THE HOW TO SERIES:

## METALFX COLOUR SETUP

Worldwide
...more than just print

THIS DOCUMENT COVERS THE SETUP OF MetalFX COLOUR IN ADOBE INDESIGN, ILLUSTRATOR AND PHOTOSHOP

By overprinting translucent process inks on top of opaque spot metallic Silver 877, we can create a range of metallic colours, without having to change inks on the press. Even though the process inks are printed after Silver, the colours dull in vibrancy to about 60% of their normal strength. The Silver base stops the light bouncing back on a white background. Your eyes simply recognise this as a much duller colour. When designing with MetalFX please allow for this colour variation.

Please be aware that the maximum ink coverage on coated stock is 320%.
TIP: Less ink printed over the Silver means a greater metallic effect.

Refer to the Colour Compass for a range of printed MetalFX example colours. To ensure your artwork prints correctly, it is important to follow the methods below.
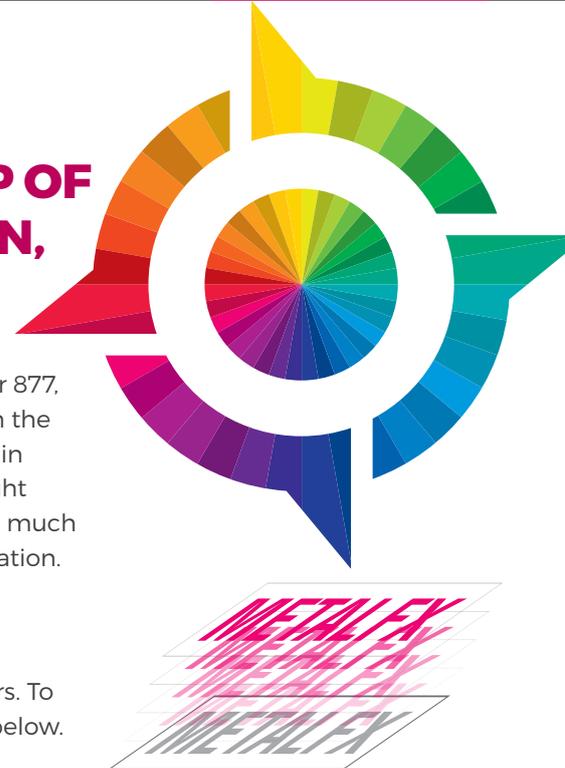
OVERPRINT METHOD

To create MetalFX, begin with adding a new layer that is positioned below the CMYK layer in your artwork. Name the new layer "Metallic", and apply 100% spot Silver 877 on this layer as your base **1**.

Ensure that the CMYK layer **2a** is set to "Overprint Fill" **2b** so that it does not knock out the Silver below.

Please check the separation preview **3** prior to finalising artwork and sending onto production. This will ensure that the CMYK layer overprints Silver to give the desired metallic effect.

TIP: When Separation Preview is "Off", graphic colours will look more vibrant. When Separation Preview is used **3**, colours will appear duller.

ILLUSTRATOR

INDESIGN

MIXED INK SWATCH METHOD

To create a mixed ink colour in Indesign, load, Pantone 877 ink onto swatch list ❹.

Click on the ☰ menu in the top right corner of the swatch list ❺ₐ. Select New Mixed Ink Swatch ❺ᵦ. A mixing pallet will display. Select 100% spot Silver 877 ❻ₐ and add the CMYK ink values ❻ᵦ. Name your metallic ink ❻꜀.

The new mixed ink will appear on the swatch list ❼. The mixed ink swatch can be used to fill any text, line, greyscale images and/or bitmap tiffs.

TIP: Mixed ink swatch can be copied from one document to another. Copy the graphic filled with mixed ink and paste onto the other document. This process will automatically add the mixed ink to the swatch list on the other document. Mixed ink cannot be saved as a '.ase' colour library file.
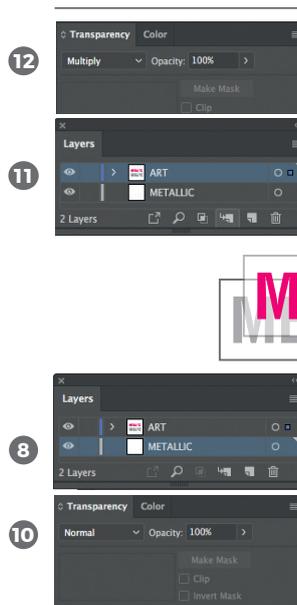
INDESIGN
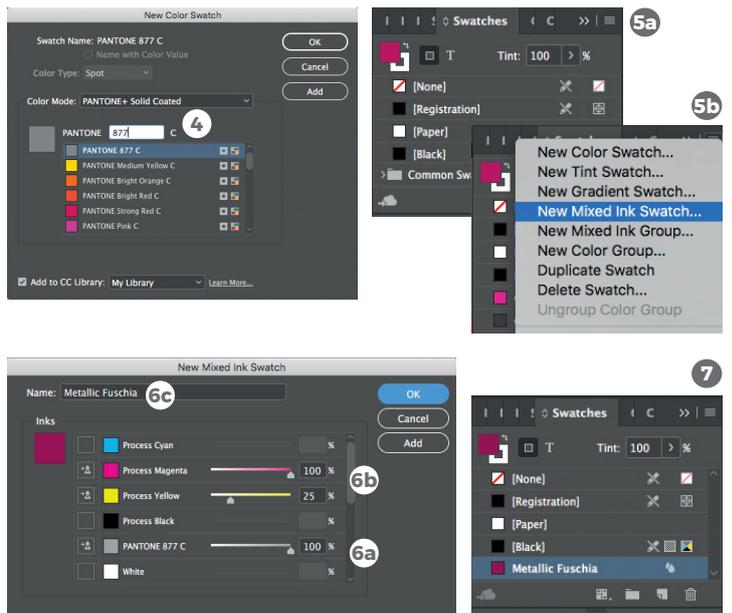
MULTIPLY TRANSPARENCY METHOD

To create MetalFX using the multiply transparency method, duplicate the CMYK layer in your artwork. Name the new layer "Metallic" and position layer as base ❽.

Delete non-MetalFX graphics ❾ and fill MetalFX graphics with 100% spot Silver 877. Leave transparency "Normal" ❿.

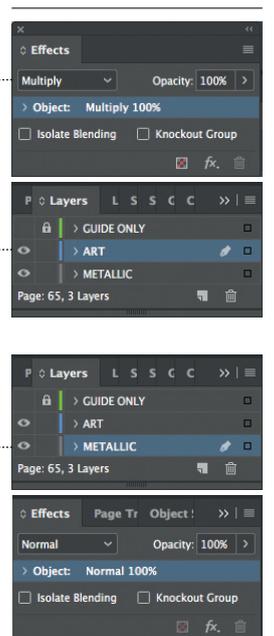Ensure that the graphics on the CMYK layer ⑪, that are to have MetalFX, are set to "Multiply" ⑫ so that the CMYK inks sit directly on top of the Metallic layer.

Please check the separation preview prior to finalising artwork and sending onto production. This will ensure that the CMYK layer overprints Silver to give the desired metallic effect.

ILLUSTRATOR **INDESIGN**

METALFX WITH PIXEL IMAGE

In Photoshop, convert the CMYK image to greyscale or bitmap ⑬. Save a copy as tiff. In Indesign, duplicate the CMYK image onto a new layer. Name the new layer "Metallic". Both images should register exactly over the 2 layers.

On Metallic layer, relink image to the greyscale or bitmap image ⑭ and colour with 100% spot Silver 877 ⑮. Set the image to "Multiply", see ⑫.
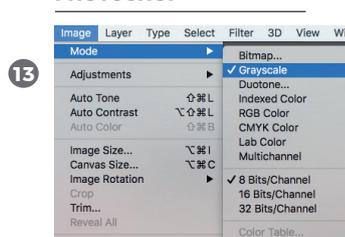
PHOTOSHOP **INDESIGN**
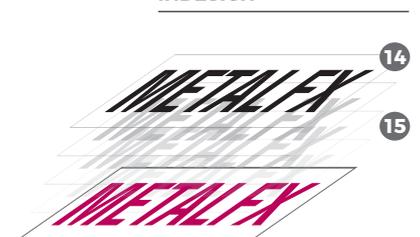
TIP: To achieve a greater MetalFX print result, save a copy of the CMYK image. Reducing the mid tones and increase the saturation of the bright colours that are going to create the MetalFX colour or area.

BLACK TEXT AND THIN LINES ON SILVER

This example covers black text and thin lines to print over Silver to look sharp, dark and legible. By default, black ink (1-100%K) within Indesign is set to overprint. This means that the black text will overprint Silver resulting in dark grey rather than sharp dark black.

If your design has spot Silver 877 and you want black text to knockout, you will need to use Super black (60%C 40%M 40%Y 100%K) 16 to achieve a Silver ink knockout 17. This will ensure that text will result in a nice sharp black.

Another method to achieve 100% black text on Silver is to create a white mask on the Silver layer 17. On the black layer, fill the black text with 100% black ink 16. This creates a manual knockout effect in the Silver ink. Check that the text registers exactly over the 2 layers.

ILLUSTRATOR AND INDESIGN
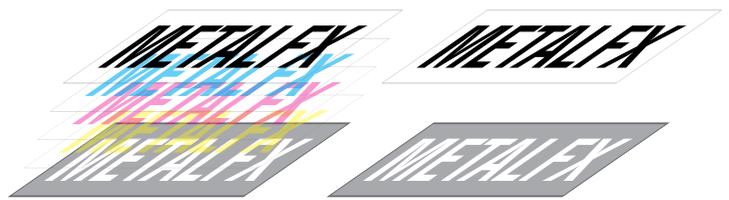
TIP: Use Super black (60%C 40%M 40%Y 100%K) to knockout Silver ink.

TIP: Use black ink (1-100%K). Then create white mask on the Silver layer.

TIP: Using MetalFX can enhance the product. However, it does not necessarily make all print products better than a conventional CMYK method. MetalFX is best used with minimal amount of CMYK ink overprinted on spot Silver 877 in large area to achieve optimimum metallic effect.

Spot Silver needs to be used at 100% opacity. Do not tint the Silver ink. Always use a bolder font and thicker line. Avoid fine white text or thin lines when using MetalFX ink as it could fill in during production.
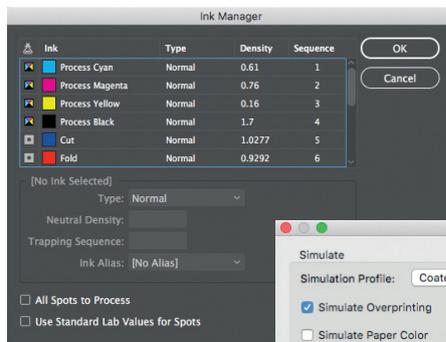
PDF EXPORT SETTINGS

When exporting your artwork as print ready PDF, check in Ink Manager that the 'All Spots to Process' is unticked 18. If spot Silver 877 is converted to process, it will result in a muddy process colour.

Ensure that you use the Adobe Press Quality PDF settings with bleed and crop marks. For more information on how to export print ready PDF files, please download the How To Guide from www.worldwide.com.au/how-to-guides

When flight checking the print ready PDF, ensure that it only contains 5 inks in the output preview 19 (Cyan, Magenta, Yellow, black and Pantone 877).

INDESIGN

ACROBAT