either two different types of material, or is “faked” by using a different colour of ink on the same material.



## EMBOSSING

An embossed cover uses a brass die to press a design into the cover to raise specific areas. Debossing uses a similar die to indent specific areas. You can create your own design or use one of our pre-made stock designs. When embossing, you have the option of requesting a grain at no charge. (see page 8 for grain samples)



# COVER OPTIONS

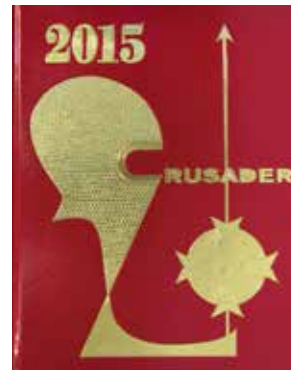
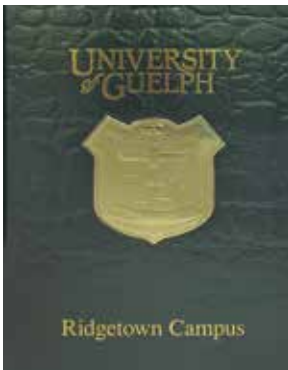
## FOIL STAMPING

Add style to your cover by presenting your cover artwork in foil rather than ink. Foil stamping adds a dynamic flair to your cover and can highlight important elements of your design.



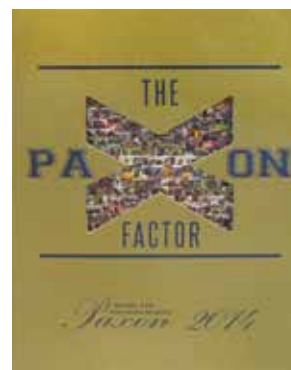
## 3D METAL INLAY

A metal inlay is an application that combines a layer of metal with sculptured embossing for a very special effect. Metal inlays are available in six colours including: gold, silver, copper, blue, green and red.



## DIE CUTTING

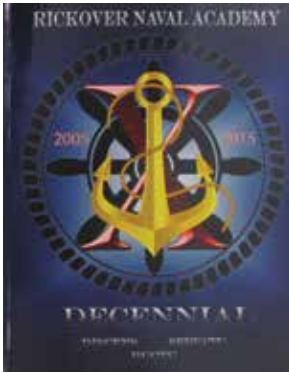
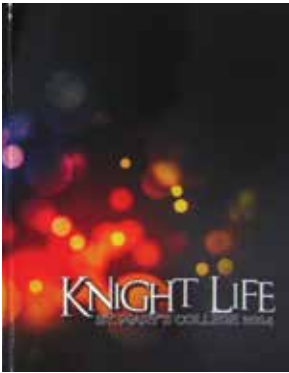
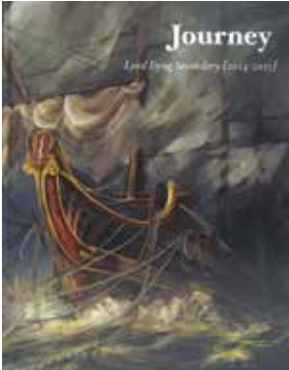
Growing in popularity, die cutting is the process of cutting a pre-designed shape directly through the cover. When the yearbook is closed, the endsheet can be seen through the die-cut opening in the cover. Note that diecut shapes should be kept fairly simple and may need to be modified in order to produce the best product.



# CRYSTALLINE

Crystalline covers are printed on white paper using an offset or digital press, and then laminated for durability and protection. They have a nearly limitless design potential and can have several other applications applied to them.

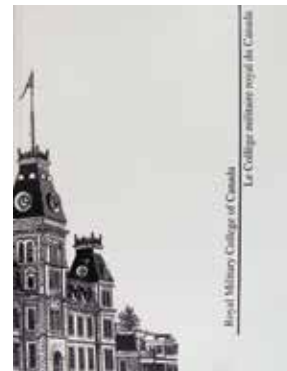
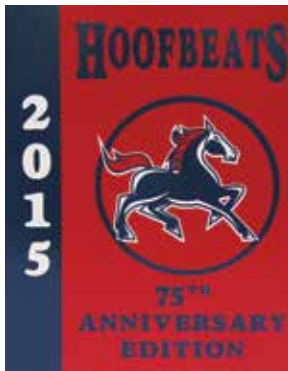
- Choose from gloss or matte
- Apply a spot UV coating to highlight design elements in a glossy finish
- Apply a linen weave embossing for a canvas like texture
- Emboss or deboss areas as well as add a grain
- Foil stamp text or design elements
- Apply a metal inlay



# TEXTURED LINE

Textured Line offers a leather-like alternative to Crystalline. Like Crystalline, the Textured Line cover material is included in the base price of a hard cover yearbook. Textured Line is used to achieve a traditional looking cover. Designs for Textured Line covers should use clean, simple lines with not a lot of fine detail. Application options include:

- Silkscreen solid areas of ink in almost any color including metallic silver and gold
- Emboss or deboss areas as well as add a grain
- Quarter binding two colours of textured stock to achieve a traditional look
- Apply a metal inlay
- Foil stamp text or design elements



## SPECIAL ORDER MATERIALS

Friesens offers several special order cover materials. Sueded, Tanalin, Brillianta, Pearl Linen and Rainbow are a few of the cover materials available upon request. These materials have minimum quantity requirements and carry additional charges. Check with your Yearbook Consultant for pricing.



# EMBOSSSED GRAINS

Embossed grains can be applied to both Crystalline and Textured Line covers. If your cover already has some custom embossing, the grain can be added for no additional charge.



**FOX FUR**



**LAVA**



**LINEN WEAVE**



**MISSION**



**PEOPLE**



**PIGSKIN**



**WALRUS**

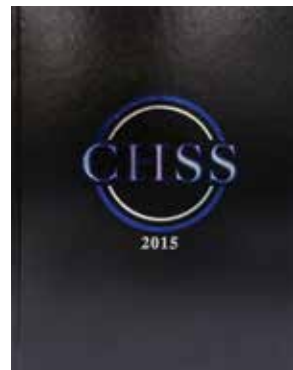
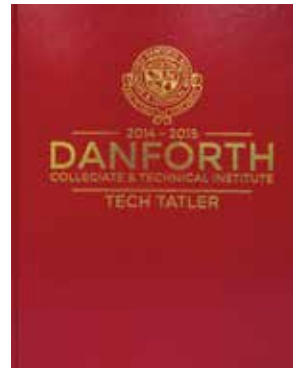
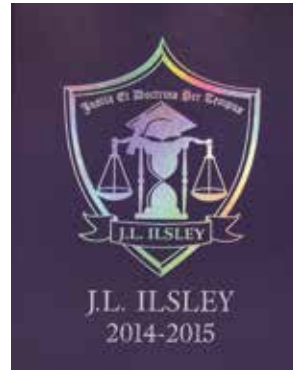
# FOIL STAMPING

Foil stamping is a very popular method of applying traditional cover designs. It can add class and style to the right cover design. Many schools choose to combine foil with one or more silkscreen ink colors or a full process color cover for a unique effect. The two standard foil colours are gold and silver but there are many other available for special order.

There are many design possibilities when using foil but there are also some guidelines to remember. The foil is applied by heat and pressure to the

cover and in order to achieve proper adhesion, your design should avoid any large, solid areas. Clean, well defined lines work best. Avoid designs with a lot of detail and very fine lines because the foil may fill in these areas and the detail could be lost. Any design using foil on the back cover uses a larger die, therefore the cost is greater.

Check with your Yearbook Consultant to make sure the design you've chosen will work successfully with foil, and for a cost estimate.



# EMBOSSING

## EMBOSSING OPTIONS

- **Flat Embossed:** Embossing artwork is raised to one level. Artwork and text may be printed within the raised area. The text can be included in the raised area or formed as individual raised letters outside of the raised area.
- **Multi-level Flat Embossed:** Embossing artwork can be raised to a few different levels, or items debossed to appear pressed in the cover.
- **Sculptured Embossed:** The raised image area has a definite three dimensional look and feel. If ink is not applied to the 3D area, it is referred to as blind embossing.
- **3D Metal Inlay:** This application combines the application of a heavy foil and a sculptured embossing. The effect can be compared to the look of a metal coin.

## COVER BOARD WEIGHT

Hard cover 8.5" x 11" yearbooks use a standard 100 pt. board in the cover. For 9" x 12" books, and some of our specialty packages, 120 pt. is the standard weight. Embossed covers use a 150 pt. board. A thicker cover board gives the book more bulk and protection. Heavier board can be specially ordered for any hard cover book

## PERSONALIZATION

The cover area used for personalizing will be a flat area with no grain added. This will eliminate the chance of the foil breaking up and make the type easier to read.

## CUSTOM DIES

Ask Friesens to store your custom embossing die so that it can be used year after year, saving you the cost of ordering new dies.

