



Iridesse™ Production Press

CMYK+ Design and File Preparation Guidelines

Need some help? Give us a call at 604.681.7504

This file has been optimized for local printing on a CMYK-only device and does not represent all specialty effects accurately. Order a finished Guide from MAPs (747P00010) to see the specialty effects print as intended.

dominionblue
REPROGRAPHICS

SAY GOODBYE TO CMYK

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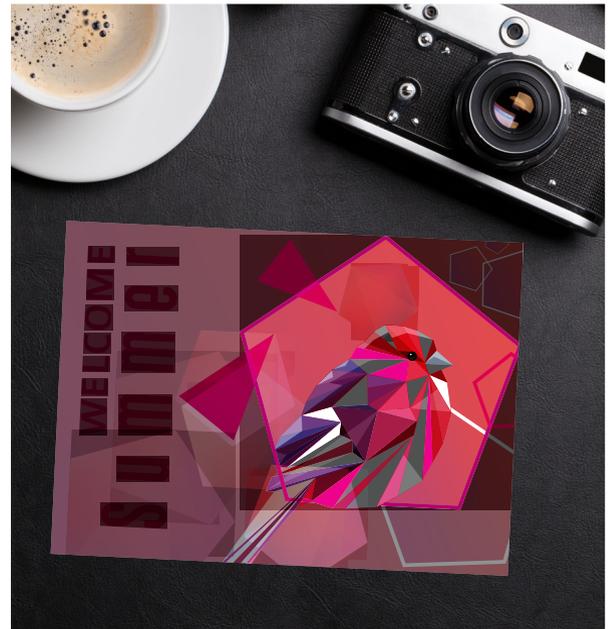
Your design dreams realized.

Welcome to more visual “wow!”

Most print designers we know dream of working on a project that involves specialty effects. Varnishes and foiling are two popular examples of eye-catching finishes that can be applied by industrial printing companies, but the added cost and time can make these projects quite a rarity.

The Iridesse™ Production Press changes that. With this press, you can combine stunning four-color imagery with up to two Specialty Dry Inks – including metallic Xerox® Gold Dry Ink, Xerox® Silver Dry Ink, Xerox® White Dry Ink, or Xerox® Clear Dry Ink – in a single pass, all without sacrificing digital printing benefits such as economical short runs and personalized printing.

It's never been easier or more cost-effective to unleash brilliant, results-driving specialty effects!





“Wait... this is all digital printing?”

(Yes... we get that a lot!)



The Iridesse™ Production Press gives you a whole new way to think about design. When you can use up to two Specialty Dry Inks along with CMYK, digital print can move from being a basic option to an absolute must-have.

This lets you breathe new life into print:

The image displays three business cards for Tori Rae, a fine artist, arranged side-by-side on a dark, textured background. Each card features a vibrant, abstract background with a mix of blue, purple, and pink hues. The cards are numbered 01, 02, and 03, and each includes the text 'dream big be passionate' at the top, 'TORI RAE fine artist' in the center, and contact information at the bottom: '555.987.7236', 'toriraearts@gmail.com', and 'toriraearts.com'. Card 01 is labeled 'Print stunning CMYK alone'. Card 02 is labeled 'Go for ultimate brilliance! Iridescent metallics and spot effects'. Card 03 is labeled 'Print CMYK + spot specialty effects Gold, Silver, White, or Clear'.

Print stunning CMYK alone

Print CMYK + spot specialty effects
Gold, Silver, White, or Clear

Go for ultimate brilliance!
Iridescent metallics and spot effects



Your clients will love the budget-friendly impact digital specialty effects provide, too!

HOW THE IRIDESSE™ PRODUCTION PRESS WORKS

We make it easy to create more “wow” per page.

Print CMYK plus two types of specialty effects at the same time.

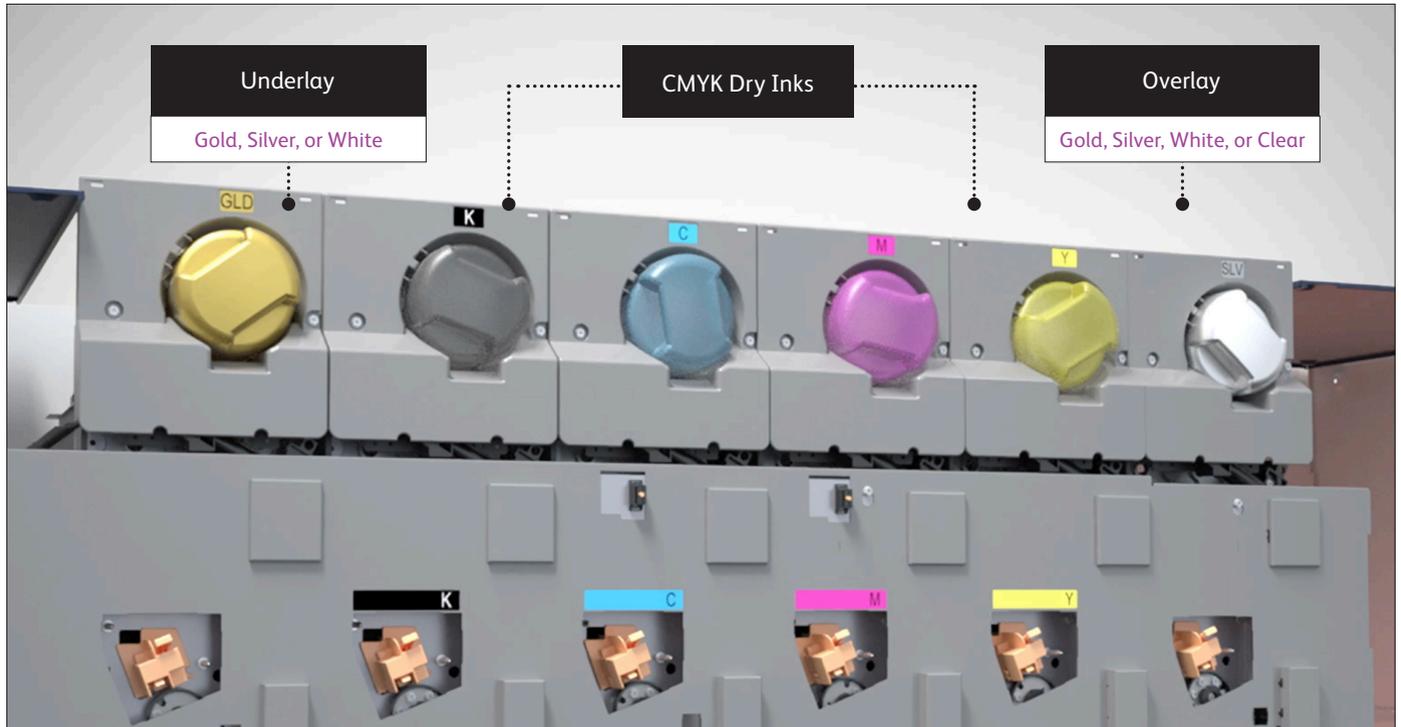


Real metallic effects: The sparkle of High Definition Emulsion Aggregate (HD EA) Gold and Silver metallic colors can be used on their own or layered with CMYK to deliver new, stunning iridescent palettes that create more “wow” in less time.



White and Clear effects: Create new opportunities for unique design expression. Unlock a broader range of specialty media with White underlays, and enhance virtually any stock with White or Clear design effects.

You can also work with your print provider to build up multiple layers of any Specialty Dry Ink on a page to add dimension or enhance opacity.



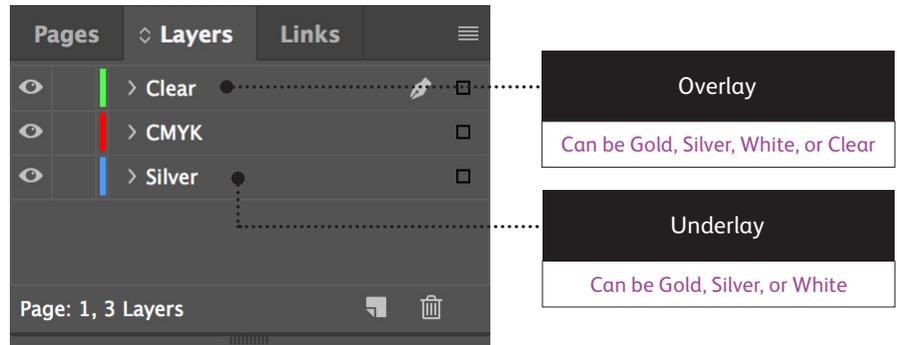
The Iridesse™ Production Press with award-winning Color FLX Technology combines the value of a four-color digital press – personalization, economical short runs, and agile production – with up to two HD EA Specialty Dry Inks in a single pass.

That single pass is important. It means that the different inks register very tightly, which is not the case with other digital print technologies that require your print provider to manually feed paper through a press multiple times. Our tight registration gives you a much higher-quality result.

When it comes to designing for the “wow,” *it’s all about thinking in layers.*

Layers should be arranged in your files to mimic the order in which the Specialty Dry Inks are applied at the press. A layer of Gold, Silver, or White may be applied as the first layer on the page, creating an underlay for CMYK elements, including iridescent hues.

CMYK elements are in the middle, and Gold, Silver, White, or Clear may be used on top as a spot overlay.



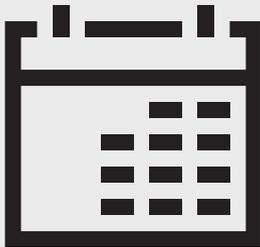
The specialty effects in this guide will print differently depending on your stock surface. Coated or silk sheets deliver smoother effects while uncoated sheets may present a more “flinty” appearance.

It’s always a good idea to proof a design on your chosen stock prior to a full production run. This will help ensure the final result matches your intent.

Say goodbye to costly foiling or coating and hello to new jobs.

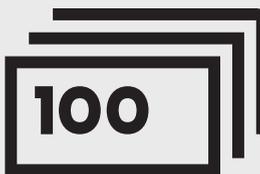
Unique digital embellishment capabilities on the Iridesse™ Production Press make it easy for you to unleash more results-driving “wow” per page while sticking to your clients’ budgets and timelines.

Using traditional methods:



Add days to your production timeline.

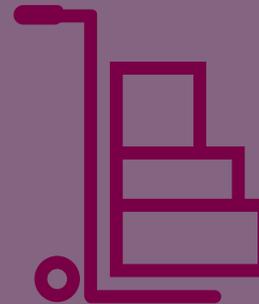
While beautiful, foil stamping is a labor- and time-intensive printing method that requires multiple runs to achieve multi-color designs.



Add cost.

All that labor makes foil stamping expensive. Also, it can be applied only to static (non-variable) elements.

With the Iridesse™ Production Press:



Deliver beyond CMYK on demand.

Add a wide variety of metallic, white, and clear embellishments to any job element, whether it be static or variable. Jobs are printed at the same productive rate as CMYK-only – 120 pages per minute.

No extra time is needed for setup or drying!

Printing two Specialty Dry Inks in a single pass gives you a whole new level of design flexibility. In fact, that's one of the reasons we named this unique capability *Color FLX Technology*.

Color FLX Technology lets you do new things with digital print.



Create a spot specialty effect:

Each of our Specialty Dry Inks – Gold, Silver, White, or Clear – can be used on their own to create stunning spot effects. Our metallic inks contain reflective metallic pigments that deliver true sparkle and shine, amplifying your designs.



Use more than one spot specialty effect together:

Want to use more than one specialty spot effect in a job? No problem! Two inline housings and tight color-to-color registration means multiple spot effects can be produced quickly and accurately within each job.



Create ultimate brilliance with iridescent palettes:

When you need a vibrant visual, think about the impact a palette of iridescent metallic hues can make. Gold or Silver can be layered with CMYK to create vibrant metallic spot colors, gradients, and more.



SAVE ON THE
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Bathingsuit: \$250
Sunglasses: \$75



This guide will walk you through many ways to think about using HD EA Specialty Dry Inks on the Iridesse™ Production Press. Best practices for file preparation are included to ensure print results match your design intent.

The design and file preparation steps included in this guide assume a working knowledge of Adobe® Creative Suite applications.

Print instructions assume the press operator is familiar with the EX-P 6 Print Server Powered by Fierey®.



Create a spot
specialty effect

CREATE A SPOT SPECIALTY EFFECT

Add sparkle and shine with Gold, Silver, White, or Clear.

Make your designs stand out with a jaw-dropping spot specialty effect.

Spot specialty effects are stunning in their simplicity.

Use solids or tints of Gold, Silver, White, or Clear Dry Inks alone or with CMYK to add immediate, cost-effective value to graphics and text – even if these elements are personalized!

Spot effects can be applied in several ways:

- **In small areas** such as graphics or text.
- **As full-page floods** such as a Clear overlay or overall flood of White or a metallic color.
- **As a dimensional effect** using more than one layer of an ink.



CREATE A SPOT SPECIALTY EFFECT

Add a spot effect to graphics or text.

While choosing to add Gold, Silver, White, or Clear spot effects to graphics or text will result in different appearances, the process of identifying these areas in your designs is the same.



Spec as PMS 871C
and name “Gold”



Spec as PMS 877C
and name “Silver”



Spec as 100% Cyan
and name “White”



Spec as 100% Magenta
and name “Clear”



Since specialty effects are applied at the press, your digital files won't accurately depict the final printed results. We recommend you choose a color to make your spot effects easily identifiable within your files.

In this guide, we will use:

- PMS 871C for **Gold**
- PMS 877C for **Silver**
- 100% Cyan for **White**
- 100% Magenta for **Clear**

Spot effects can be created in just a few simple steps. Start by determining what spot effect you want – Gold, Silver, White, or Clear – and where that effect will be applied within your design.



In this example, we'll show you how to create a graphic with a specialty fill.

This example uses:

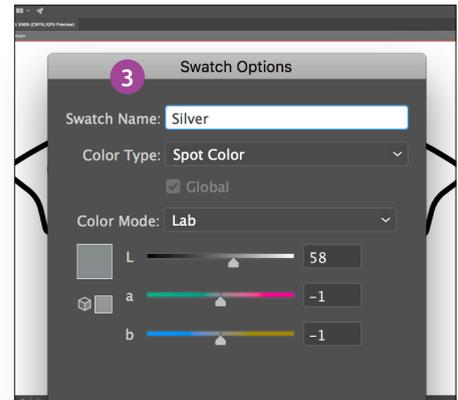
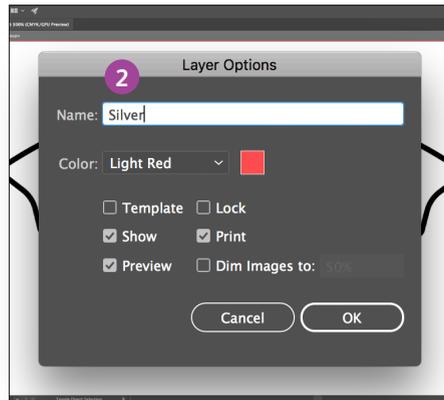


Silver overlay

CREATE A SPOT SPECIALTY EFFECT

Add a spot effect to graphics or text.

While this example uses Adobe® Illustrator®, the same concepts apply in Adobe® InDesign®.



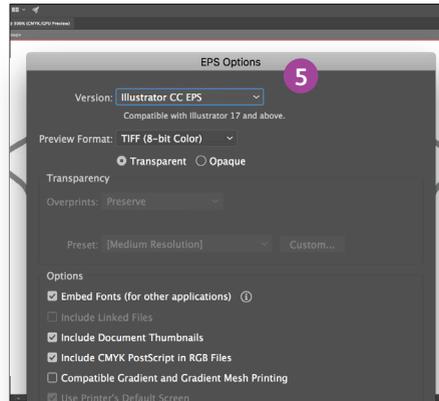
- 1 Import vector objects, draw and fill a shape, or select text that will have the **Silver** Dry Ink applied in Adobe® Illustrator®.
- 2 Add a new layer and name it **Silver**. Cut and paste your objects to that layer.
- 3 Add PANTONE® 877C Silver to your file. Designate it as a **spot color** and name it **Silver**.

REMEMBER:
Capitalization of both the layer and color name is important!
It lets the press know where to apply the Specialty Dry Ink.



- 4 Select the objects in your layer and fill them with the **Silver** color.

If the objects will be placed on top of a photograph or field of color and you do not want the background to show through, select **Knockout Group**. If you do want to see the background – for example, an image under Clear – select **Multiply**.



- 5 Save your file as an EPS for placement in Adobe® InDesign® using the standard settings for EPS export.

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with the Specialty Dry Ink you’ve selected.

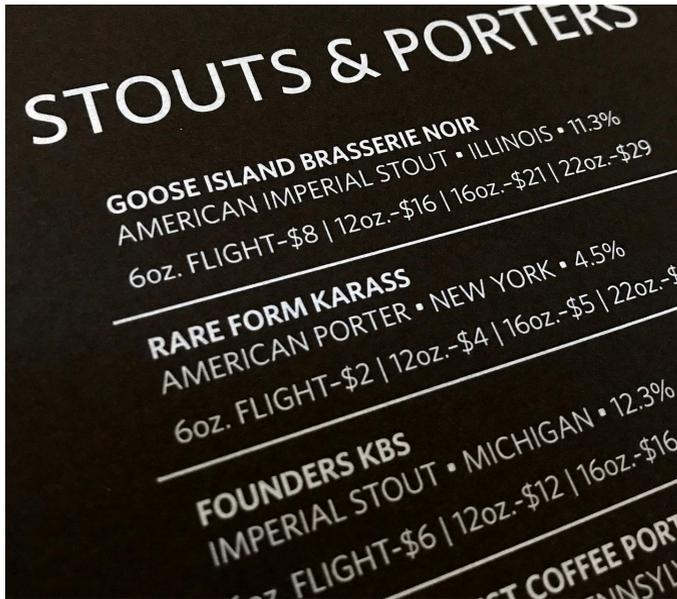
They will need to have a specialty station in their Iridesse™ Production Press.

Remember to ask for a press proof on your specified stock. This will help ensure the printed result matches your design intent.

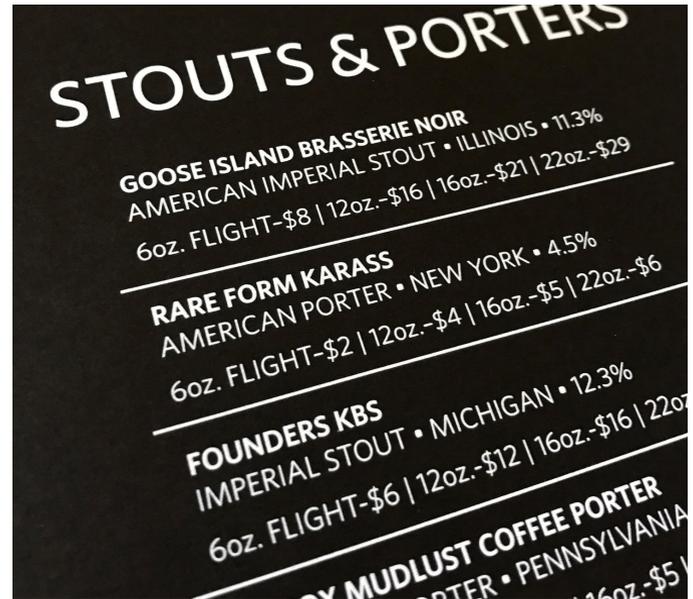
CREATE A SPOT SPECIALTY EFFECT

Amplify spot effects with a second hit.

Looking for more pop from your specialty effect? No problem! Jobs running a single specialty color can benefit from multiple hits of a Gold, Silver, or White—right inline.

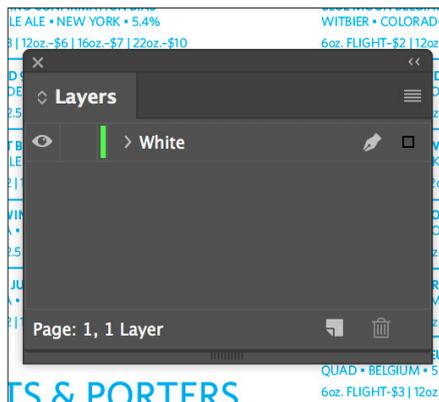
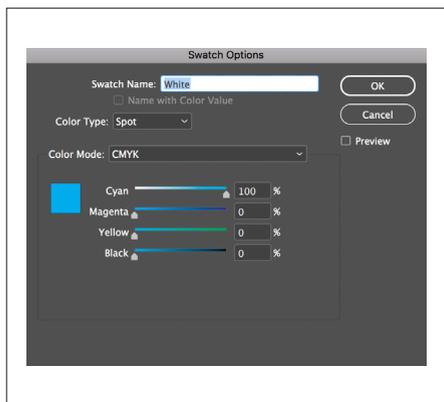


This example shows one hit of White.



This is the same job with two hits of White.

From a designer's standpoint, file setup is exactly the same for one hit vs. two hits.



Make sure your specialty color is specified and assigned properly using the steps on pages 14-15.



Two hits of a specialty color doesn't mean two layers!

Set up your file just as you would for a single hit job by placing all your specialty objects on one layer. The double hit will be created at the press.

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with **two hits** of the Specialty Dry Ink you've selected.

They will need a Specialty Dry Ink **UNDERLAY + OVERLAY** station in their Iridesse™ Production Press to apply two hits in a single pass.

CREATE A SPOT SPECIALTY EFFECT

Add a spot flood effect.

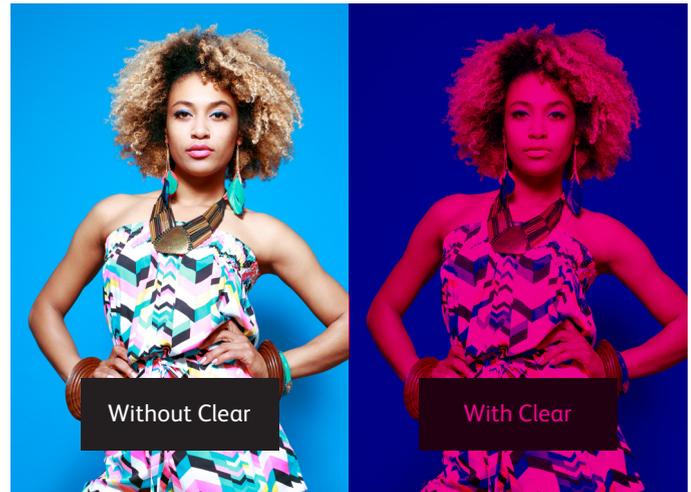
Creating a flood effect – whether it's using a metallic color, White, or Clear – involves the same steps you will use to create smaller spot effects.

You can use floods to create large fields of metallic color, delivering a high-value effect – fast.

Flood overlays of Clear can be used to add shine and visual interest.



ZEPHYR



White can be used to flood an area under CMYK and metallic elements so they pop on transparent substrates.



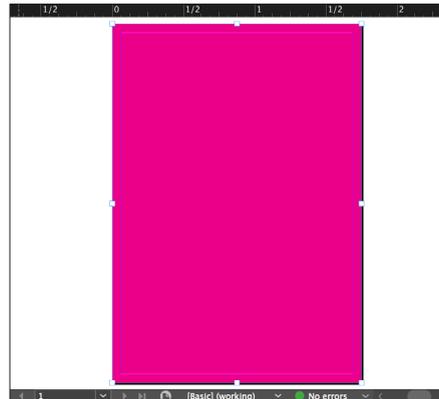
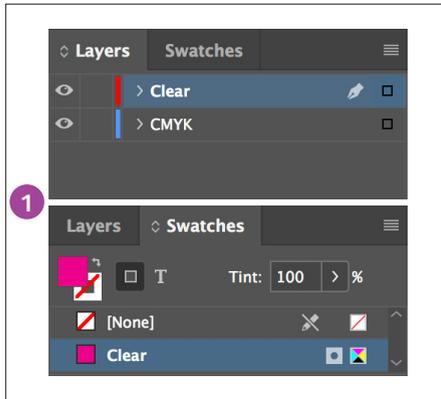
White can also create floods on colored and specialty media so CMYK elements print with gorgeous accuracy.



CREATE A SPOT SPECIALTY EFFECT

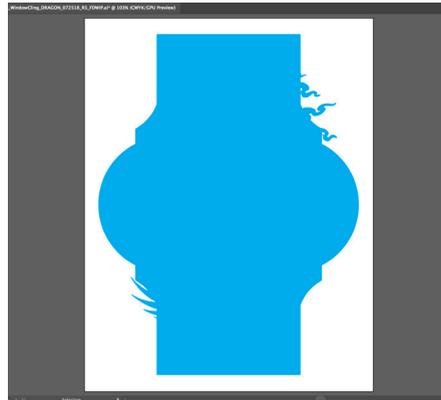
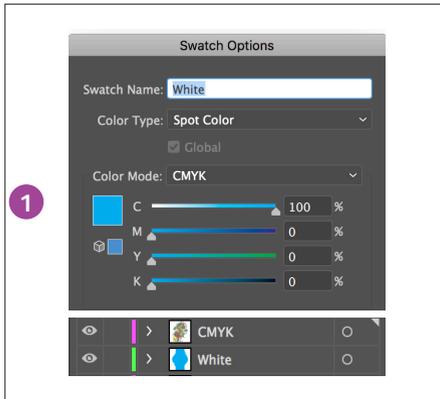
Add a spot flood effect.

Overlay flood effects can be created quickly in any Adobe® Creative Suite program.



- 1 Follow the steps on **page 14** to create your specialty effect layer and color swatch.
- 2 Draw a shape to create the flood effect in the area you want. Fill the shape with your specialty color.
- 3 If you are using a Clear flood, make sure you **Multiply** the object over the artwork underneath so the Clear prints correctly.

Underlay flood effects follow similar concepts with changes in color name and layer location.



- 1 Follow the steps on **page 14** to create your specialty effect layer and color swatch.
- 2 Draw a shape to create the flood effect in the area you want. Fill the shape with your specialty color.
- 3 Make sure you **Multiply** an object over the White if you want the White to be present, otherwise the press will knock it out.

Depending on how you’re using your flood effect, you will need to ensure your print provider has either a specialty **OVERLAY** or **UNDERLAY** station in their Iridesse™ Production Press.



Use more than one
spot specialty effect
together

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Create more “wow” by printing two spot specialty effects together.

Design without limits. Layer spot metallics, White, and Clear, knowing that your designs will print with “spot on” registration.

Multiply your design impact.

Want to use more than one specialty spot effect in a job? No problem! Our tight color-to-color registration means multiple spot effects can be produced quickly and accurately within each job.

You can mix:

- Gold and Silver
- Gold and White
- Gold and Clear
- Silver and White
- Silver and Clear
- White and Clear



USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with Gold and Silver together.

Two spot specialty effects can be used next to each other or placed so they overlap, depending on the result for which you're looking for.



In this example, we'll show you how to use two spot metallic colors together.

This example uses:



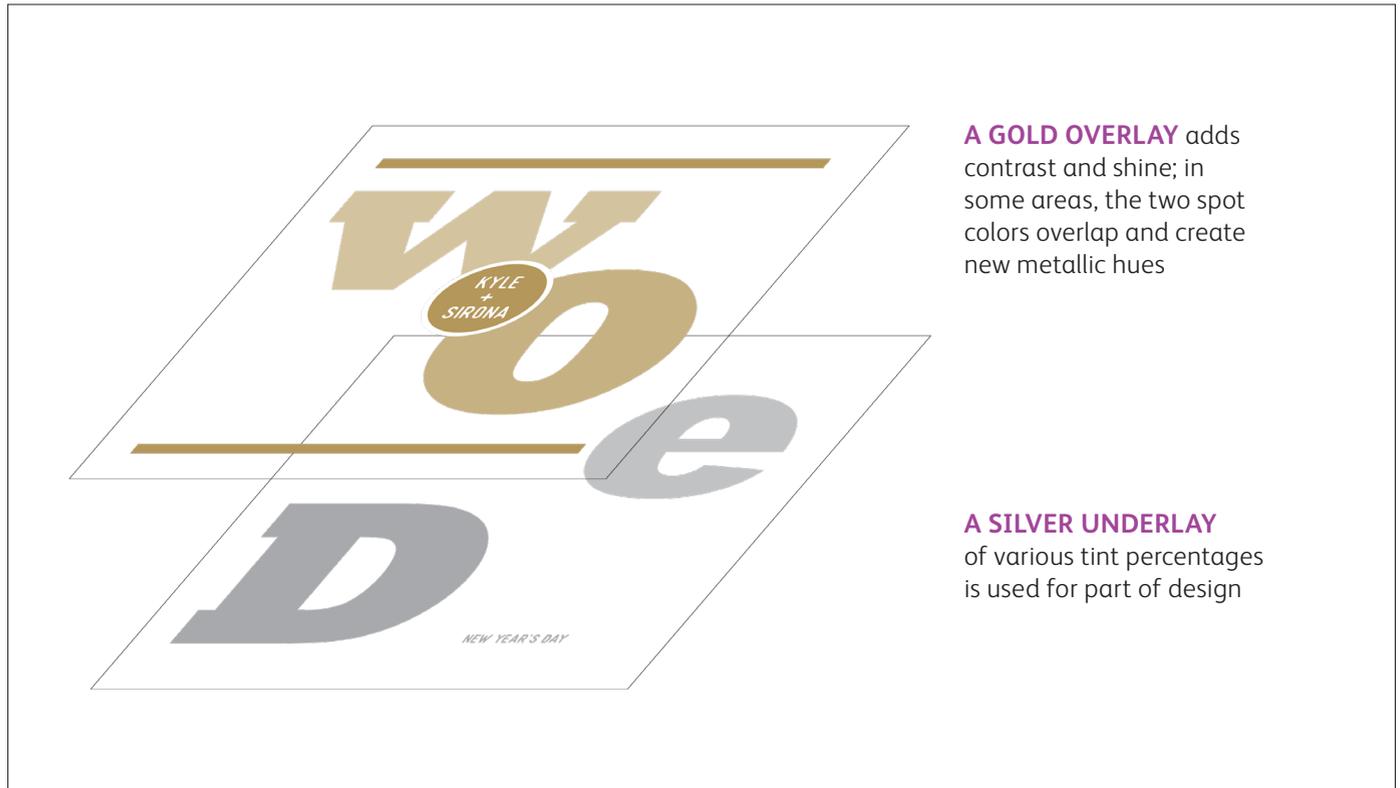
Gold overlay



Silver underlay

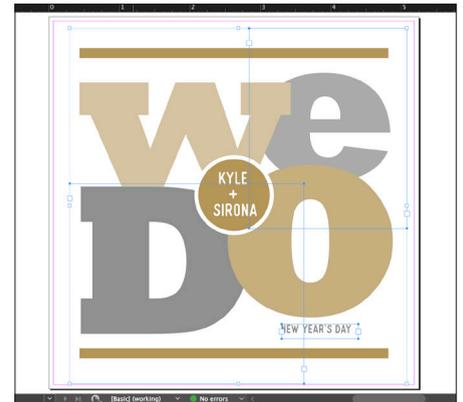
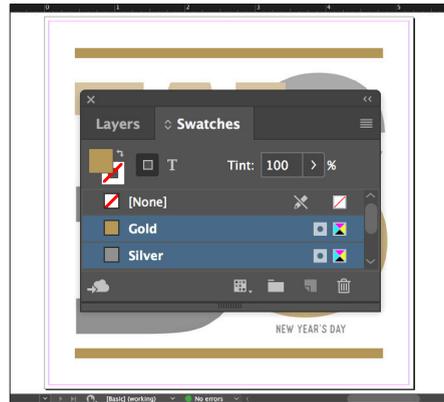
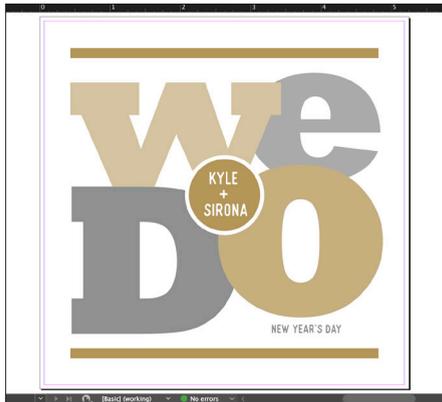
Remember, *it's all about thinking in layers.*

You can use metallic spot colors as either underlays or overlays. This example shows Gold over and Silver under, but those could easily be reversed depending on the desired effect.



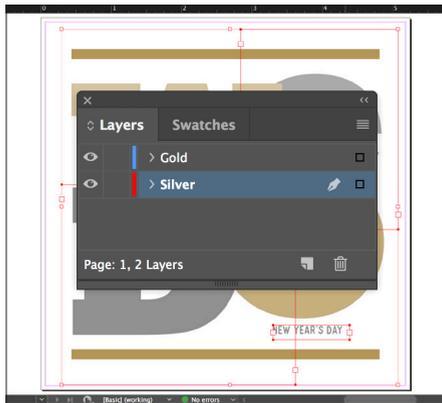
USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with Gold and Silver together.

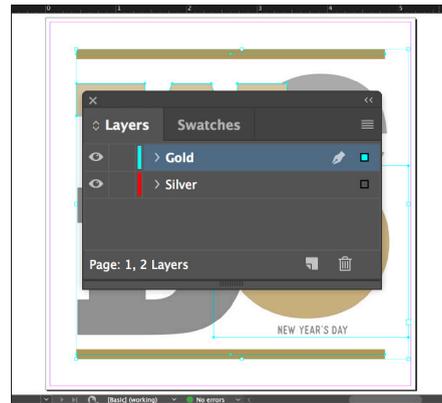


- 1 Create your design and decide where you want the spot specialty colors to appear.
- 2 Make sure your spot colors are set up and named correctly:
Gold (capitalized) and **Silver** (capitalized).

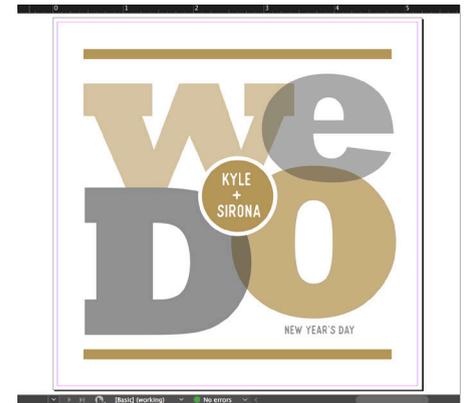
Both should be designated as **spot colors**.
- 3 Now it's time to pull the file apart in layers. Start by selecting all your **Silver** objects.



- 4 Select **Cut**, then select your **Silver underlay layer**.
- Select **Paste In Place** to get the objects exactly where you want them on the layer.



- 5 Follow the same steps to place the **Gold** objects on your **Gold overlay layer**.

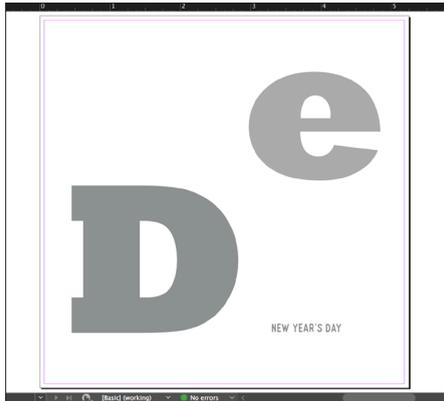


- 6 Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers blend.

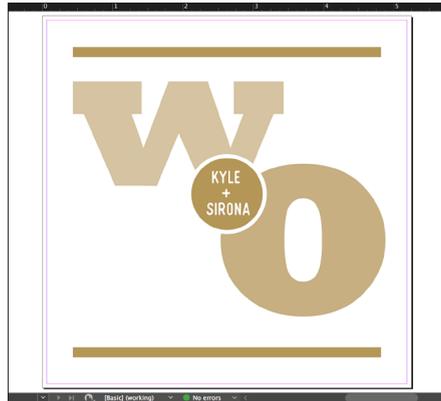
USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with Gold and Silver together.

Silver layer:



Gold layer:



- 7 Before you create a PDF, it is a good idea to turn layers off one at a time to make sure each contains the correct objects.

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with the Specialty Dry Inks you've selected.

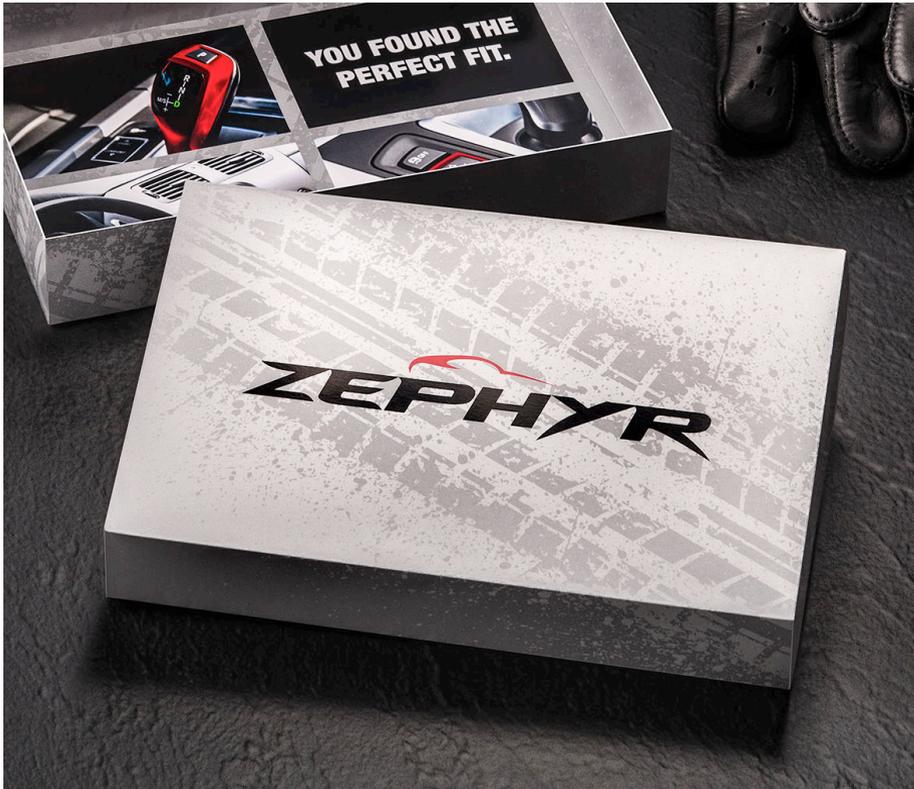
They will need to have both specialty **OVERLAY** and **UNDERLAY** stations in their Iridesse™ Production Press.

Remember to ask for a press proof on your specified stock. This will help ensure the printed result matches your design intent.

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with a metallic and Clear.

Use Clear Dry Ink over a metallic flood to create high-end effects, all in a single pass.



In this example, we'll show you how to mix a flood of metallic color with a Clear specialty design effect.

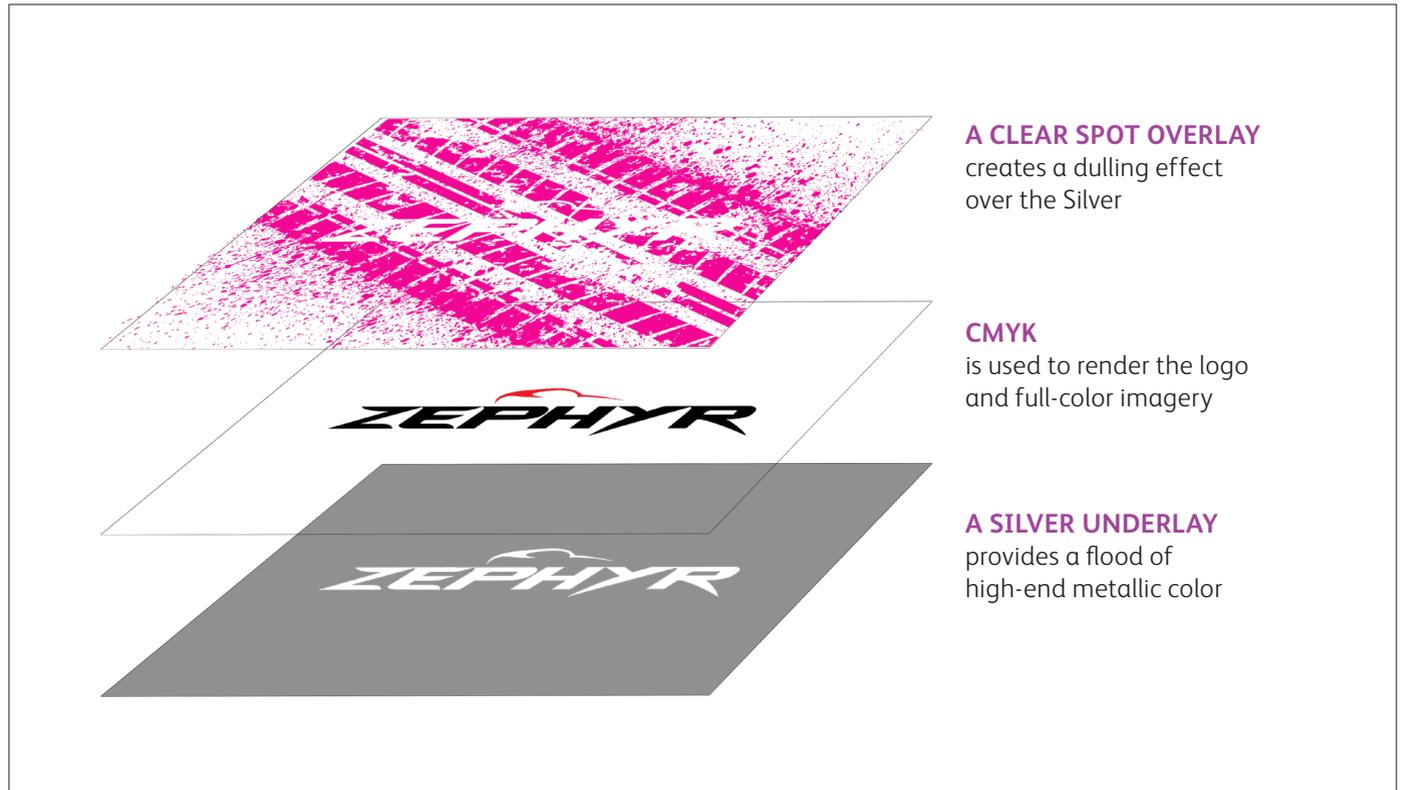
This example uses:

-  Clear overlay
-  CMYK
-  Silver underlay

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with a metallic and Clear.

Clear effects add interest and value to a customer mailer.

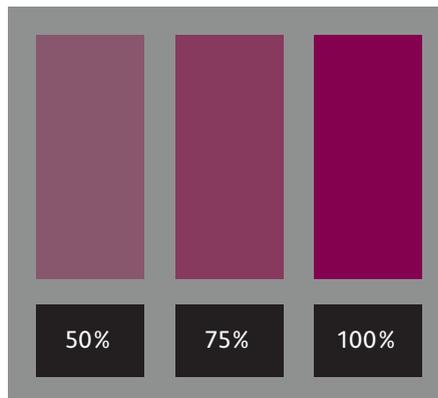


This type of job follows the same file preparation steps as shown on the previous pages. However, using Clear over a metallic color does give you some additional design options:



Clear creates a dulling effect when used over a metallic.

This is important to keep in mind. Rather than increasing the shine of a metallic object, Clear Dry Ink creates a contrasting, dull appearance when placed over metallic colors.



You can create different effects by using different opacities of Clear.

Varying the opacity of your Specialty Dry Inks will create different effects. Lighter opacities will create more subtle effects, while 100% of Clear over 100% of a metallic will deliver a more dramatic look.



Clear adds shine to CMYK images and stock.

When used over lighter-coverage CMYK images or over stock on its own, Clear Dry Ink adds shine. This creates a spot gloss effect.

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with a metallic and White.

Combine Gold or Silver with White to create stunning design expressions on colored and transparent media.



In this example, we'll show you how to use a metallic overlay and a White underlay to amplify CMYK images on colored media.

This example uses:



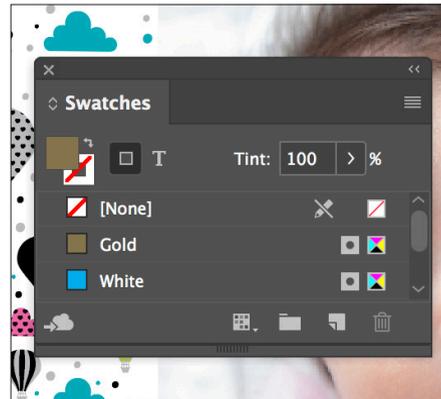
Gold overlay



CMYK



White underlay



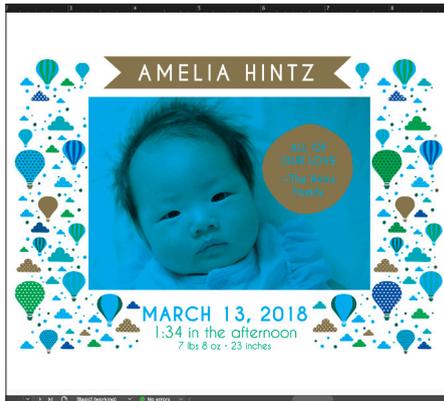
1 Create your design and decide where you want the spot specialty colors to appear.

2 Make sure your spot colors are set up and named correctly:

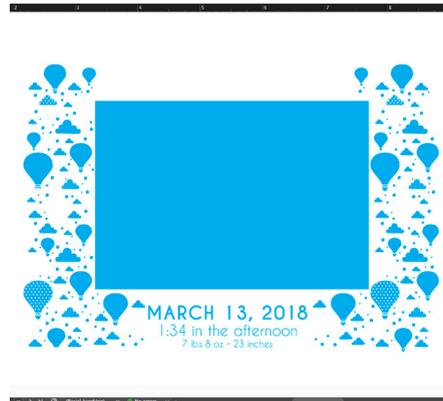
Gold (capitalized) and
White (capitalized).

Both should be designated as **spot colors**.

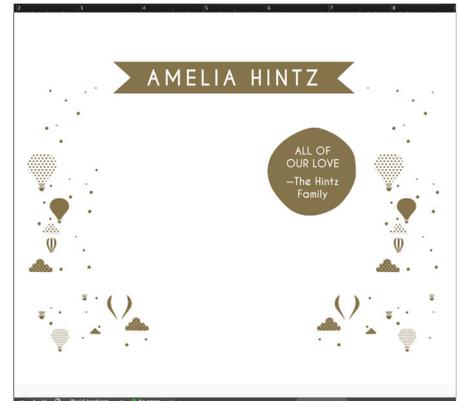
3 Now it's time to pull the file apart in layers. Follow the steps on pages 26-27 to place and specify your Gold and White objects.



White layer:



Gold layer:



- 4 Including a White underlay will ensure the CMYK photo and design elements print accurately on the dark purple media.

REMEMBER:
Multiply CMYK elements over White to ensure the White underlay prints correctly.

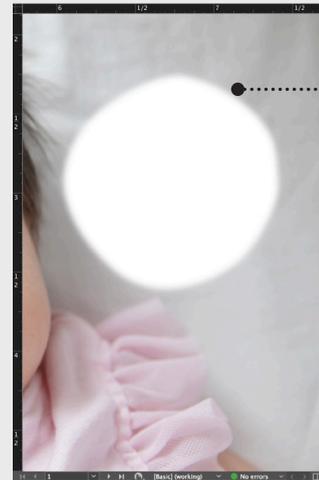
- 5 Before you create a PDF, it is a good idea to turn layers off one at a time to make sure each contains the correct objects.

Opposites attract... usually.

Gold Dry Ink has a strong electrical charge, which creates the potential to repel particles of White Dry Ink when the two specialty colors are used next to each other. This can create a slight white halo effect in certain design cases.

If you see a slight halo around Gold objects placed over a field of White when you proof your job, follow these steps:

- 1** Go back to your source file and REORDER your layers so any CMYK background objects are ordered on top of the Gold objects.
- 2** Duplicate your Gold object, and Copy/Paste in place IN FRONT on the CMYK layer. Fill this duplicated shape with 100% CMYK White and feather the edges about 0.07" (1.8 mm).
- 3** Group the CMYK objects and the newly created white feathered object, then multiply the group at 100%.

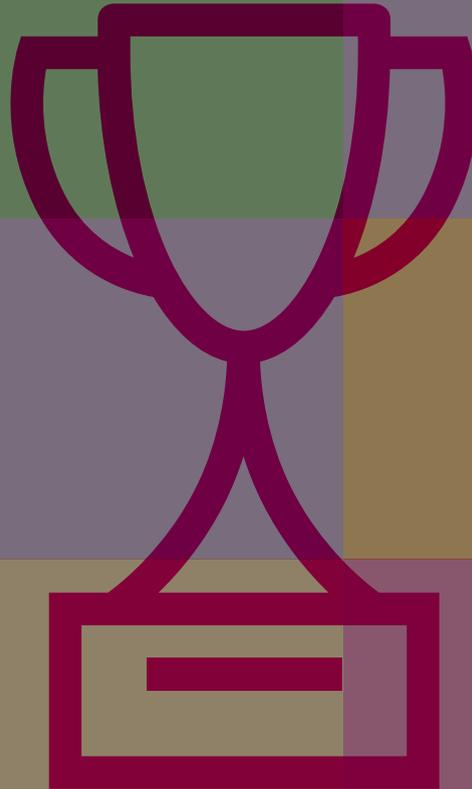


For this example, the circular shape that was punched out of the CMYK photo for the Gold object was feathered, leaving less of a harsh edge between the layers.



Avoid hard punched-out edges when designing with Gold over White.

Create ultimate
brilliance with
iridescent hues



CREATE ULTIMATE BRILLIANCE WITH IRIDESCENT HUES

Breathe new life into print with a rainbow of metallic hues.

Layer CMYK tints over Gold or Silver to create vibrant metallic spot colors, gradients, and more.

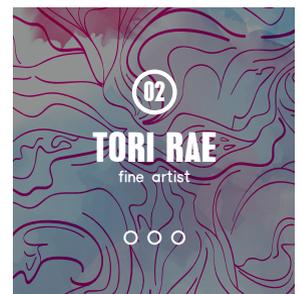
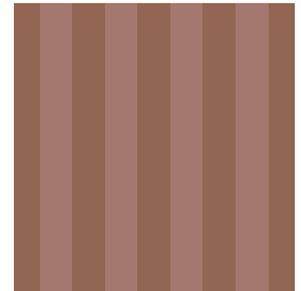
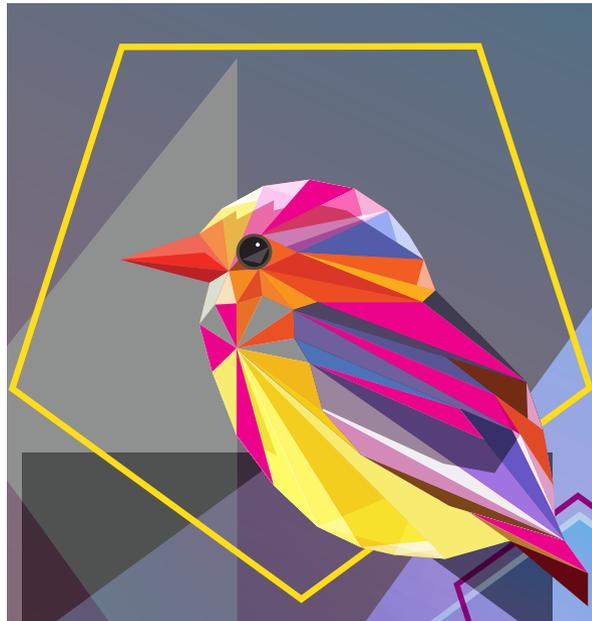
Make metallic colors a standard component of your design palette.

By multiplying CMYK tints over an underlay of Gold or Silver, you can create custom metallic hues. But how do you choose your underlay color? Here are some considerations:

Use Silver as an underlay when you want a neutral metallic base.

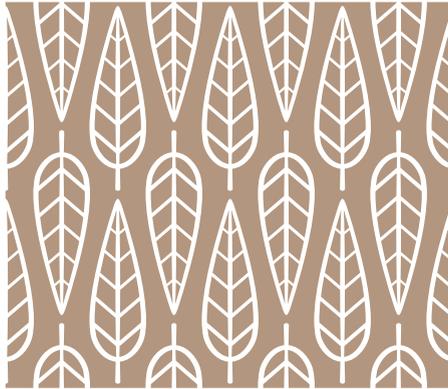
Silver also has a bit more sparkle than Gold, so it can create flashier metallic colors.

Use Gold as an underlay when you are looking to create metallic hues with a warmer glow. Gold lends itself to enhancing colors such as reds, pinks, oranges, and browns.



Create a metallic hue.

Understanding how to create metallic hues is the first step in creating ultimate brilliance.



In this example, we'll show you how to blend CMYK with Silver to create an iridescent hue.



This example uses:

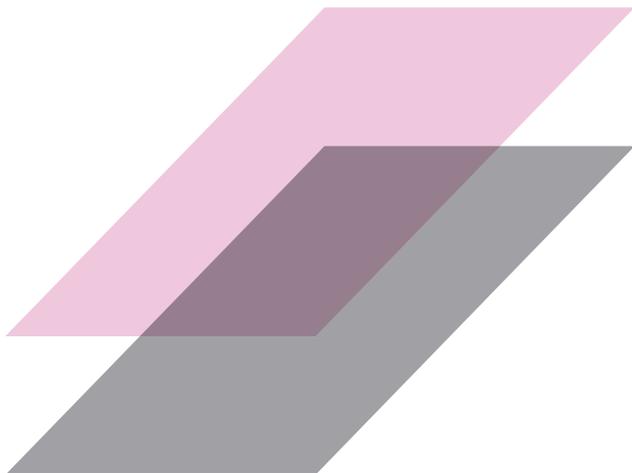


CMYK



Silver underlay

Metallic colors are created for printing on an Iridesse™ Production Press by combining a Gold or Silver underlay with CMYK tint overlays.



CMYK TINT OVERLAYS

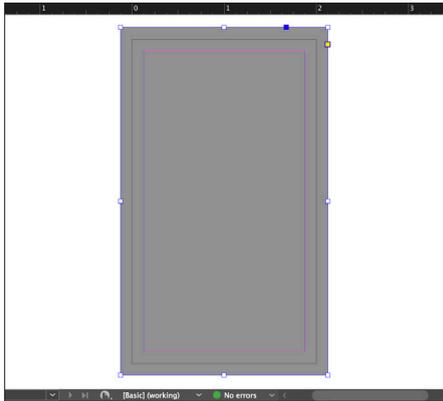
add color while still letting the reflective metallic ink shine through versus heavy, darker CMYK tones

METALLIC UNDERLAYS

of Gold or Silver create the base sparkle for metallic hues

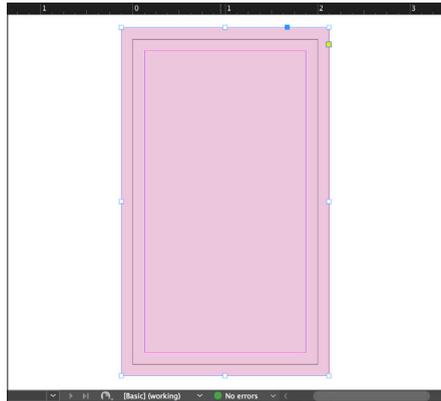
The press will not reproduce metallic PANTONE® colors directly. Metallic colors need to be specified using the guidance on the following pages.

Create a metallic hue.



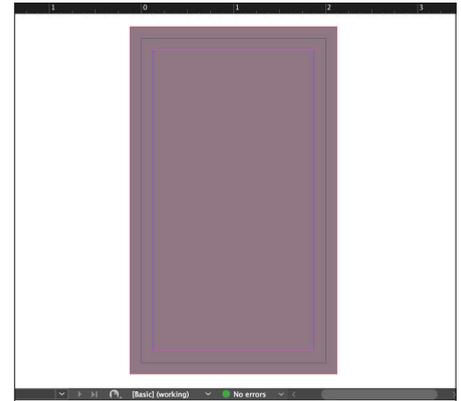
- 1 Draw your **Silver underlay** object.

REMEMBER:
Underlays do not have to be 100%! In fact, reducing the percentage of metallic ink to 60% can create softer, smoother hues.



- 2 Duplicate the object onto your **CMYK layer** and fill it with your chosen color.

REMEMBER:
Lighter CMYK tints tend to create more vibrant metallic hues since they don't cover the underlay's shine as much.

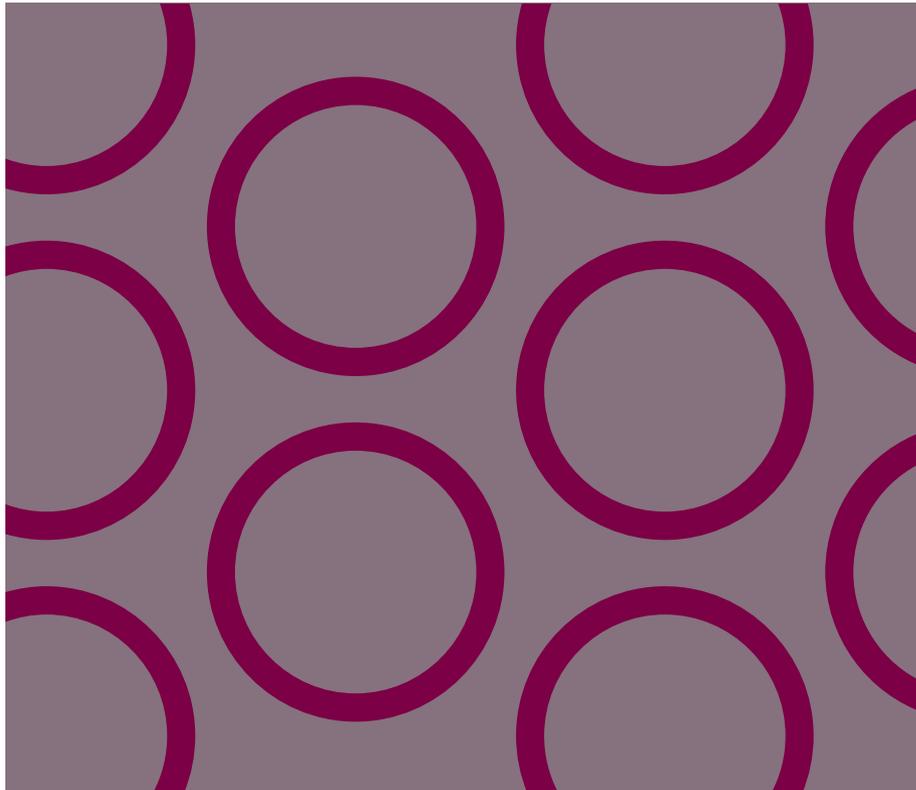


- 3 **Multiply** your CMYK object so it blends with the Silver underlay on press.

REMEMBER:
Multiplying layers will result in a "muddy" appearance on screen. A press proof on your chosen stock will show you the real effect.

Add a Clear effect over a metallic hue.

Remember, Iridesse™ gives you the option of using more than one specialty effect in a job! This means your designs can include both metallic hues and other spot effects.



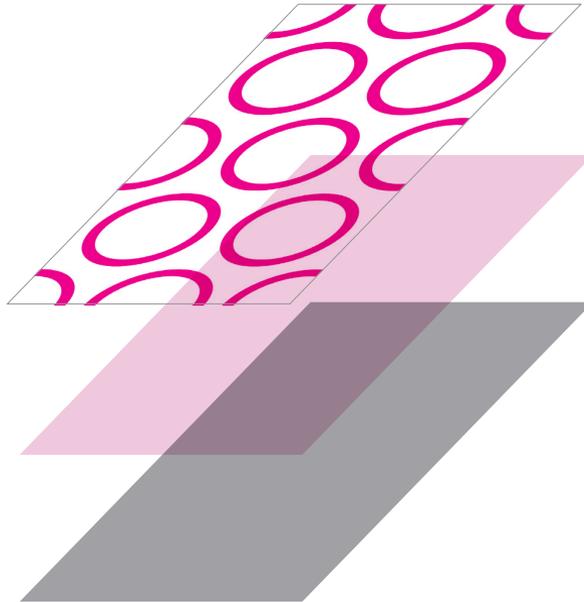
In this example, we'll show you how to add a Clear spot effect over the iridescent hue we just created.

This example uses:



Add a Clear effect over a metallic hue.

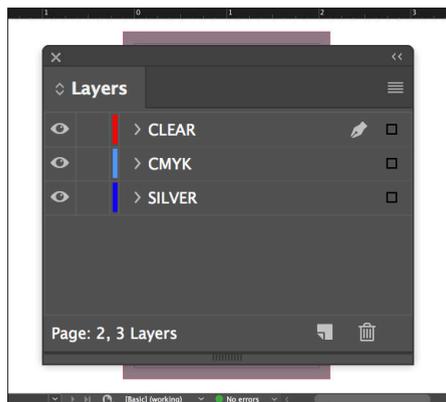
Running Clear over metallic hues creates a dulling effect, just like when Clear is used over straight Gold and Silver.



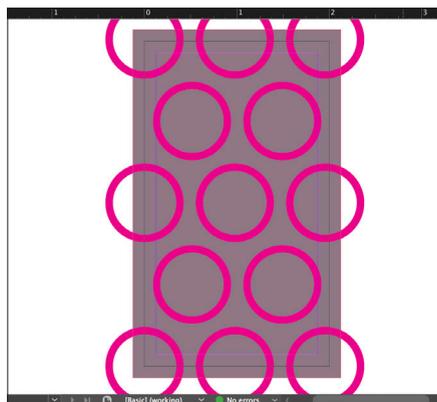
A CLEAR OVERLAY
creates a dulling effect
over the metallic hue

CMYK TINT OVERLAYS
add color while still letting
the reflective metallic ink
shine through versus heavy,
darker CMYK tones

METALLIC UNDERLAYS
of Gold or Silver create the
base sparkle for metallic hues

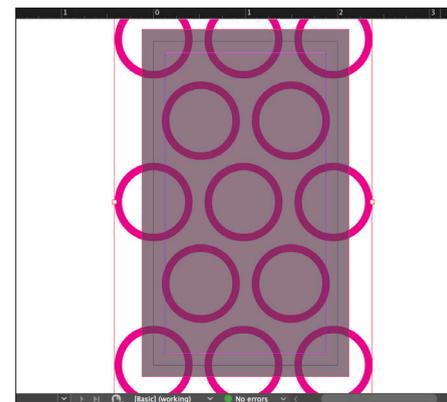


- 1 Add a **Clear overlay** to your file.



- 2 Create your **Clear objects** in the **Clear** layer.

Fill them with your **Clear** spot color.



- 3 **Multiply** your Clear objects so they overlay your metallic hue correctly.

REMEMBER:
Multiplying layers will result in a “muddy” appearance on screen. A press proof on your chosen stock will show you the real effect.

CREATE ULTIMATE BRILLIANCE WITH IRIDESCENT HUES

Bring it all together.

You can create even more visual interest by mixing areas of CMYK with spot specialty effects and iridescent metallic hues.



In this example, we'll show you how to create a more complex set of specialty effects.

This example uses:



Clear overlay

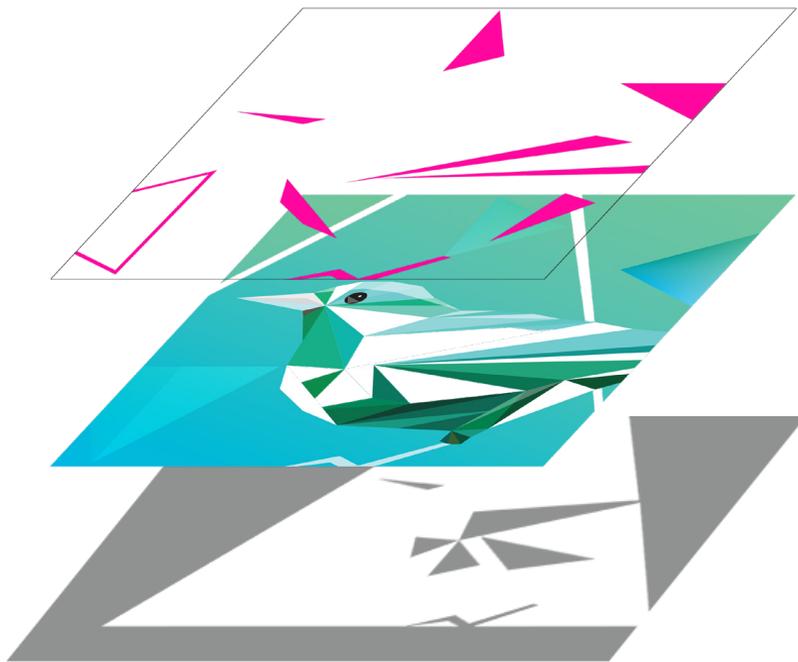


CMYK



Silver underlay

Using varied effects within a job can amplify their impact more than when you use them uniformly across a sheet.



A CLEAR SPOT OVERLAY

adds even more visual interest and depth

CMYK TINTS

blend with Silver to create iridescent metallic spot colors and gradients

A SILVER UNDERLAY

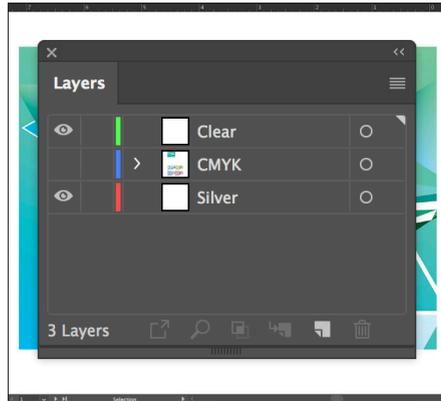
provides the base for iridescent metallic colors

CREATE ULTIMATE BRILLIANCE WITH IRIDESCENT HUES

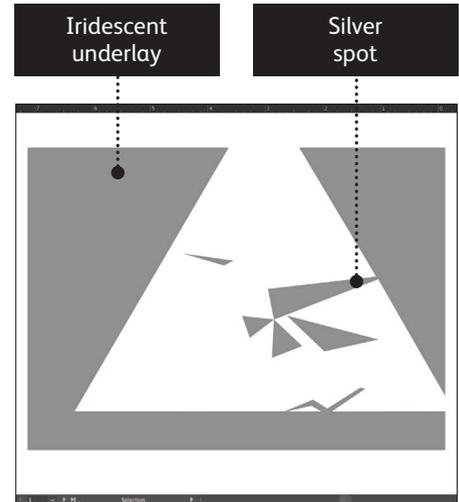
Bring it all together.



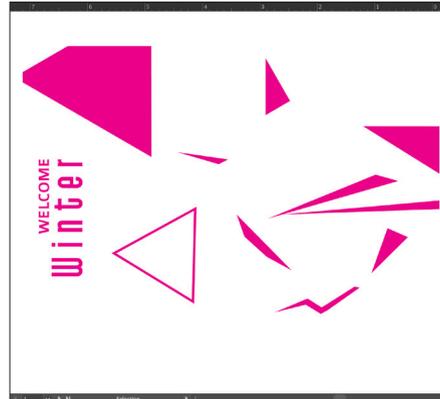
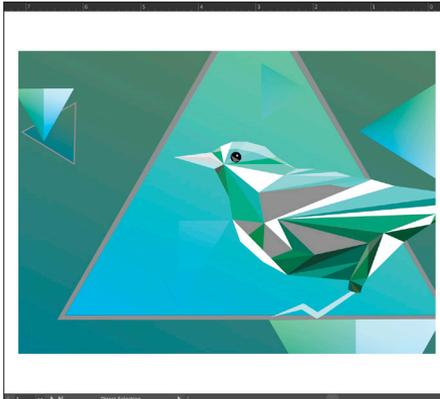
1 Start with your **CMYK** objects.



2 Create your **Silver underlay** and **Clear overlay** layers.



3 Decide where you want to see Silver as a **spot color** and where it will be needed to create **iridescent hues**.



- 4 Go back to your **CMYK layer**. Select the CMYK objects that will create your metallic hues and **Multiply**.

- 5 Decide where you want to see **Clear** as a spot specialty effect.

As with previous examples, be sure to **Multiply** all Clear objects.

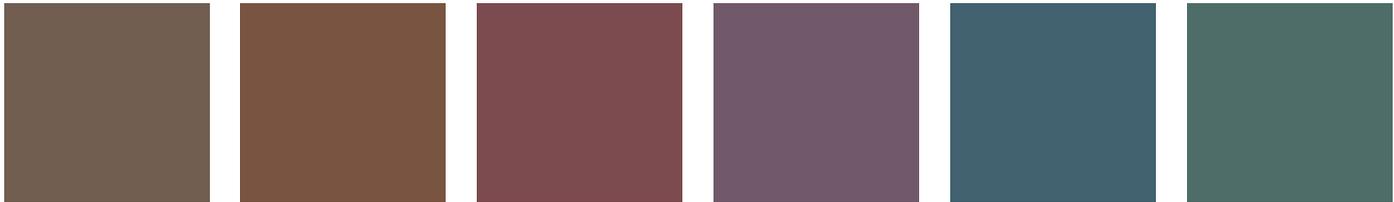
- 6 **Show all layers** to ensure everything is registering properly.

You will need to ensure your print provider has both the specialty **OVERLAY** and **UNDERLAY** stations in their Iridesse™ Production Press to produce these effects.

Specify popular metallic spot colors.

Looking to add bronze or a metallic blue to your designs? These color mixes will help you create specific spot metallic hues.

These metallic hues use SILVER as an underlay:

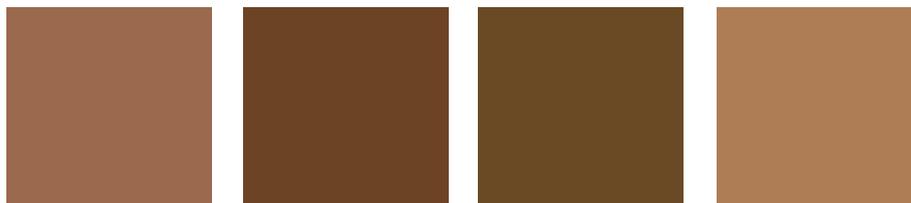


| | | | | | | | | | | | |
|----------|------------|----------|------------|----------|------------|----------|------------|----------|------------|----------|------------|
| Cyan: | 35% | Cyan: | 29% | Cyan: | 26% | Cyan: | 34% | Cyan: | 60% | Cyan: | 55% |
| Magenta: | 43% | Magenta: | 54% | Magenta: | 63% | Magenta: | 50% | Magenta: | 26% | Magenta: | 22% |
| Yellow: | 52% | Yellow: | 64% | Yellow: | 44% | Yellow: | 22% | Yellow: | 24% | Yellow: | 39% |
| Black: | 15% | Black: | 15% | Black: | 16% | Black: | 20% | Black: | 22% | Black: | 15% |
| Silver: | 50% | Silver: | 50% | Silver: | 50% | Silver: | 40% | Silver: | 50% | Silver: | 50% |



Why can't I just specify metallic colors from my PANTONE® swatch book? Great question! PANTONE® uses a proprietary method to achieve their metallic colors with offset inks. Since the gamut of offset and digital printing varies, PANTONE® metallics won't translate exactly to the Iridesse™ Production Press. Your print service provider should have more swatches available to reference if you need metallic spot colors beyond what's shown here.

These metallic hues use **GOLD** as an underlay:



| | | | | | | | |
|----------|------------|----------|------------|----------|------------|----------|------------|
| Cyan: | 0% | Cyan: | 37% | Cyan: | 40% | Cyan: | 9% |
| Magenta: | 40% | Magenta: | 58% | Magenta: | 40% | Magenta: | 29% |
| Yellow: | 15% | Yellow: | 70% | Yellow: | 50% | Yellow: | 23% |
| Black: | 28% | Black: | 20% | Black: | 18% | Black: | 0% |
| Gold: | 75% | Gold: | 75% | Gold: | 75% | Gold: | 75% |

Good communication with your print provider is key!

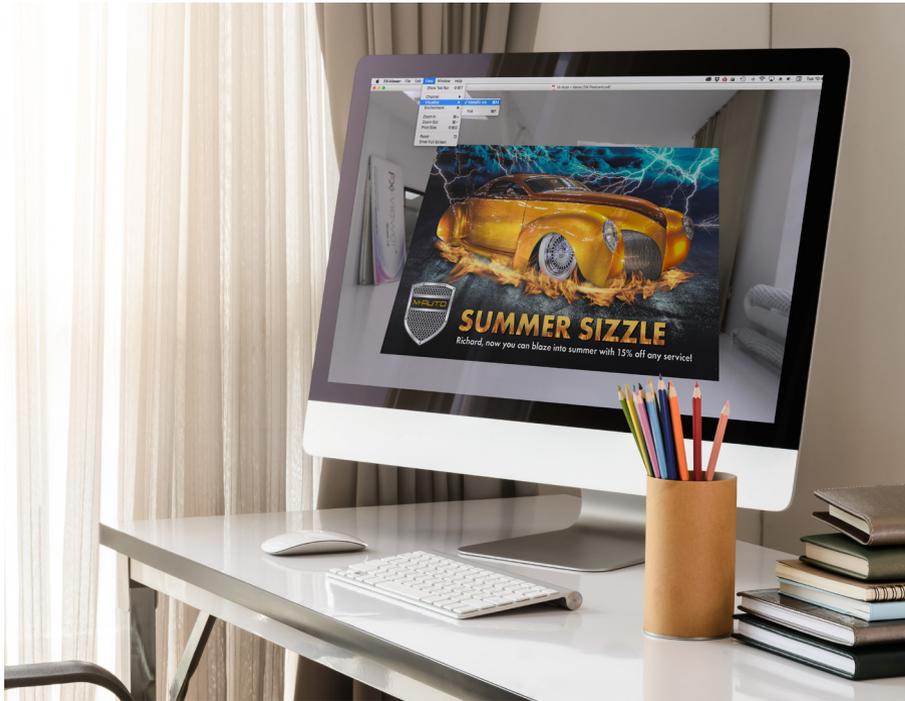
When you hand your job off for production, be sure to tell your print provider to run it with the Specialty Dry Inks you've selected.

They will need a Specialty Dry Ink **UNDERLAY** station in their Iridesse™ Production Press to create metallic hues.

Remember to ask for a press proof on your specified stock. This will help ensure the printed result matches your design intent.

Simplify the process.

You may also choose to use software tools that your print provider has available for adding specialty colors and effects, rather than custom-creating them yourself.



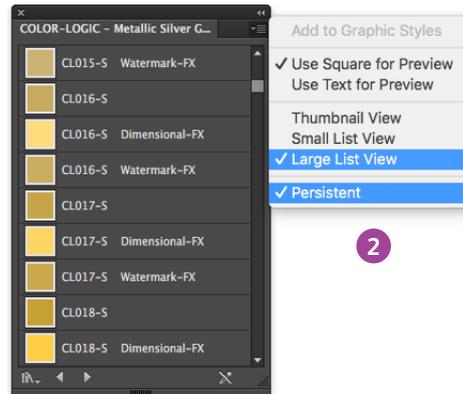
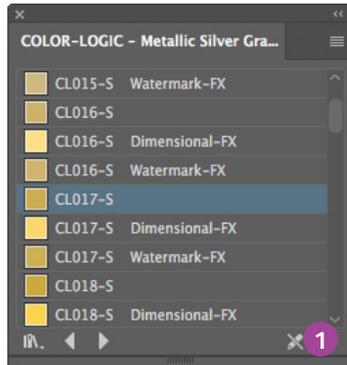
The Color-Logic® Process Metallic Color System™ is a software tool your print provider may have that helps add specialty metallic effects such as:

- Dimension
- Patterns
- Gradients
- Watermarks
- Image effects

Color-Logic® combines Silver Metallic Dry Ink with CMYK to create a dazzling variety of specialty stamp effects. It consists of plug-ins and palettes that are loaded into Adobe® Creative Suite programs.

If your print provider has a Color-Logic® license, they can extend it to you so you have access to the full set of time-saving plug-ins and palettes.

Use Color-Logic® to add specialty metallic effects:



Any CMYK element may be converted to metallic using Color-Logic®.

Video tutorials are available to clients showing advanced use of the Color-Logic® graphic styles palette: www.color-logic.com.

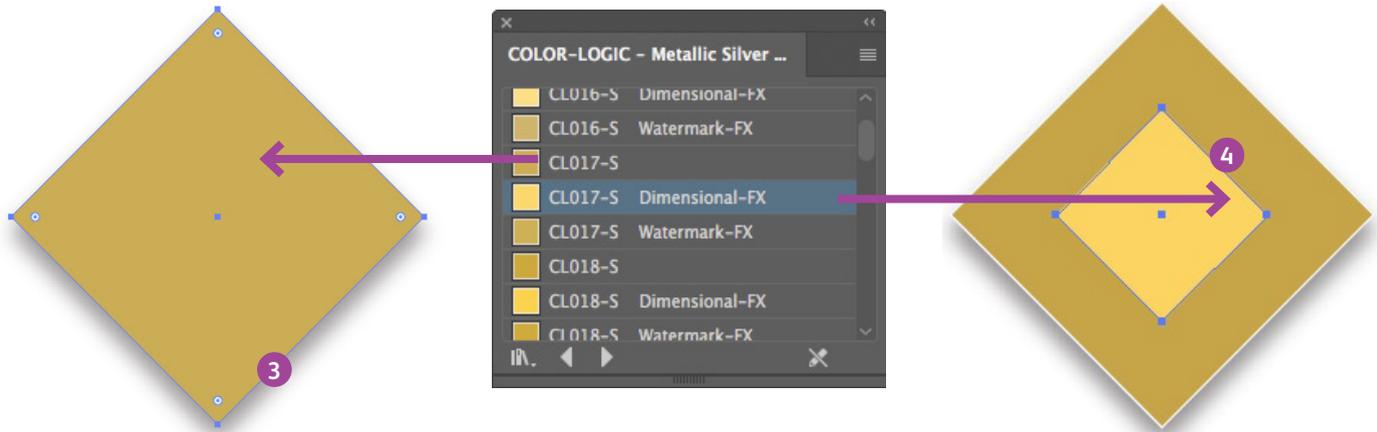
- 1 Open the **Color-Logic® Graphic Style Library**.
 - a. Navigate to **Window > Graphic Style Libraries**.
 - b. Select **Color-Logic®– Metallic Silver Graphic Style**.

- 2 From the fly-out menu on the Graphic Style palette, set your preferences to: **Large List View** and **Persistent**.

REMEMBER:
Every Graphic Style has a corresponding **Dimensional-FX™** and **Watermark-FX™** style for additional special effects.

Simplify the process.

Use the Graphic Styles in Adobe® Illustrator®:



3 Draw or select the graphic element that will have the metallic Graphic Style applied.

- a. Fill your graphic element by selecting the Graphic Style you wish to use from the **Color-Logic® – Metallic Silver Graphic Style** list.

4 A **Dimensional-FX™ effect** is where a complementary CMYK element is placed within or on top of a metallic effect area. When printed, the relationship between the two areas will change (i.e., become darker and lighter) as the viewing angle is changed.

- a. Fill the background graphic element by selecting the Graphic Style you wish to use from the **Color-Logic® – Metallic Silver Graphic Style** list or Swatch palette.
- b. Create the foreground or upper element and fill it with the complementary **Dimensional-FX™ Graphic Style**.

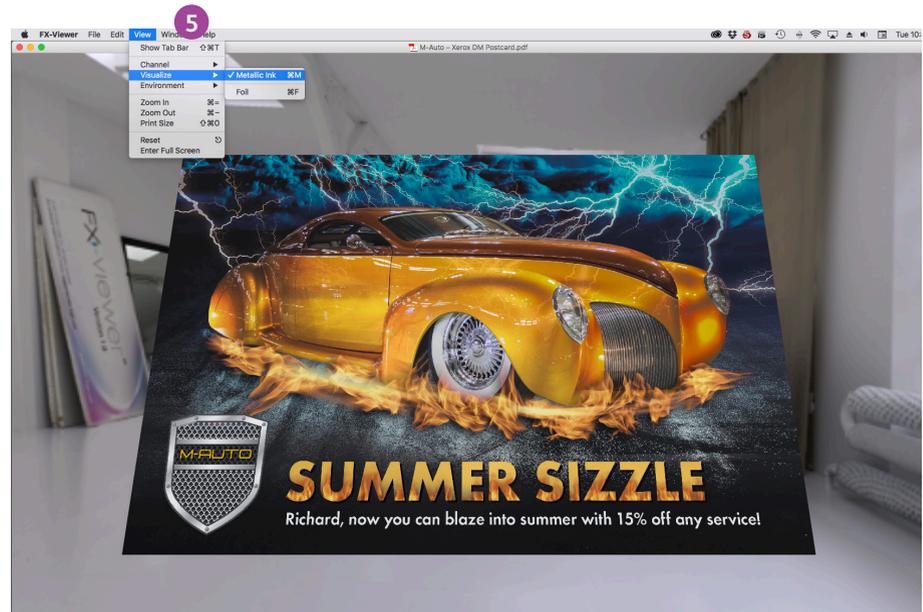
Visualize your Color-Logic® designs on-screen using the Color-Logic® FX-Viewer™:

The Color-Logic® FX-Viewer™ is an easy-to-learn software package that provides a unique way of connecting agencies, end customers, and printers so everyone can preview the dramatic visual impact Color-Logic® will have on their designs — all before going to print. It provides a cost-effective way to preview and proof, significantly streamlining the approvals process.

- 5 Save your artwork as a PDF (FX-Viewer® accepts single pages only at this time).

Drag and drop your PDF on to the FX-Viewer® application icon.

From the **VIEW** menu, select **VISUALIZE** and then navigate to the Metallic Ink setting.



FX-Viewer™ is currently a stand-alone Mac-only application. A Cloud-based solution is in development.

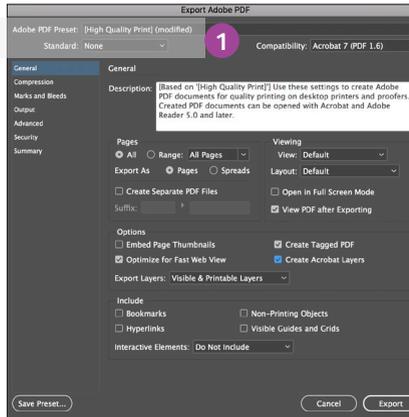


Send a screen capture of your visualized file to clients so they can see the WOW!

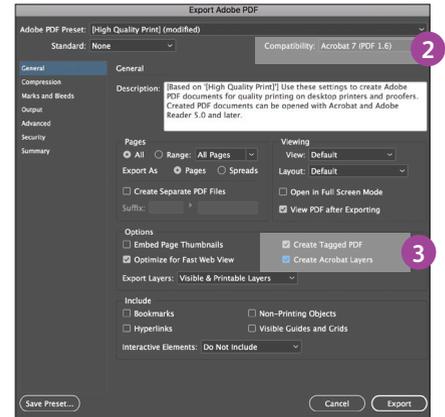
PREPARE FILES FOR PRINT

Optimize your PDFs.

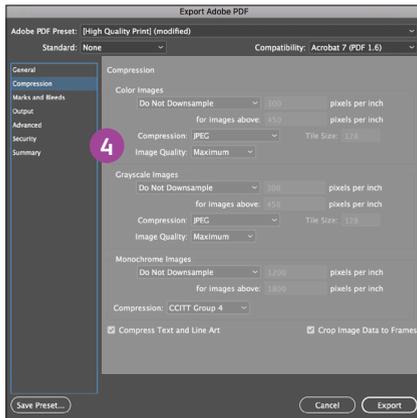
Follow these settings to create a PDF preset in InDesign®:



- 1 From the main menu, **select:**
File > Adobe PDF Presets >
High Quality, and click **Save**.



- 2 **Select** General: Compatibility >
and choose **Acrobat 7**.
- 3 On the lower-right side, check:
Create Acrobat Layers.



4 Select Compression: Color Images > **Do Not Downsample**.

Compression > JPEG,
Image Quality > **Maximum**.

Choose the same for Grayscale
Images. For Monochrome Images >
CCITT Group 4.



Looking to enhance your design in print?
The Dominion Blue Team can help.

Give us a call: 604.681.7504

Within Acrobat, you can quality check your PDF layers before printing
by viewing the file in the **Print Production > Output Preview** window.

Be brilliant.

SAY GOODBYE TO CMYK

The Iridesse™ Production Press helps you breathe new life into print with brilliantly differentiating specialty effects that unleash more “wow” per page.

Learn more: xerox.com

2018 InterTech Technology Award Winner

Color FLX Technology’s breakthrough innovation has been recognized with the print industry’s prestigious InterTech Technology Award.

The awards – managed by the largest graphic arts trade association, Printing Industries of America (PIA) – honor technologies that are transforming the graphic communications space. The judges recognized Iridesse™ for innovative engineering and being able to do things – like lay down up to 6 colors in a single pass – that no other digital production press can do.



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