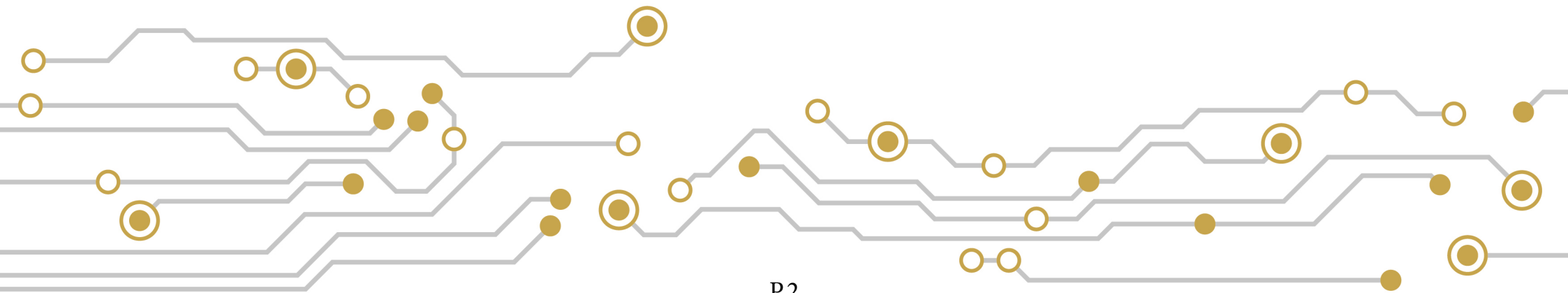COLOR LOGIC ®
Special Effects for Print™

Color-Logic ... Driving demand for your brand

*E*veryone has read about the benefits of specialty printing effects with regard to retention rate and the ability to cause individuals to react to a properly printed marketing piece. To produce most of these effects, printers and designers would be required to make a capital expenditure in special equipment or software.
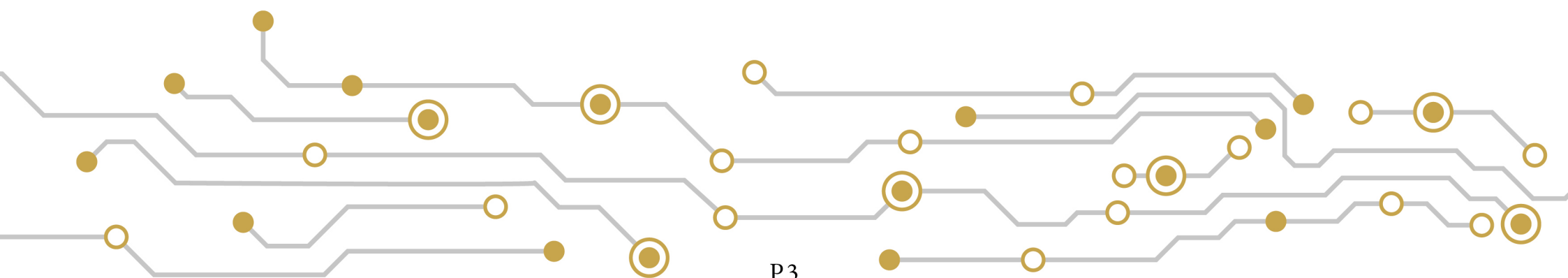
We designed our metallic color system to eliminate these expenses.

INDEX

What is Color-Logic?

Color Communication • Decorative Effects • Visualization

The Color-Logic System™ was developed for brand and product managers, advertising agencies, and consumer product companies. The Color-Logic system creates eye-catching decorative effects that are easily and inexpensively incorporated into packaging, signage, displays, and collateral material, providing product differentiation at every level of a marketing campaign.

Key Facts

➤ Only five inks/toners are required to produce 250 new and exciting metallic colors

➤ Reduce your carbon footprint by printing multiple metallic/foil colors in one press pass

➤ Color-Logic eliminates the need to create awkward and time-consuming white ink masks

➤ Faster Time to market – products and marketing collateral produced without trial and error

➤ Education and Training for designers to create decorative effects and metallic colors in print

➤ No major capital expense - Print Color-Logic on your current press(es)

➤ Adaptive - Adapts to future substrates, inks, and coatings

Key Components

The Color-Logic system is comprised of three primary components:
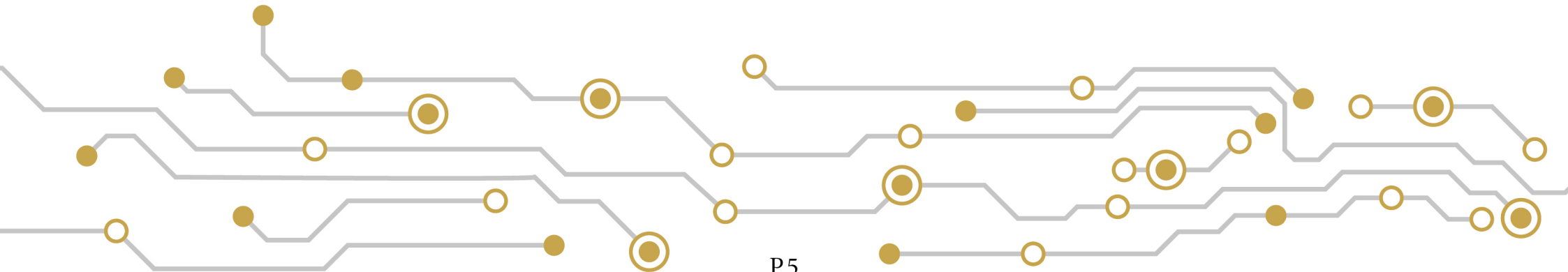
Color-Logic Swatch Books™ Color Communication

Printed under license by the printer, Color-Logic Swatch Books provide an accurate color communication system for 250 metallic colors, using the substrates, inks and coatings for that print service provider.

Color-Logic Design Suite™ Decorative Effects

The Color-Logic Design Suite consists of Adobe® plug-ins and color palettes to create special effects that are produced with only five inks: CMYK plus silver ink/toner/foil or CMYK plus white ink/toner when printing on metallic substrates. When designing for foil or reflective substrates, the Color-Logic System eliminates the need to create awkward and time-consuming white separations!

FX-Viewer™ Visualization | 3D Virtual Room Environment

FX-Viewer enables graphic designers, agencies, and printers to visualize the dramatic Color-Logic effects on their monitors before proofing or going to press. (*This is a Mac only application program*)

Licensing
All Color-Logic licenses are perpetual site licenses

Color-Logic is the only commercially available color communication system for metallic substrates and metallic inks/toners which takes into account the substrate, inks, press curves and coatings.

Printers and converters are granted a license to produce their own Swatch Books (or Color Charts). This eliminates the need to match a generic purchased swatch book of metallic colors, printed under unknown conditions and generally with substrates and inks not applicable to the printing process of the printer!

Each color in the swatch book is replicated into a digital swatch library that is imported into the designers software (Adobe® Photoshop®, Illustrator®, InDesign® etc), along with a Photoshop® plug-in that calculates the desired metallic effect for imagery.

License Packages (see chart to the right, for a quick breakdown of each license option)

Standard License Package – For a small print shop or converter that only needs to print and manufacture supplied Color-Logic files. A Standard license also comes with one Design Suite & FX-Viewer, which enables the printer to convert designs in-house on behalf of their clients.

Premium and Premium Plus License Packages – The Premium and Premium Plus license options are designed for the larger print shops that work at the brand or design level – each of the premium licenses comes with additional Design Suite & FX-Viewer CDs (Single Seat installs) which may be sold to brands and agencies.
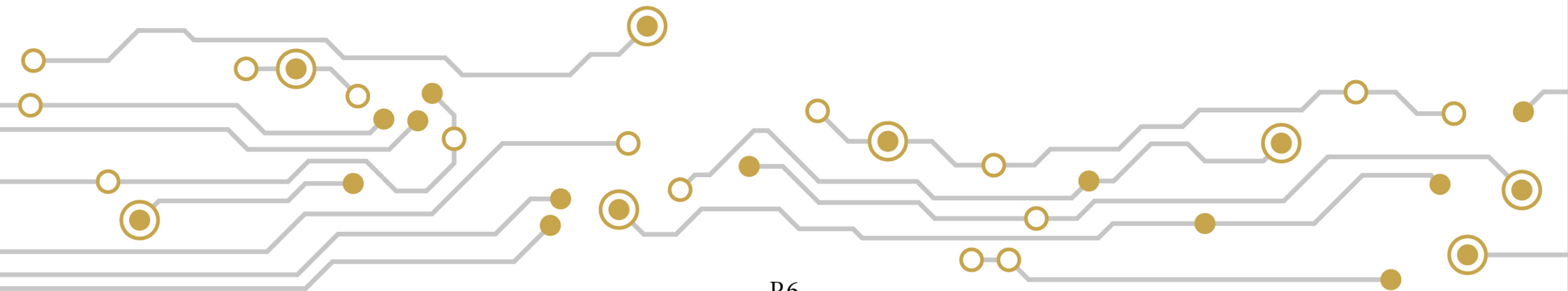
Printer Licensing (each license is a lifetime license)	Standard P/N: CLPL-V2	Premium P/N: CLPLDSFX-V2	Premium Plus P/N: CLPLDSFXP-V2
Site License to reproduce our color system on your own press	✓	✓	✓
Print Certification Test Forms	✓	✓	✓
Swatch Book Layouts and Color Charts	✓	✓	✓
Color-Logic Design Suite™ (Adobe plugins and color palettes)	✓	✓	✓
*FX-Viewer™ (single seat installs)	1	3	3
Color-Logic Design Suites with *FX-Viewer™ (for your clients)	✗	4	10
Certification/listing on our geomap [for your chosen Printing Process(es)]	1	2	3
Enrollment in our S.M.A.R.T Program	✓	✓	✓

* FX-Viewer is a MAC ONLY application (Single Seat Installs)

Test Forms & Evaluation

See the amazing effects off your own press!

For any metallic color communication system to work in the real world, you must take into account the key variables of paper, ink, plates, printing press and process control. The Color-Logic System™ will work with standard printing conditions such as ISO™, G7™, GRACol'"' or with a printers own in-house printing standards, making it unique to that printer!

Our Print Evaluation Test Forms contain the following:

➤ A selection of 49 metallic colors chosen from our palette of 250 colors

➤ Samples of: Gradation-FX™, Watermark-FX™, Watermark-FX™ Plus, Dimensional-FX™ and Image-FX™

➤ Artwork samples that were created using the above techniques

Once you have printed your Test Forms, submit them to us and we will evaluate your printing, using instrumentation and visual assessment, to see if your printing conditions can be improved.

Swatch Book & Color Chart Templates
Supplied in various sizes for different press configurations

Swatch book and color chart templates are provided in various formats, with areas for adding logos and branding. Because the printer is producing their own swatch books under license and supported by Color-Logic, they are creating a 100% color accurate system that they can provide to their internal designers, or to brand managers and agencies to specify colors from.
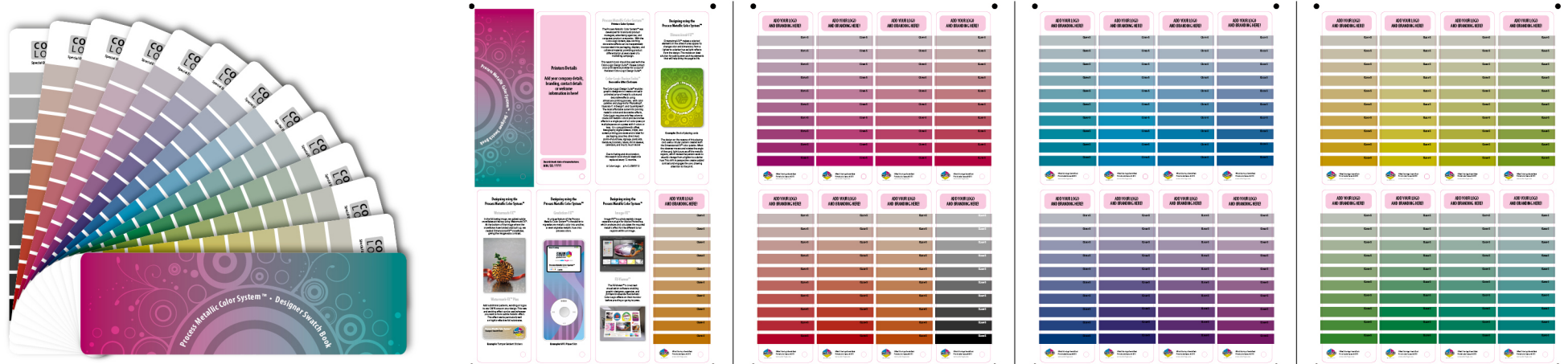
Above is an example layout for digital presses. It only takes four 13"x19" sheets (SRA3) to produce one Color-Logic swatch book. **TIP:** You could sell your swatch books to external clients – Just another great way to generate revenue from your Color-Logic system!

Certification

Become an accredited Color-Logic licensee

Submit your Print Test Forms for certification and as a licensee you will also be provided with a certification logo for use on your marketing material. This designates your business as an approved and certified Color-Logic provider.

CERTIFIED PRINTER
www.color-logic.com

Special Effects for Print ™

Find a Printer Geo Map

Get certified, and have your company details listed on our map system

Once your company has become a Color-Logic licensee, your business will be listed on our websites **Find a Printer** Geo map (see image to the right), which is used by brands and agencies to find a printer capable of producing Color-Logic designs. Listing on the map system requires an annual subscription to the Color-Logic S.M.A.R.T Program.

Find a Printer Geo Map

S.M.A.R.T Program

Access to the latest versions of our products and technical support

Color-Logic is the most affordable system in the market for creating decorative effects. We continue to develop our products to be the most cutting edge special effect software for print. In addition, our development of training aides, sales tools and marketing collateral will enable our clients to increase revenue with current clients and open doors to new customers.

S.M.A.R.T Program enrollment

Get access to the latest versions of our products and educational programs, support for the latest design programs, and allows you to take advantage of our marketing efforts to brands, advertising agencies and graphic design firms.

New marketing files every year

The images to the right are examples of artworks that we add to the Client Login area, so that our customers have fresh new designs to use and print out each year, based around a new theme, which would typically include a packaging file, labels/stickers, tags, greeting card, and a poster. **Just imagine how much that will save you on marketing design costs!**

Key S.M.A.R.T Program benefits

➤ Color-Logic Design Suite™ & FX-Viewer™ software updates

➤ Ability to buy Color-Logic BEST Offset Silver ink (for conventional offset printing only)

➤ Ability to buy and resell Color-Logic Design Suite & FX-Viewer software to your clients

➤ Attractive discounts off current and any newly developed software product(s)

➤ Annual Certification and listing on the Color-Logic "Find a Printer" Geo Map

➤ Marketing files – Access to our database of marketing collateral and sample files

➤ Technical support by email

Each subsequent year that you renew your S.M.A.R.T Program, you will also receive the following bonus items:

➤ 1 x 45 minute sales based webinar per licensee (in English only)

➤ 1 x Pattern-FX™ volume, for Adobe® Illustrator®

Each year we bring out a new Pattern-FX™ volume... Stay in the program and get yours for free each year!

BIJOUX EAU DE PARFUM

...shing and sophisticated blend
...s top notes and an abundance
...sensual vanilla undertones

bijoux®

Eau de parfum

Marketing Goodies

Eye candy for your customers – Ready to print artwork samples

How much would it cost your company to hire an external design agency to create a range of marketing files for your new metallic printing technology? At Color-Logic, we have taken this cost away by creating a range of ready-made metallic marketing files that you can print out.

All licensees get access to our "Goodies area" – a diverse range of metallic files and imagery – You may edit the files as you wish, add your logos and print them out. This is a great way to drive revenue opportunities and open doors to new clients – Just imagine what winning one new client could mean for your business as a whole!

TIP: Each year we add new and exciting marketing files to the goodies area. Stay within the Color-Logic S.M.A.R.T program and you will have continued access to our range of bespoke files throughout the year.
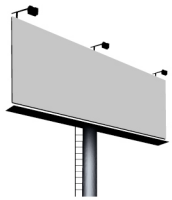
Labels	Gift Tags	Poster Images	Business Cards	Direct Mail	Book Covers

Large Format	Packaging	Calendar Templates	Greeting Cards	Publishing	Promotional Literature

The marketing pack of ready made files is broken down into key market sectors, however, you can mix and match parts from different designs to create something new and unique.
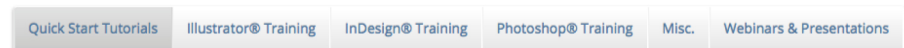
Online Training

Work online at your own pace, using our diverse range of training videos

Training is done online, via our dedicated Client Login portal on our website.

Quick start tutorial videos are aimed at users with a comprehensive background in Adobe® software.

We also provide **step-by-step video guides** on how to achieve each effect within our system, and for each application program. So for example, if you wish to learn how to make a Dimensional-FX technique in Adobe® Illustrator®, there's a dedicated video to show you how!
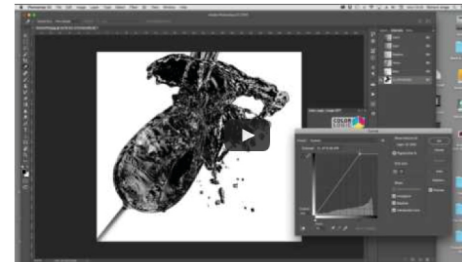
You will also find recorded webinars, and videos you can play at your customer meetings or events.

Quick Start Tutorials | Illustrator® Training | InDesign® Training | Photoshop® Training | Misc. | Webinars & Presentations

Adobe Illustrator (Click to Download this video)

Adobe InDesign (Click to Download this video)

Adobe Photoshop (Click to Download this video)

Changing the Metallic Effect! (Click to Download this video)

Metallic Effects

The following pages demonstrate
what is achievable using Color-Logic

Solid metallic colors

250 new and exciting metallic colors, including gold and bronze hues

Choose from a fully chromatic palette of lustrous colors, and print gold and silver at the same time, without the need for any added hardware or additional print separations.

Color-Logic swatch books

The combination of accurately printed swatch books (or color charts) and automated design tools, reduces the iterative trial and error of getting metallic colors right on press and getting color approval by your client. Color-Logic Swatch Books (or color charts) can be printed with either metallic ink/toner plus CMYK, or for metallic substrates, white ink/toner plus CMYK. In addition, printers can also print onto clear substrates and laminate or apply to a metallic substrates, e.g. Shrink Sleeve applications.
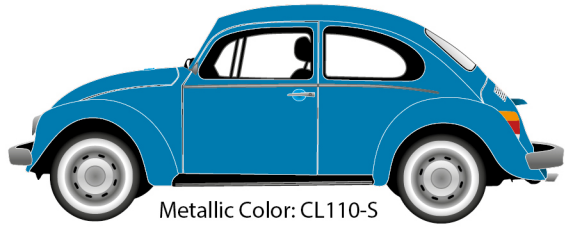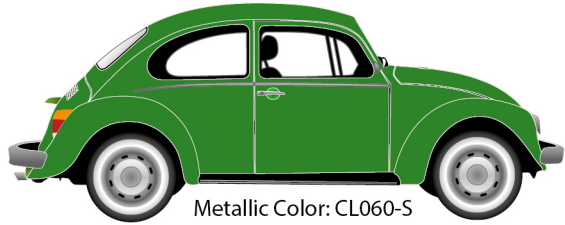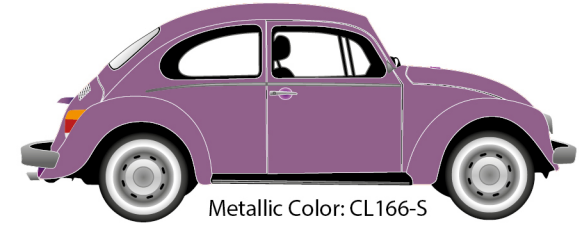
Metallic Color: CL110-S
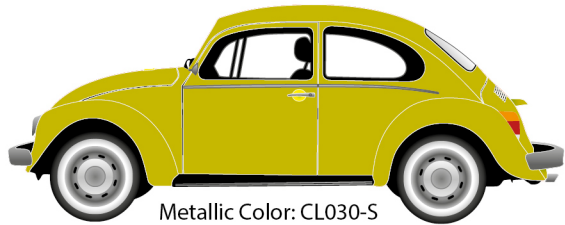
Metallic Color: CL210-S
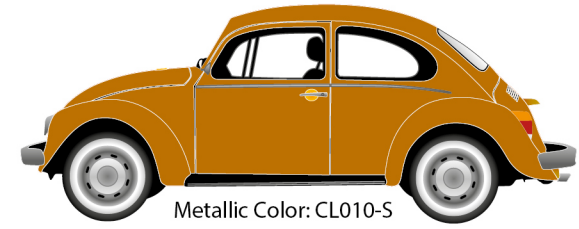
Metallic Color: CL010-S

Metallic Color: CL060-S
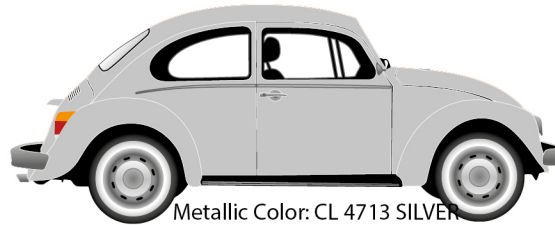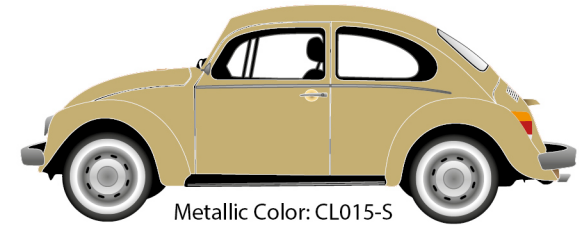
Metallic Color: CL190-S

Metallic Color: CL166-S

Metallic Color: CL030-S

Metallic Color: CL 4713 SILVER

Metallic Color: CL015-S
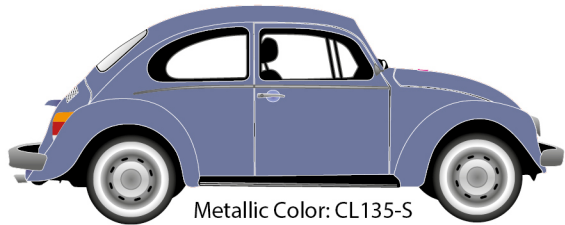
Metallic Color: CL135-S
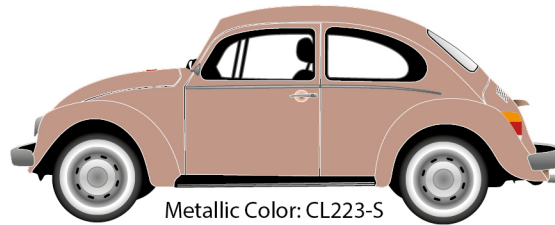
Metallic Color: CL223-S
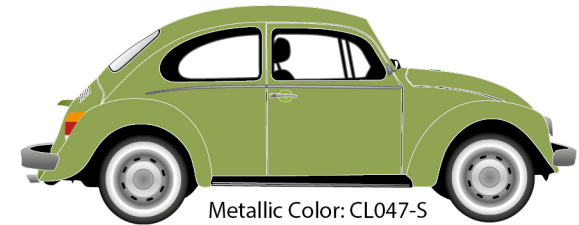
Metallic Color: CL047-S
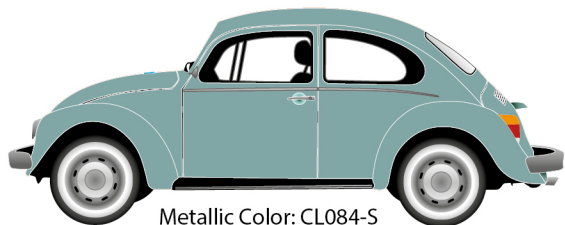
Metallic Color: CL084-S
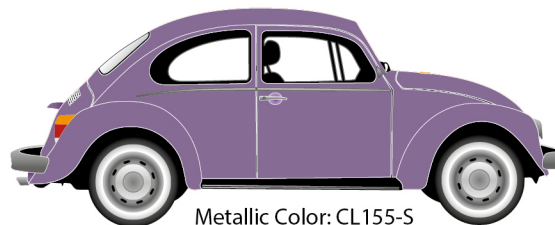
Metallic Color: CL155-S

Metallic Color: CL020-S

Dimensional-FX™

Spot Metallics

Gradation-FX™

Replacement for
Hot/Cold Foil

Watermark-FX™ Plus

bijoux®

PARIS · MILAN · LONDON

bijoux®

PARIS · MILAN · LONDON

Hydrus
pour homme

bijoux®

bijoux®

bijoux®

Contact us today to find out how you can
differentiate your print from the competition.

W: www.color-logic.com
E: info@color-logic.com
T: (+1) 513.258.0047

Watermark-FX™

P.20
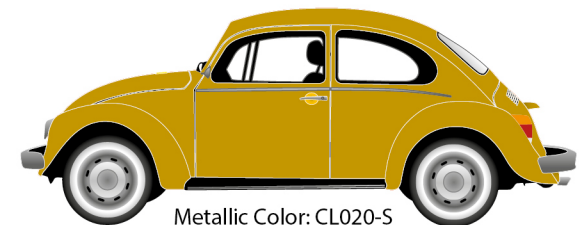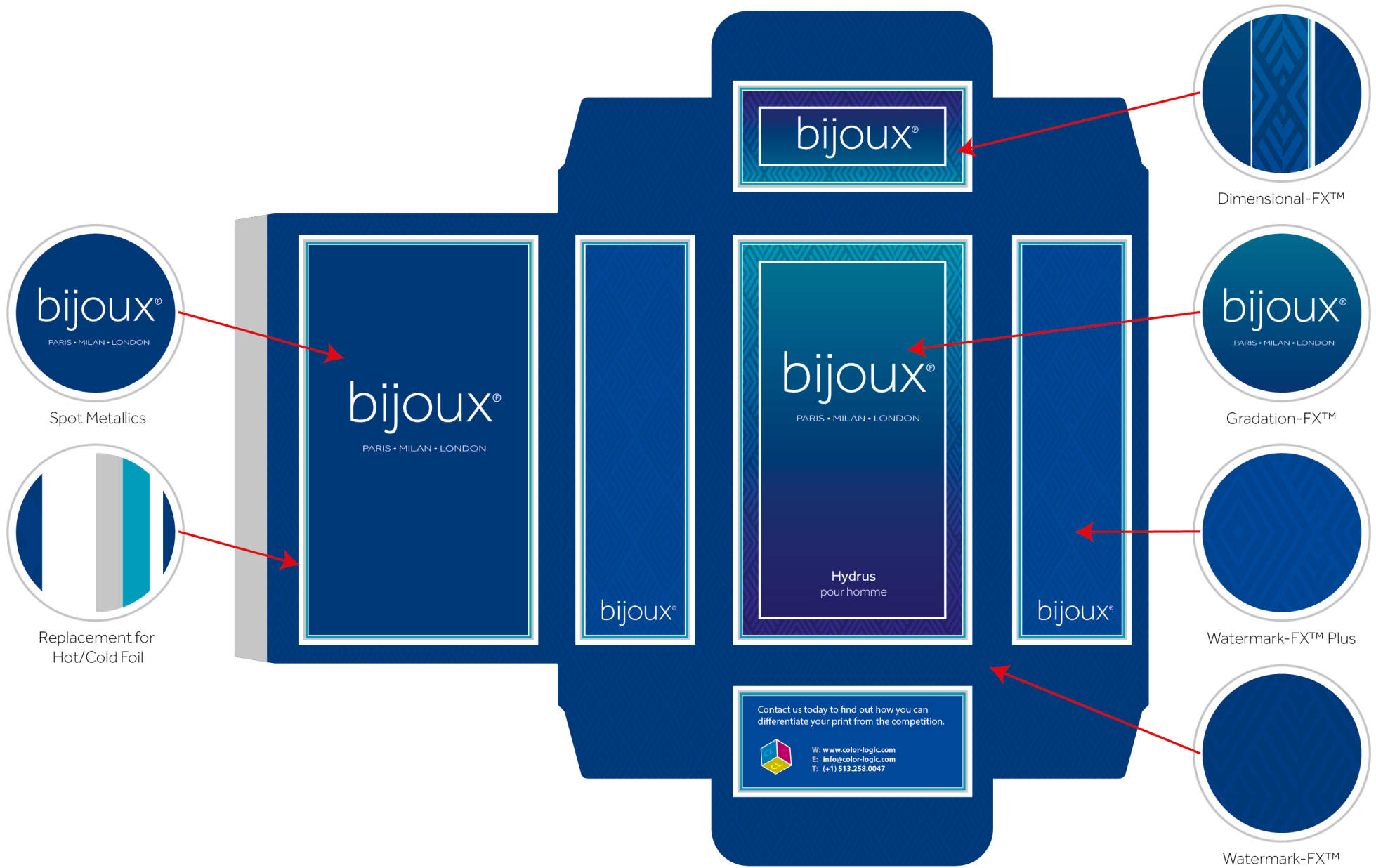
Decorative Effects

Add special effects to your print using our dedicated color palettes

Using the Color-Logic Design Suite™ all effects are created at the design stage, giving designers the creative freedom to develop metallic effects above and beyond the constraints of spot color systems, often eliminating the need for post-press finishing techniques previously required to create the same or similar effect. In addition to creating 250 metallic colors, each color also can be made with one of the following decorative effects:

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 seem to vanish and reappear, or produce a subtle watermark or security effect.

Gradation-FX™

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

Watermark-FX™ PLUS

Watermark-FX PLUS is a first line of defense against counterfeiting! Add subliminal patterns, wording, even complex guilloches to artwork.

Image-FX™

The number one rule for a metallic image to work, is to use contrast

Image-FX is an automated photo-realistic image separation plug-in for Adobe® Photoshop® that analyzes your image and calculates the required metallic effect for the different tonal regions – All it takes is a click of the mouse, however, the plug-in cannot guess what you want to make metallic, so the algorithm calculates the metallic effect for the whole image based on the hue value of the pixels – Once the image has been converted, you are then free to airbrush or mask out areas of the image that you wish to remain in CMYK.

TIP: We advise to work on a ratio of 40/60, where the image and/or design, uses a ratio of approximately 40% metallic to 60% CMYK. This will ensure that your design works well, even in low lighting conditions.
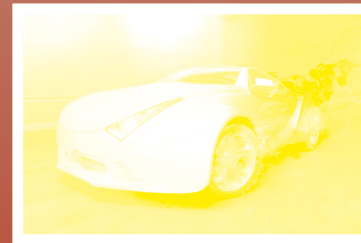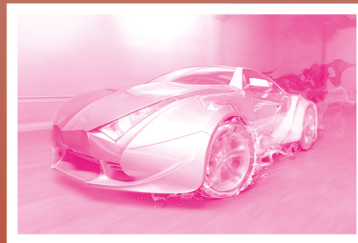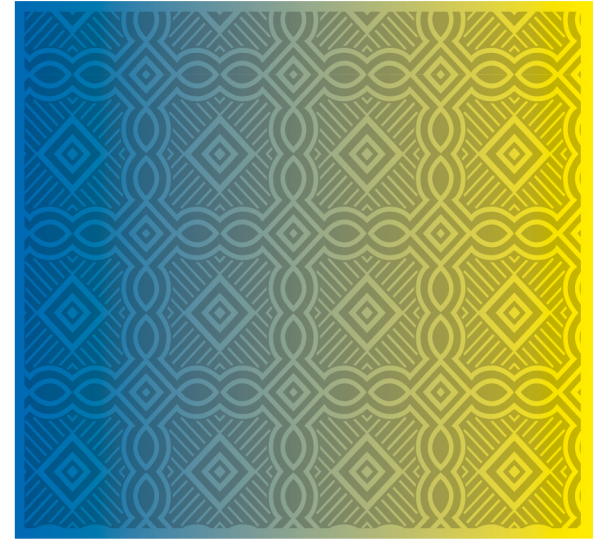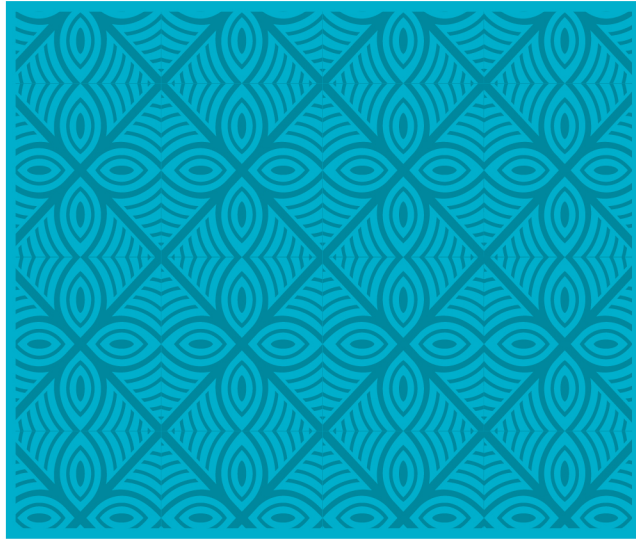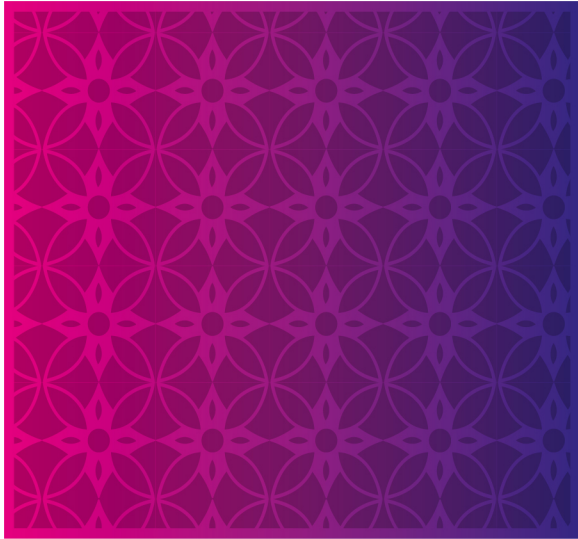
Each pattern can be used in 6 different ways (see right hand page) across 250 different metallic colors or metallic gradients. You can even scale and rotate patterns, or overlay different patterns and effects to create something entirely new and unique!

Pattern-FX™

An optional purchase to supercharge your Color-Logic Design Suite*

With over 100 unique effects achievable in each volume, create eye-catching designs in a matter of seconds and give your print that sparkle it deserves, or utilize one of our predefined patterns as a micro emboss plate, or intricate varnish layer!

Minimum System Requirements: For Adobe® Illustrator® only.   *Separate purchase required

Metallic
The only part that is metallic, is the actual pattern.

Dimensional-FX™
Patterns knocked out of a metallic area, visually change color and dimension, from a lighter to a darker hue.

Watermark-FX™
Patterns visually appear and disappear as the print is moved.

Watermark-FX™ Plus
Patterns created as subliminal watermarks that can be utilized on any CMYK area of your print.

Generate complex varnish or emboss plates
Each pattern also has an "emboss" and "varnish" option, allowing the user to create complex micro emboss separations, or varnish plates that are ideal for spot varnishes or clear toners.

Security-FX™

Your first line of defense against counterfeiting

Using the Color-Logic Design Suite™ you can create a broad range of security effects by combining our core decorative effects, primarily, Dimensional-FX™, Watermark-FX™, Watermark-FX Plus™, Gradation-FX™ and Image-FX™ — Because all effects are created at the design stage, you have the creative freedom to add a first line of defense to your print, without increasing the cost beyond a five color print job. Color-Logic separations can also be created and output using either overt or covert ink technologies, such as invisible inks or tactile varnishes.

VARIABLE DATA IN METALLIC: Variable metallic data executed on a digital press can provide brands of all sizes not only personalization, but a first level of anti-counterfeiting security as well. Color-Logic design tools, together with commonly used variable data tools that work at the design level (will not work with PDF variable data solutions), easily provides brands with basic anti-counterfeiting features.

HRH Princess Britney

€100

GIFT VOUCHER

This is a sample voucher only and has no face value

VOUCHER CODE:

TIP: When working with intricate line art, such as is used on the security guilloches in the above graphic, first convert your strokes to outlines, so that you can use the Color-Logic graphic style palettes to easily apply metallic colors to line art!

Digital Printer October 2017 Front Cover Color-Logic Vivid Laminating.pdf

PROCESS METALLIC COLOR SYSTEM™ – **PRINT EVALUATION TEST FORM** PAGE 1 OF 2

© www.color-logic.com

NOUVEAU
color essentials CLO17-9

AUTHENTIC CANADIAN ICE BREWED BEER
mybrand
ICE
5.4% Alc./Vol.
© www.color-logic.com
750ml ℮

Shine
BATHROOM CLEANER
COLOR-LOGIC
www.color-logic.com

ORCHARD ESTATE
Zinfandel Rosé
2006

Design contains Dimensional-FX™ techniques — Design contains Gradation-FX™ & Dimensional-FX™ techniques — Design contains Gradation-FX™ techniques — Design contains Gradation-FX™ & Dimensional-FX™ techniques

HOW SECURE IS YOUR PRINT?
ADD AN EXTRA LEVEL OF SECURITY TO YOUR PRINT WITH THE PROCESS METALLIC COLOR SYSTEM
WWW.COLOR-LOGIC.COM

WWW.COLOR-LOGIC.COM
A NEW CONCEPT IN DESIGN AND PRINT TECHNOLOGY

NEW
color essence
PASSION FRUIT
TOTAL COLOR CONTROL FORMULA
WITH ADDED DIMENSIONAL-FX™

Design contains Image-FX™, Gradation-FX™ and Watermark-FX PLUS™ techniques — Design contains Image-FX™, Gradation-FX™ & Dimensional-FX™ techniques — Design contains Gradation-FX™ & Dimensional-FX™ techniques

COLOR LOGIC
Special Effects for Print™

These forms should be printed to your own in-house standard, substrates and process control.
Please submit your printed test forms to Color-Logic for certification.

Americas & Canada send to:
Color-Logic Inc
Suite 248 · Princeton-Glendale Road
West Chester · Ohio 45069-1675 · USA

Europe, Middle East, Africa & Asia Pacific send to:
Color-Logic Inc
68 Fieldhead Road · Guiseley · Leeds
West Yorkshire · LS20 8DU · UK

TRAPPING 49

FX-Viewer™

See your metallic designs and effects on your computer monitor

FX-Viewer enables graphic designers, agencies, and printers to visualize the dramatic Color-Logic effects on the monitor before proofing or going to press. The simple and easy-to-learn user interface provides customers with a powerful tool for visualizing the impact Color-Logic provides to their printing. Choose to visualize your designs for either silver ink printing, or white ink for printing on metallic substrate.

IMPORTANT: This is a Mac application only. Not available for Windows

BEST Offset Silver Ink™
This is for Conventional Litho Offset printing only

Color-Logic BEST Offset Silver Ink is a conventional offset ink, which is a first-down metallic and enables printers to create an extended color gamut of metallic colors by printing their process inks over it. Because most CMYK process inks are translucent, the Color-Logic BEST Offset Silver Ink can shine through and create a diverse range of metallic colors! These metallic colors can be used to create dividers for sections within a booklet, text and key lines, background effects around an image so it pops off the page, or dramatic metallic gradients from one metallic hue to another.

Color-Logic BEST Offset Silver Ink prints at a very thin ink film thickness (density) which allows for better control on press. When printing floods or other high coverage print jobs, significant cost savings may be realized, due to reduced metallic ink consumption.

Traditional silver inks lose luster when used with any type of coating. Color-Logic BEST Offset Silver Ink retains its luster after aqueous or UV coating, varnishing, and even gloss lamination. It is an ideal all-round ink whenever a protective coating is required. It has excellent intercoat adhesion, and can be used for blister pack applications and foil stamping!

Key Facts

➤ Retains it's luster when aqueous or UV coated, or gloss laminated

➤ Ink film thickness (density) is 30-40 percent less than conventional metallic silver ink, reducing ink consumption

➤ Can be used to replace your conventional silver ink, or used in conjunction with the Color-Logic System

➤ Reduces ink inventory – No need to mix or tint individual metallics for each job!

Color-Logic BEST Offset Silver* (p/n CL4713-BOS-01-2LB)

Ink Film Thickness (Printing ink density) Comparison Chart
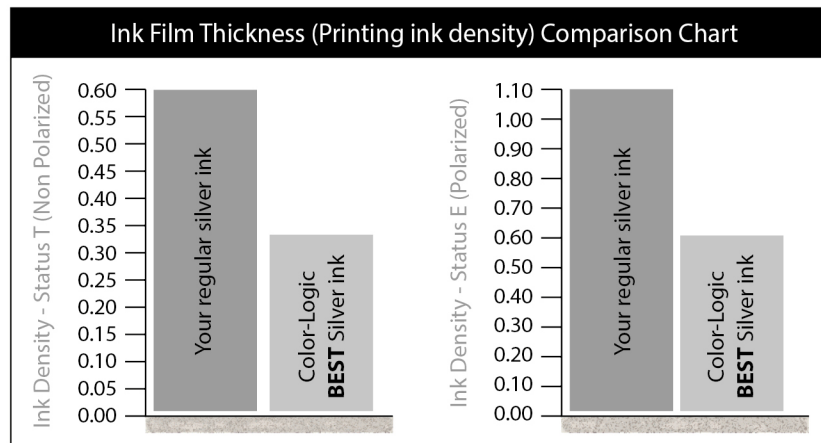
Type of Silver Ink Used	Is your metallic silver ink compatible with the following protective coatings without dulling down?		
	Aqueous	UV	Laminate
Your regular silver ink (e.g PMS® 877 silver)	✗	✗	✗
Color-Logic "BEST" Silver	✔	✔	✔

Brings value to print by adding uniqueness and differentiation to designs and products

Economical – combined with process inks, produces hundreds of metallic colors, reducing inventory of spot metallic inks

Special effects – create dynamic special effects using silver and CMYK inks

Tack – print over Color-Logic BEST Silver or even coat it without losing the metallic effect

* Color-Logic branded inks may only be purchased and printed by licensed Color-Logic printers

Tips & Tricks

Working with metallics can be tricky, it is
often the opposite of what you think that
will create the best looking design!
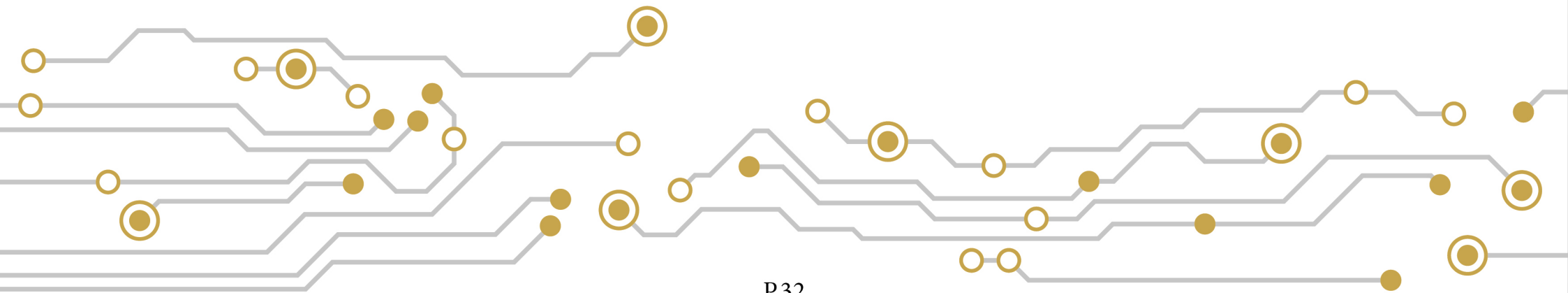
Getting creative
Combine multiple effects and take your design to another level

Each effect that you can create with the Color-Logic palettes and plug-ins, can be combined to create something above and beyond what spot color printing can do! For example, a user could create a metallic Gradation-FX and then add a Dimensional-FX pattern to that element. Process colors can be blended into metallics, to create smooth transitions of color, that add a touch of luxury to a printed piece.

In the example to the right, we have combined multiple effects to enhance this toy packaging, using Gradation-FX, solid metallic colors, Pattern-FX, and Dimensional-FX.

Color-Logic can also be used in combination with other print technologies, such as with digital varnishing or foiling systems.
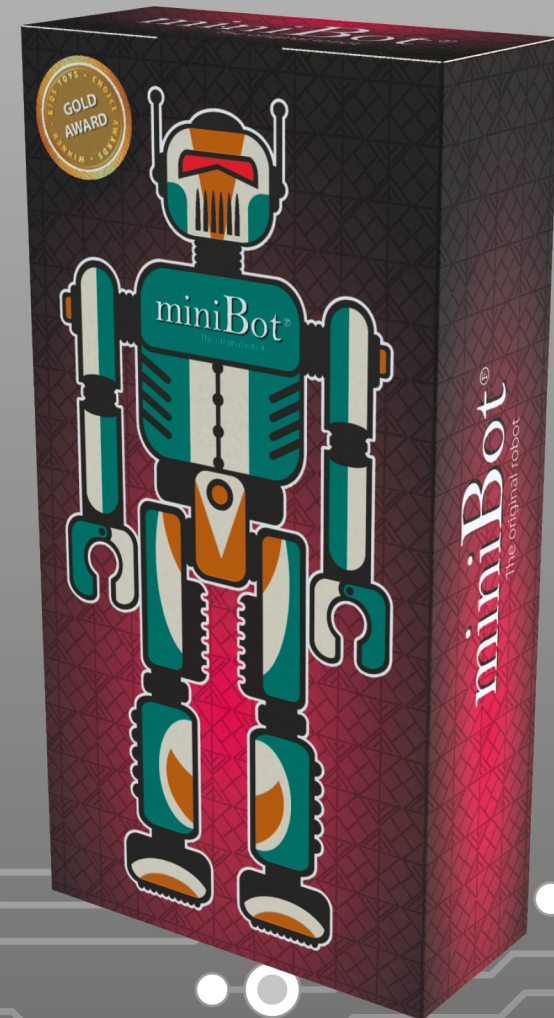
Working with chrome

Shadows and highlights are not reflective!

When working with images that contain chrome content, it is very important to consider where the metallic effect would be utilized. In this image to the right, the kettle has clearly defined highlight and shadow areas, both of which would not contain metallic luster - A chrome effect is only visible due to the effect of white highlight next to shadow to give the appearance of bright reflected light. If we were to make the kettle metallic, it would have very few areas in which we could place the metallic effect. White highlights need to be kept as white, and shadows absorb light, they do not reflect it! So when working with chrome images, it is better to place metallic into the background, thus bringing the product to an even more brilliant clarity.
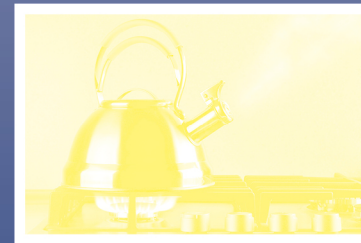
Be mindful with automotive images

Foil substrates and metallic inks are not the same as metallic car paint

It is a natural assumption that the automotive industry would be a perfect market for Color-Logic, however, it is extremely difficult to get a true match with a printed design using either silver foil substrates, or silver ink/toner, when attempting to match car paint finishes. If color accuracy of the metallic image is not essential, you can create a great effect that simulates a metallic car, however, be wary that an automotive brand may request that you match car paint chips for the myriad of metallic colors now available on cars, and that is where you will have difficulties, as you cannot accurately match car paint pigments using analogue or digital printing processes.

Jewelry & premium product shots

Just because you can make an image metallic, doesn't mean you should!

When using metallic inks with premium product shots, it is recommended to place metallic only into the background. Metallics, when seen in poor light conditions, are dull and flat – words you do not want associated with your brand! So it is important to retain clarity of the product by keeping this in CMYK. With the background in metallic, the product leaps off the page.

Tip: Enhance jewelry brochure work by adding text and tint panels created in contrasting metallic hues, such as using Gold, Silver or Platinum metallic hues to complement the image, while leaving the product in CMYK. This technique creates a look and feel of elegance and luxury throughout the brochure. And remember, less is often more with metallics!
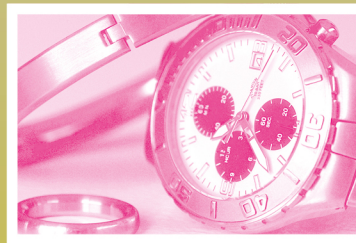
Show of technology

The following pages highlights some of the applications for metallics and high-value added print
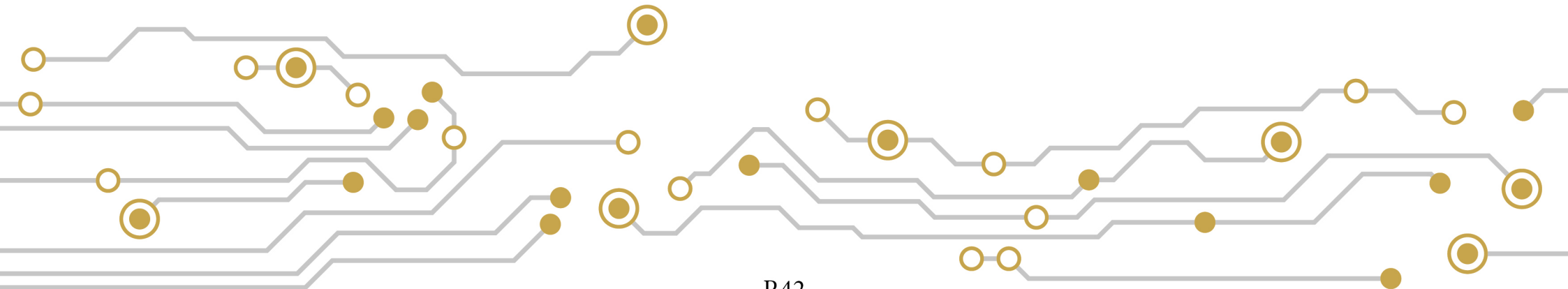
Business Cards ... Magazines ...

Greeting Cards ... Direct Mail ...

Garment Tags ... Loyalty & Store cards ...

Security Printing ... Labels & shrink sleeves ...

Luxury Packaging … Flexible packaging …

Large format ... Point of Purchase ...
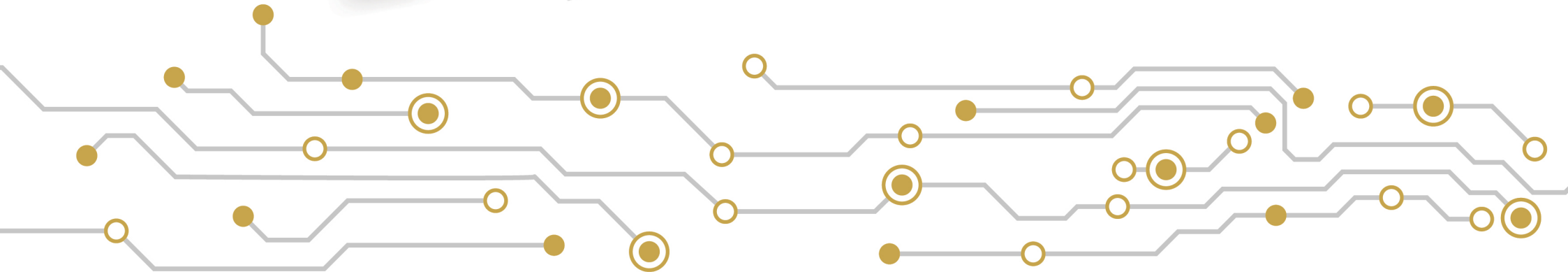
... and Foiling applications!

All it takes is one foil (E.G., Silver or rainbow) to create all 250 foil colors in the Color-Logic swatch book!

*W*e hope you like what you see in this brochure, and look forward to you joining our network of innovative print suppliers around the world.

Color-Logic

Support

You will find the answers to our most commonly asked questions in our comprehensive FAQ section online.

We also have an extensive set of resources for educating our customers which is available via the dedicated Client Login area on the Color-Logic website. Access to the login area requires continued enrollment in the Color-Logic S.M.A.R.T Program (for Sales, Marketing and Related Training) which provides access to the latest installers and technical support.

FAQs
www.color-logic.com/support/FAQs

@
support@color-logic.com

S
Skype: Colorlogic-US

WWW
www.color-logic.com

COLOR LOGIC CL CL CL ®
Special Effects for Print™

Color-Logic Inc

Suite 248 • 8216 Princeton-Glendale Road

West Chester • Ohio 45069-1675

T: 513.258.0047   **E:** info@color-logic.com   **W:** www.color-logic.com