Xerox® Iridesse™ Production Press

CMYK+ Design and File Preparation Guidelines

CREATE A SPOT SPECIALITY EFFECT

xerox

johnewright
SIGNAGE|EXHIBITION|PRINT

instaprint

Add sparkle and shine with Silver, Gold, 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 Silver, Gold, 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 a metallic color.
- **As a dimensional effect** using more than one layer of Clear.

Add a spot effect to graphics or text.

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

Spec as PMS 877C and name "Silver"

Spec as PMS 871C and name "Gold"

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

Spot effects can be created in just a few simple steps. Start by determining what spot effect you want – Silver, Gold, 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.
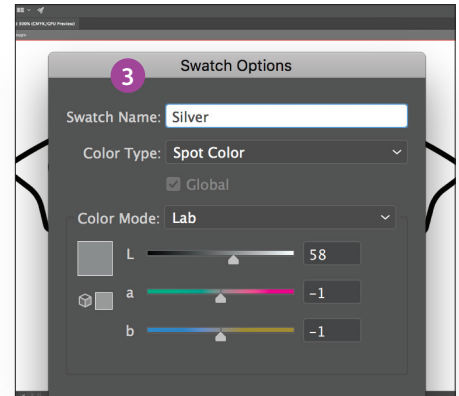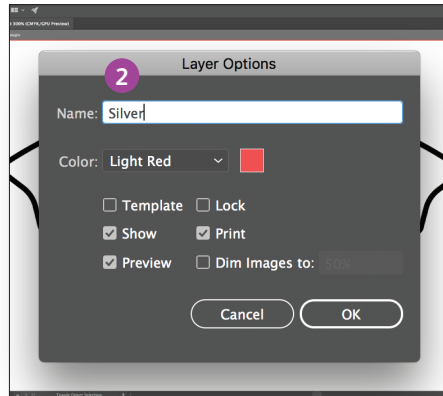
This example uses:

Silver overlay

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.

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

3 Add PANTONE® 877C Silver to your file. Designate it as a **spot color** and name it **Silver.**

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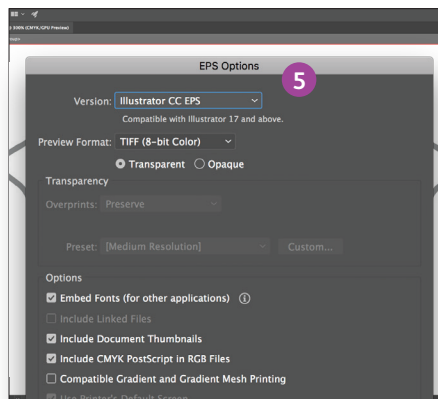
5 Save your file as an EPS for placement in Adobe® InDesign® using the standard settings for EPS export.

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.

Add a spot flood effect.

Creating a flood effect – whether it's using a metallic color 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.

You can also use them to create flood overlays of Clear, adding shine and visual interest.

Without Clear

With Clear
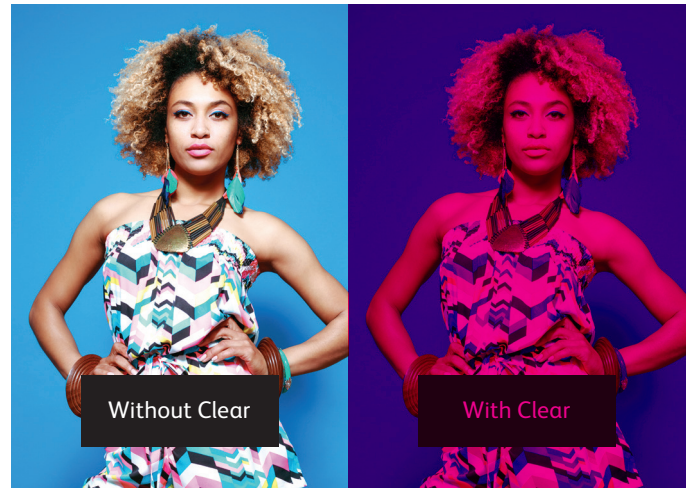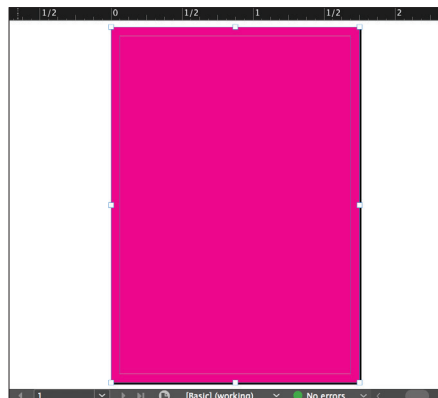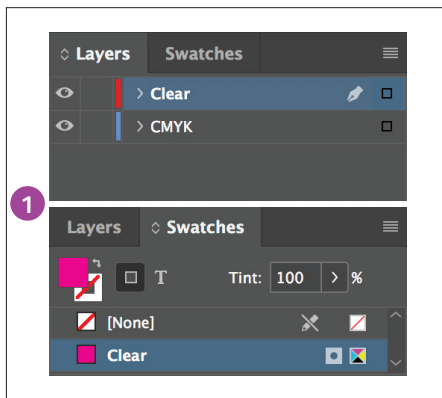
1 Follow the steps on **page 14** to create your specialty effect layer and color swatch.

2 Draw a box to create the flood effect in the area you want. Fill the box 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.

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.