

Xerox® Iridesse™ Production Press

CMYK+ Design and File Preparation Guidelines

USE MORE THAN ONE SPOT
SPECIALITY EFFECT TOGETHER



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SIGNAGE | EXHIBITION | PRINT

instaprint

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

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

Design with the lustre of both Silver and Gold or add a dull spot effect to your metallic art. The choice is yours.

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:

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



USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

Design with Silver and Gold 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:



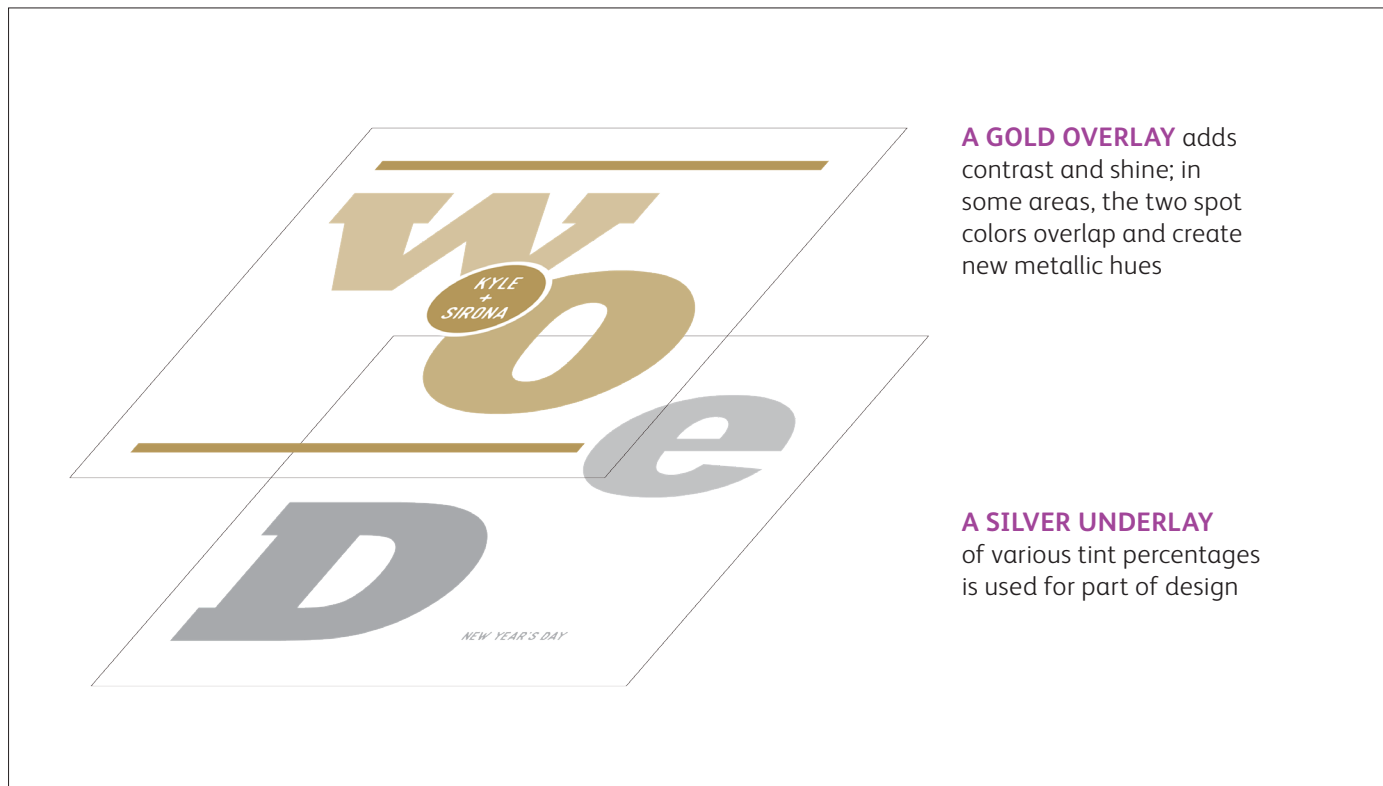
Gold overlay



Silver underlay

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

You can use metallic spot colors as either underlays or overlays.*
Clear may be used only as an overlay.



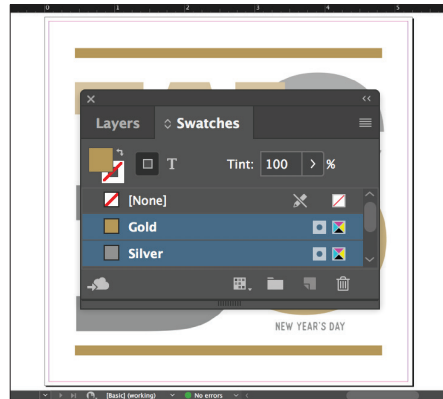
A GOLD OVERLAY adds contrast and shine; in some areas, the two spot colors overlap and create new metallic hues

A SILVER UNDERLAY of various tint percentages is used for part of design

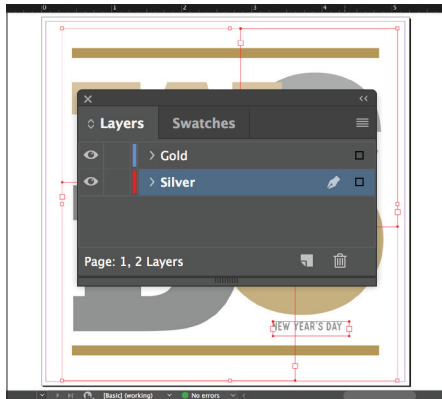
* Currently, underlays and overlays cannot use the same Specialty Dry Inks – for example, Silver and Silver. The colors must be different.

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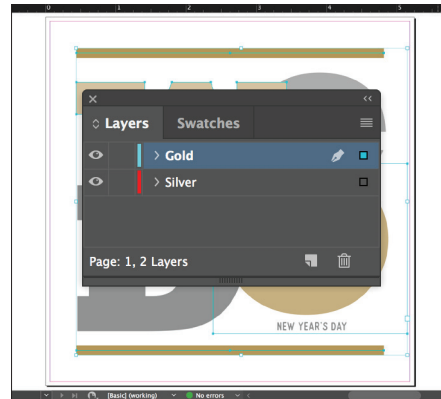
Design with Silver and Gold together.



- 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:
Silver (capitalized) and **Gold** (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**.

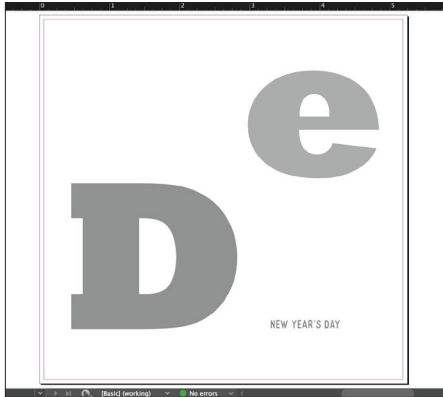


- 6 Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers blend.

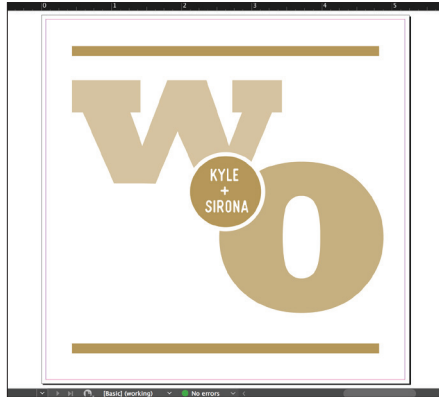
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Design with Silver and Gold together.

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.

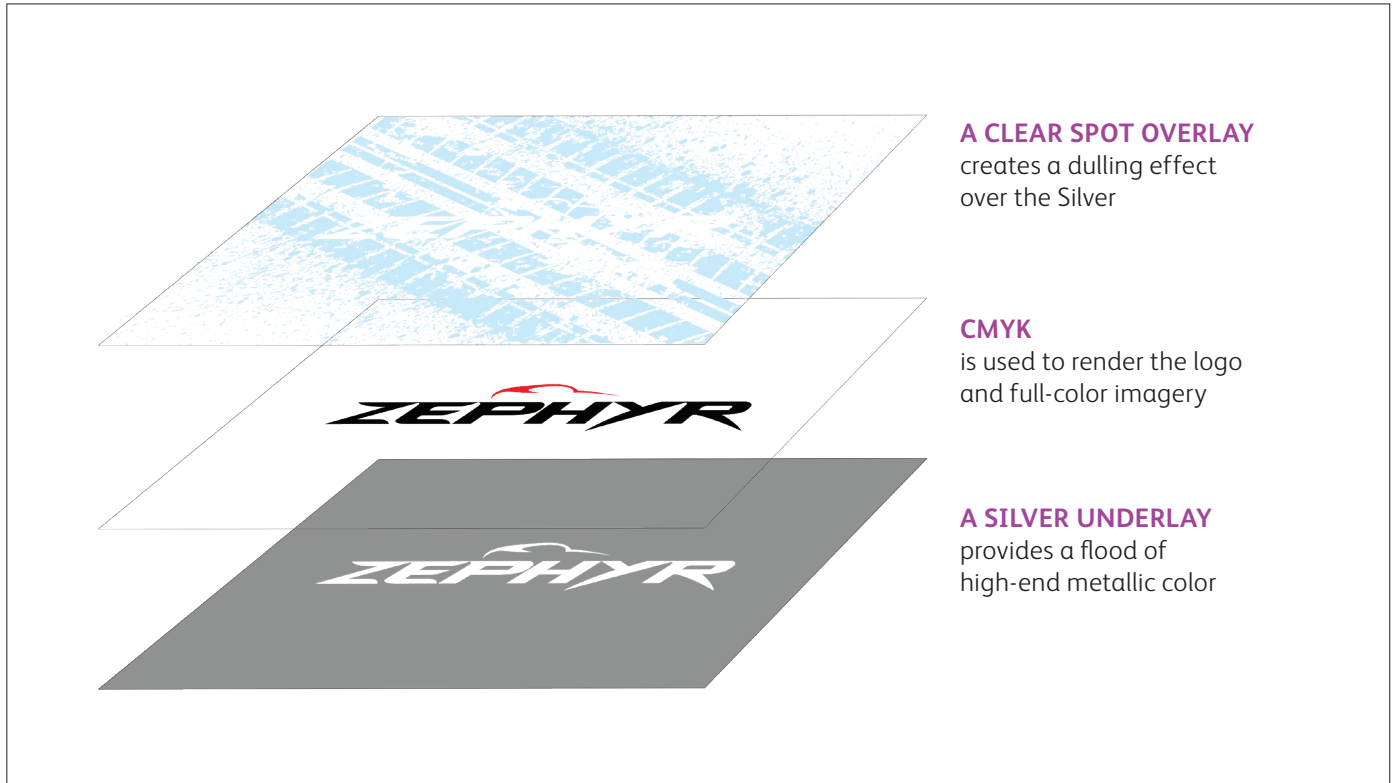
This example uses:

-  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.

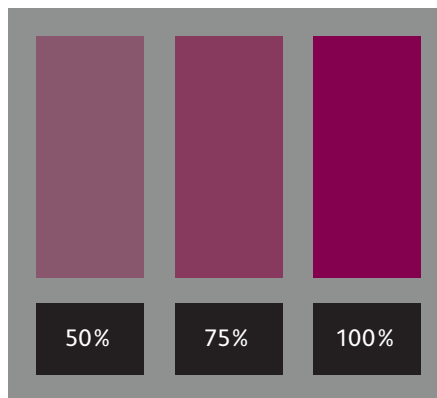


This type of job follows the same file preparation steps as shown on the previous pages. However, using Clear over a metallic color does give you some additional design options:



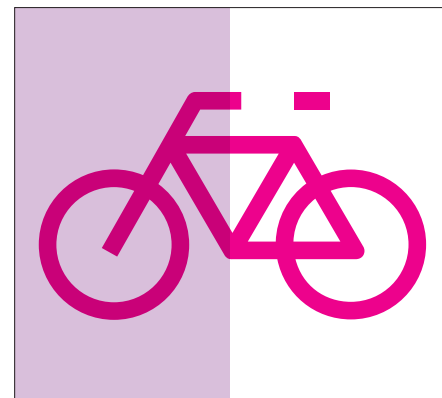
Clear creates a dulling effect when used over a metallic.

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.