



XEROX® IRIDESSE® PRODUCTION PRESS

# CMYK+ Design and File Preparation Guidelines

**xerox**™

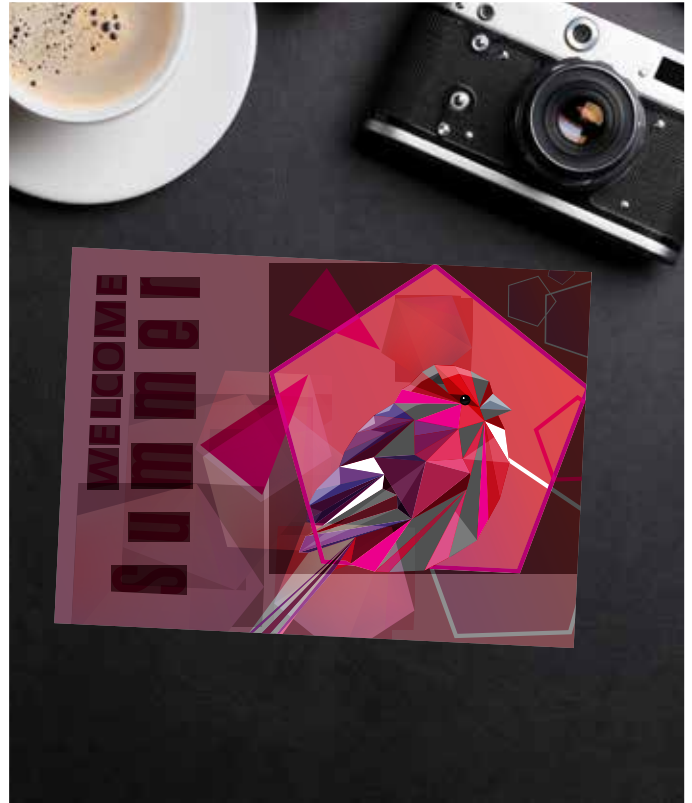
# Your design dreams realized.

## 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. This press lets you 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, Xerox® Clear Dry Ink, or Xerox® Low Gloss 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!



## 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.

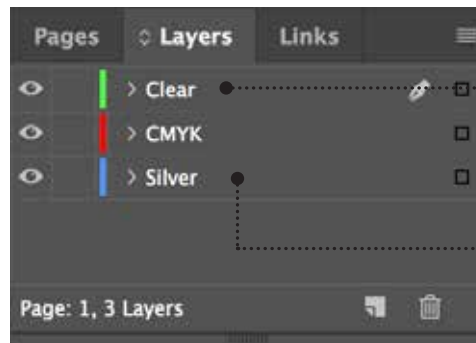
**That single pass is important.** It means that the different inks register very tightly, which is not the case with other digital print technologies that require your print provider to manually feed paper through a press multiple times. Our tight registration gives you a much higher-quality result.

## HOW THE IRIDESSE PRODUCTION PRESS WORKS

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, Clear, or Low Gloss Clear may be used on top as a spot overlay.



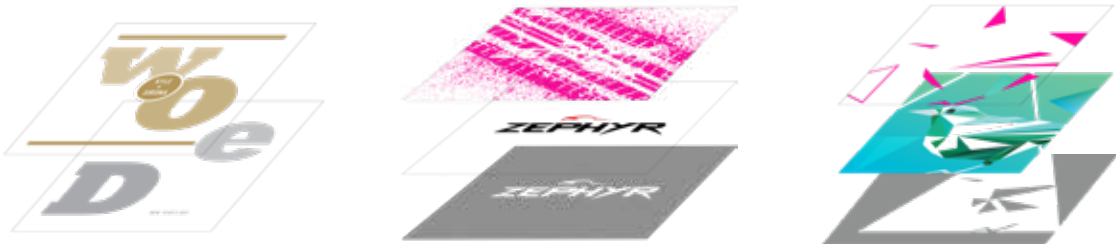
Overlay

Can be Gold, Silver, White, Clear,  
or Low Gloss Clear

Underlay

Can be Gold, Silver, or White

**Expand  
your view  
of digital**



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 its 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.





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 Xerox® EX-P 6 Print Server Powered by Fiery®.



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:

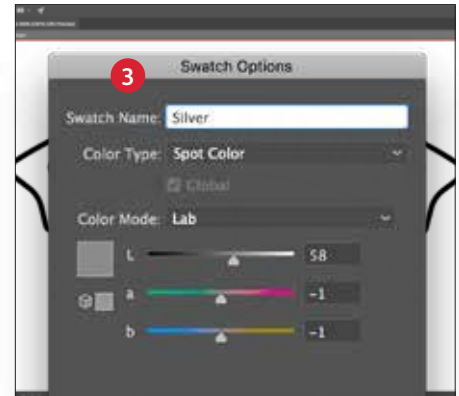
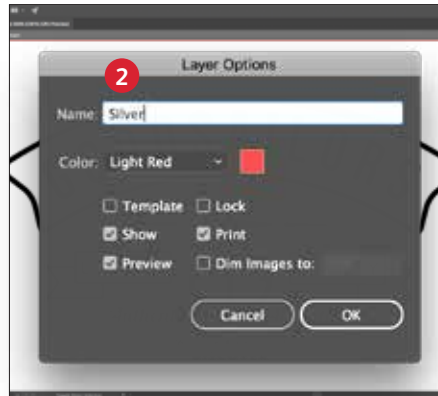
- **In small areas** such as graphics or text.
- **As full-page floods** such as a Clear overlay or overall flood of White or a metallic color.
- **As a dimensional effect** using more than one layer of an ink.



## CREATE A SPOT SPECIALTY EFFECT

# Add a spot effect to graphics or text.

While 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!**

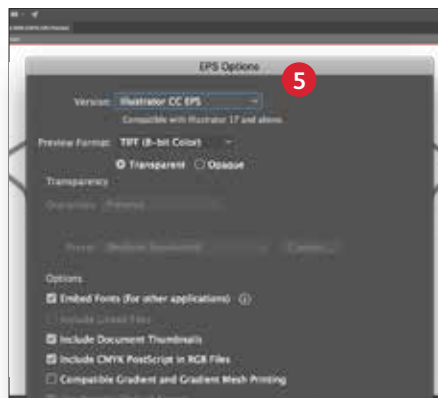
It lets the press know where to apply the Specialty Dry Ink.

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.

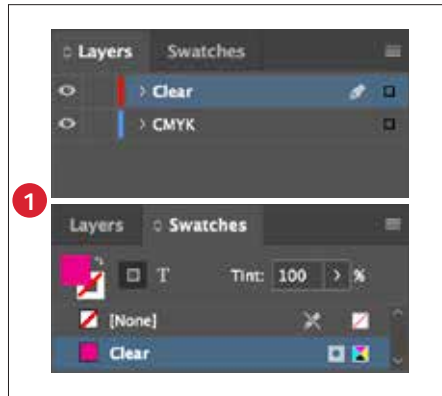
They will need to have a specialty station in their Iridesse Production Press.

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

## CREATE A SPOT SPECIALTY EFFECT

# Add a spot flood effect.

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



- 1 Follow the steps on **page 16** 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.

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

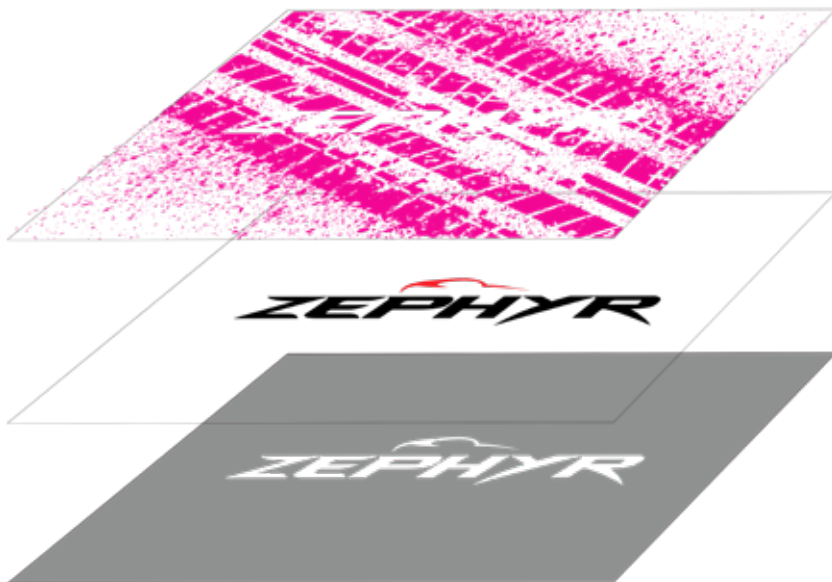


Silver underlay

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

# Design with a metallic and Clear.

Clear effects add interest and value to a customer mailer.



**A CLEAR SPOT OVERLAY**

creates a dulling effect  
over the Silver

**CMYK**

is used to render the logo  
and full-color imagery

**A SILVER UNDERLAY**

provides a flood of  
high-end metallic color



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.

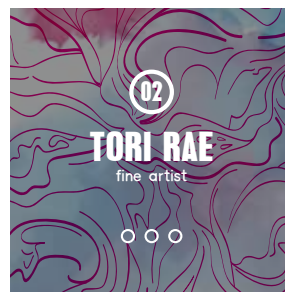
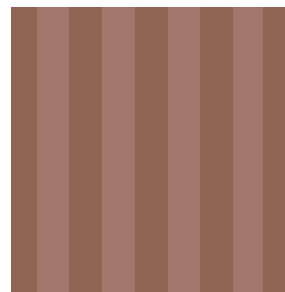
**Make metallic colors a standard component of your design palette.**

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.

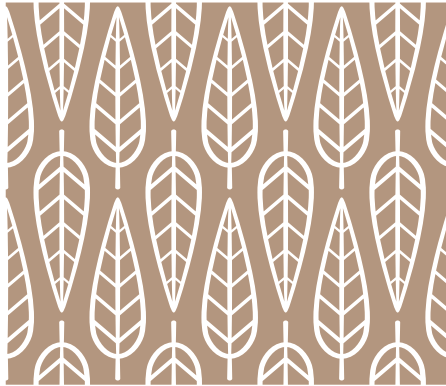
**Use Gold as an underlay when you are looking to create metallic hues with a warmer glow.** Gold lends itself to enhancing colors such as reds, pinks, oranges, and browns.



## CREATE ULTIMATE BRILLIANCE WITH IRIDESCENT HUES

# 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:

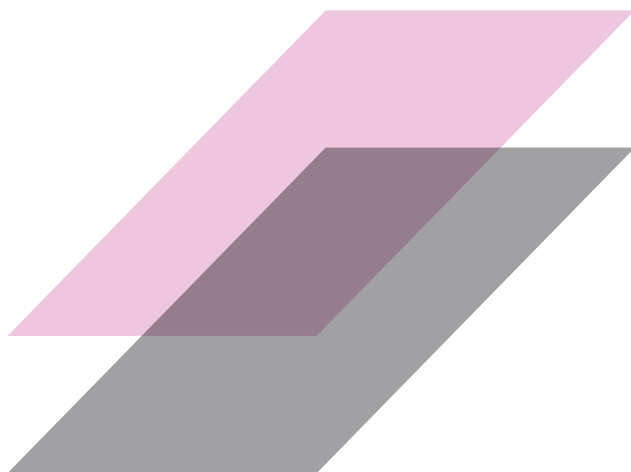


CMYK



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

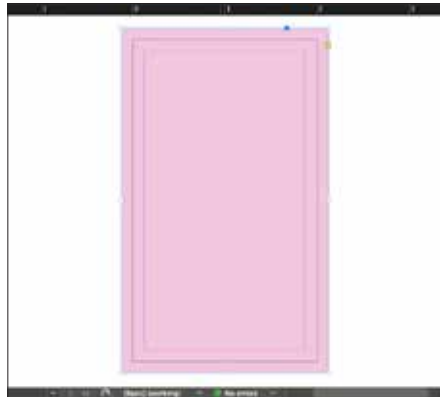
The press will not reproduce metallic PANTONE® colors directly. Metallic colors need to be specified using the guidance on the following pages.

# Create a metallic hue.



- 1 Draw your **Silver underline** 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.

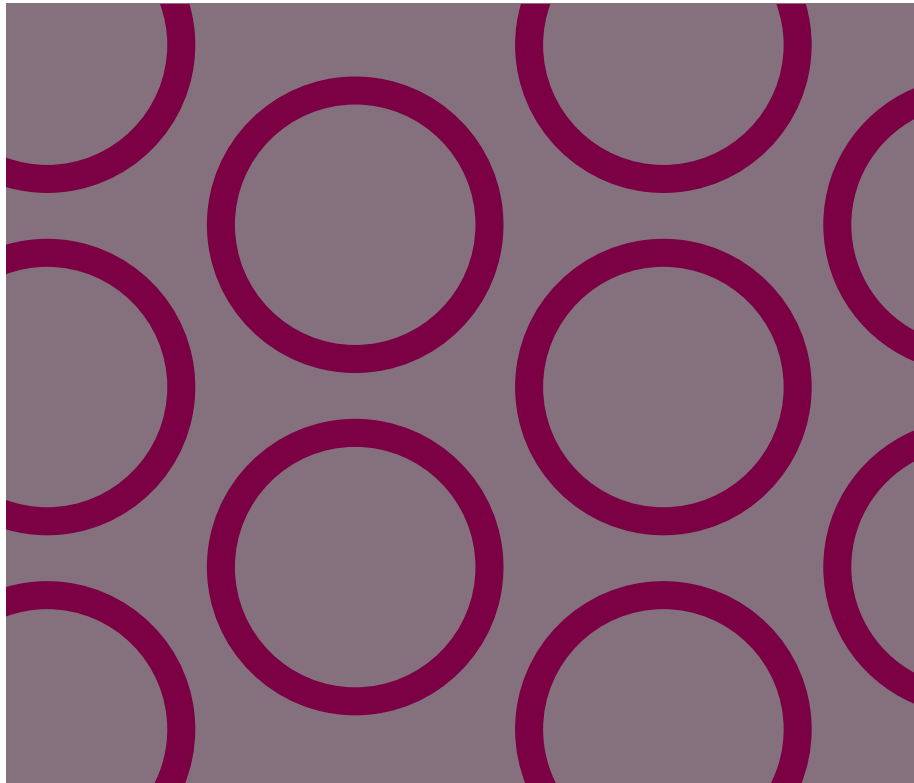


- 3 **Multiply** your CMYK object so it blends with the Silver underlay on press.

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

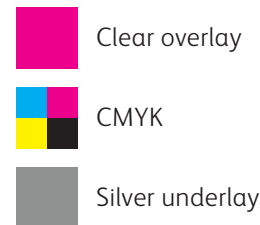
# Add a Clear effect over a metallic hue.

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.

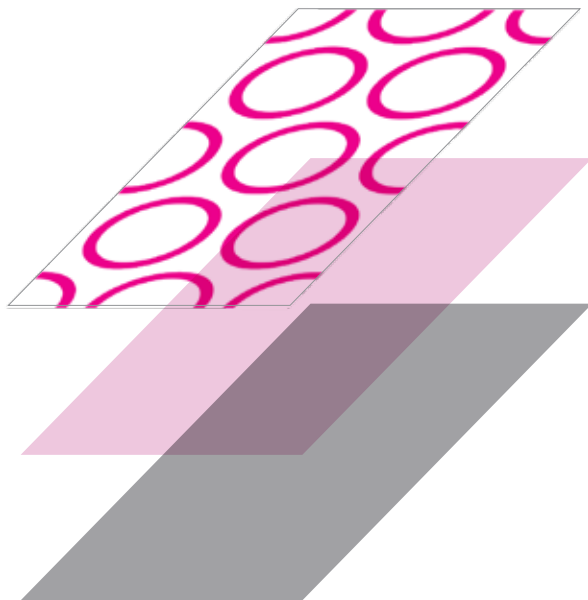
**This example uses:**





# 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.



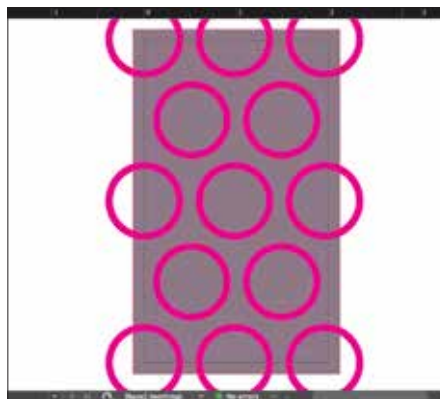
**A CLEAR OVERLAY**  
creates a dulling effect  
over the metallic hue

**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

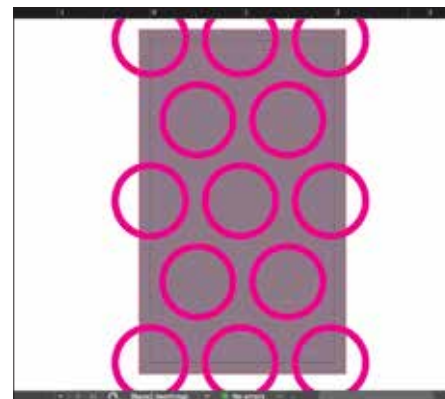


- 1 Add a **Clear** overlay to your file.



- 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

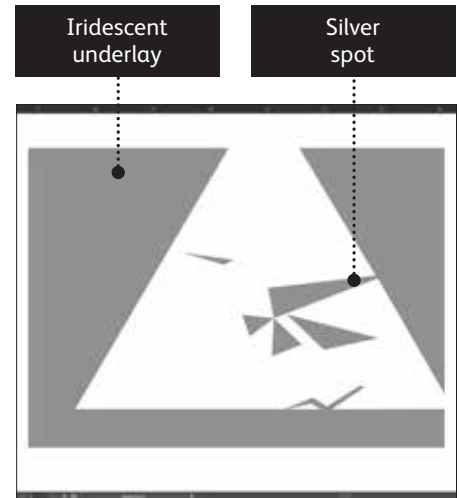
# Bring it all together.



1 Start with your **CMYK** objects.



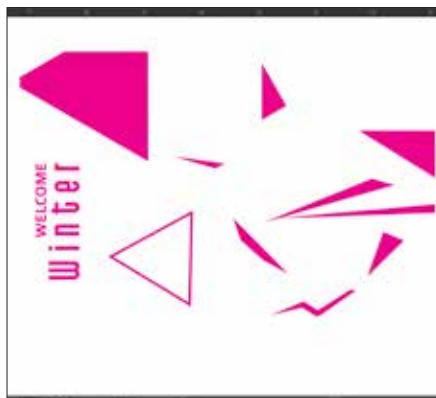
2 Create your **Silver underlay** and **Clear overlay** layers.



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.


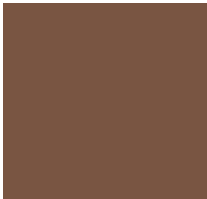






# Specify popular metallic spot colors.

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:





SILVER  
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:	<b>0%</b>	Cyan:	<b>37%</b>	Cyan:	<b>40%</b>	Cyan:	<b>9%</b>
Magenta:	<b>40%</b>	Magenta:	<b>58%</b>	Magenta:	<b>40%</b>	Magenta:	<b>29%</b>
Yellow:	<b>15%</b>	Yellow:	<b>70%</b>	Yellow:	<b>50%</b>	Yellow:	<b>23%</b>
Black:	<b>28%</b>	Black:	<b>20%</b>	Black:	<b>18%</b>	Black:	<b>0%</b>
Gold:	<b>75%</b>	Gold:	<b>75%</b>	Gold:	<b>75%</b>	Gold:	<b>75%</b>

**GOLD  
UNDERLAY**

## 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.

Add the “wow”  
at the press.

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