COLOR
LOGIC ®

Special Effects for Print™

Design in a new dimension with the Process Metallic Color System™ by Color-Logic

Process Metallic Color System™

The Process Metallic Color System enables printers to consistently and reliably print process metallic spot colors and special effects using their existing equipment and print workflows. Color-Logic image files can be created with all major graphic design software.

Until now, four-color printing incorporating metallic inks or metallic substrates was expensive and unpredictable – particularly if more than one metallic color was required. But the Process Metallic Color System has changed all this. Now, with only five inks, a single print run can consistently and predictably produce as many as 250 different metallic colors at a fraction of the previous cost. The Color-Logic system enables graphic designers to create a single metallic design that can be executed using offset lithography, flexography, inkjet and digital processes. As a result, brand managers can develop effective, consistent cross-media programs including collateral literature, packaging, labels, banners, and other materials – all with striking and dramatic metallic effects.

Color-Logic Design Suite™ Software

The Color-Logic Design Suite CD includes prepared color palettes and plug-ins for mainstream application programs such as Photoshop®, Illustrator®, InDesign®, and QuarkXpress®. The Color-Logic palettes enable graphic designers to intuitively create a virtually unlimited array of metallic colors and special effects with a single mouse click.

Step 1:

Install your Color-Logic Metallic Design Suite Software.

Step 2:

Choose your metallic colors, using the metallic color chart provided by a licensed or certified Color-Logic printer.

Step 3:

Create metallic designs using your usual design software.

Color-Logic files may be reproduced only by a licensed or certified Color-Logic Printer. Visit www.color-logic.com for a list of qualified Color-Logic printers.

How does the Process Metallic Color Chart™ work?

- Licensed and Certified Color-Logic printers produce their own Process Metallic Color Charts, using normal production substrates and inks. The result is a designer swatch book that reflects known conditions. Designers are thus assured that a printer can produce a given swatch, rather than seeking to match a generic swatch book printed under unknown conditions.

- Designers may choose as many metallic colors as desired, from 250 lustrous shades, and use only five ink colors to produce those effects. Designs with totally different hues may be ganged across a single printed sheet.

- The Color-Logic color chart serves as a press proof, providing designers with complete confidence that the colors chosen will be printed correctly. Conventional spot metallic color systems do not enable printers to produce their own color charts, thus colors chosen from generic swatch books are notoriously difficult to match on press.

- The Process Metallic Color Chart is arranged chromatically so designers can see and chose colors logically.

- Each color on the Process Metallic Color Chart has a unique code matching the code in the digital color palettes that install into graphic design applications.

What special effects can be made using the Process Metallic Color System?

Solid Process Metallic Colors

Chose from a fully chromatic palette of 250 lustrous metallic colors.

Dimensional-FX™

Dimensional-FX makes a selected artwork area appear to change color and dimension, from a lighter to a darker hue as light reflects from the design.

Watermark-FX™

This effect can be used to make a selected artwork area of seem to vanish and reappear, or produce a subtle watermark or security effect.

Gradation-FX™

A unique feature of the Process Metallic Color System is the ability to vignette one metallic color into another, or even vignette metallic hues into process colors.

Combining Effects together!

The Color-Logic System also enables designers to combine any of these special effects, for example creating a metallic Gradation-FX and then adding a Dimensional-FX pattern or design.

Print with the Process Metallic Color System™

Using the Process Metallic Color System, metallic colors and effects are integrated into artwork using the supplied palettes and plug-ins. The final Color-Logic file may be printed with either Color-Logic Metallic Silver ink or with opaque white ink on a metallic substrate.

PRINTING WITH A METALLIC INK ON NON METALLIC SUBSTRATE

CMYK Design

CL Metallic Silver Ink ➤

Non-Metallic Substrate ➤

PRINTING WITH A WHITE INK ON A METALLIC SUBSTRATE

CMYK Design

Opaque White Ink ➤

Metallic Substrate ➤

Color-Logic metallic designs can be produced using a variety of printing processes, enabling graphic designers, brand managers, advertising agencies and corporate marketing departments to develop cross-media marketing programs. For example:

Offset	Flexography	Digital Press	Inkjet
Example:	**Example:**	**Example:**	**Example:**
Magazines • Literature	Labels • Shrink Sleeves	Packaging • Folding Cartons	POP • Posters • Signage