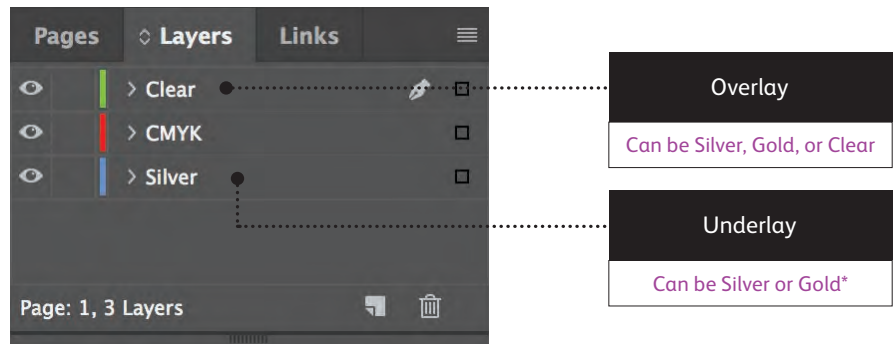


When it comes to designing for the “wow,” *it’s all about thinking in layers.*

**Layers should be arranged in your files to mimic the order in which the Specialty Dry Inks are applied at the press.** A metallic layer of Silver or Gold may be applied as the first layer on the page, creating an underlay for the iridescent hues you will see in this guide.

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



The specialty effects in this guide reproduce best on stocks with very smooth paper surfaces, such as coated or silk.

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.

## CREATE A SPOT SPECIALTY EFFECT

# 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.

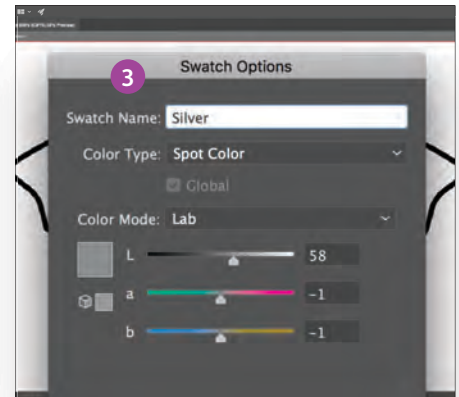
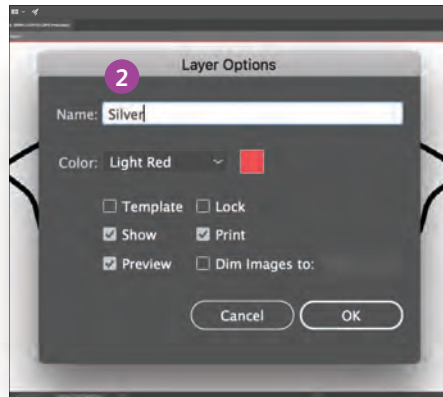
In this guide, we will use:

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

## 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**.

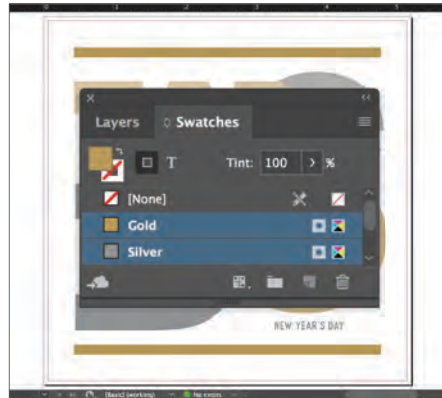
### REMEMBER:

**Capitalization of both the layer and color name is important!**

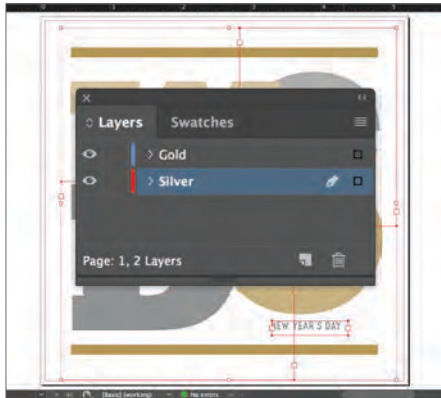
It lets the press know where to apply the Specialty Dry Ink.

## USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

# Design with Silver and Gold together.

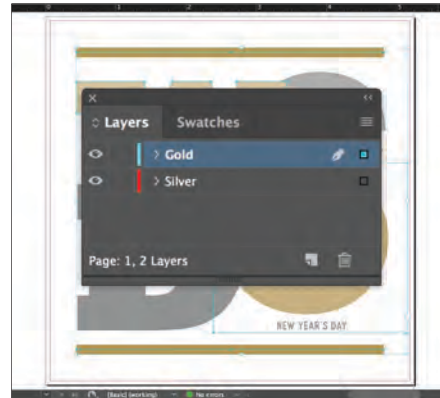


- 1 Create your design and decide where you want the spot specialty colors to appear.
- 2 Make sure your spot colors are set up and named correctly:  
**Silver** (capitalized) and **Gold** (capitalized).  
Both should be designated as **spot colors**.
- 3 Now it's time to pull the file apart in layers. 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.

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER

# 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!

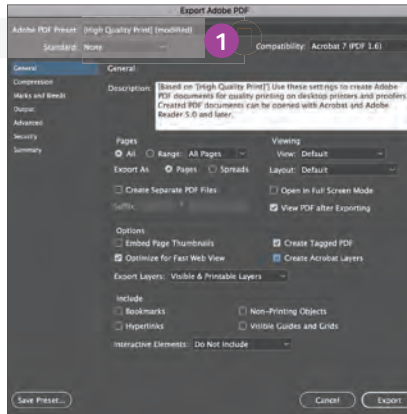
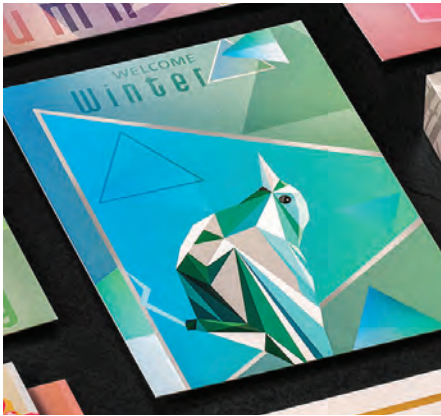
When you hand your job off for production, be sure to tell your print provider to run it with the Specialty Dry Inks you've selected.

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.

# Optimize your PDFs.

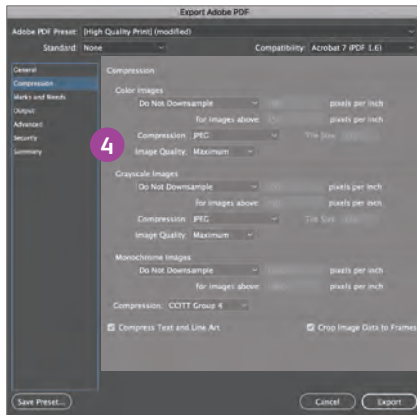
Follow these settings to create a PDF preset in InDesign®:



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.



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