

CASE STUDY:

With Color-Logic: 5 printing plates
Standard silver foil substrate + WHITE, CMYK

Conventional printing method (5 printing plates+3 hot foils)
Standard silver foil substrate + WHITE, CMYK, Copper hot foil, silver hot foil, gunmetal hot foil
(note, this does not take in to account the Color-Logic branded logo, which would be an additional 3 foil plates!)



Solid metallic

Color used: CL239-S

Solid "bespoke" metallic

The crest required a color match, so we created a unique color to match customer supplied sample.

Solid metallic

Color used: CL 4713 SILVER
(to replicate foil stamping)

Dimensional-FX Background

Color used: CL239-S Dimensional-FX.
A dimensional-fx, micro pattern was applied to the background to add contrast and lighten the overall color of the box

Silver Frame

Color used: CL 4713 SILVER

Metallic Text

Color used: CL239-S

Solid metallic

Color used: CL245-S

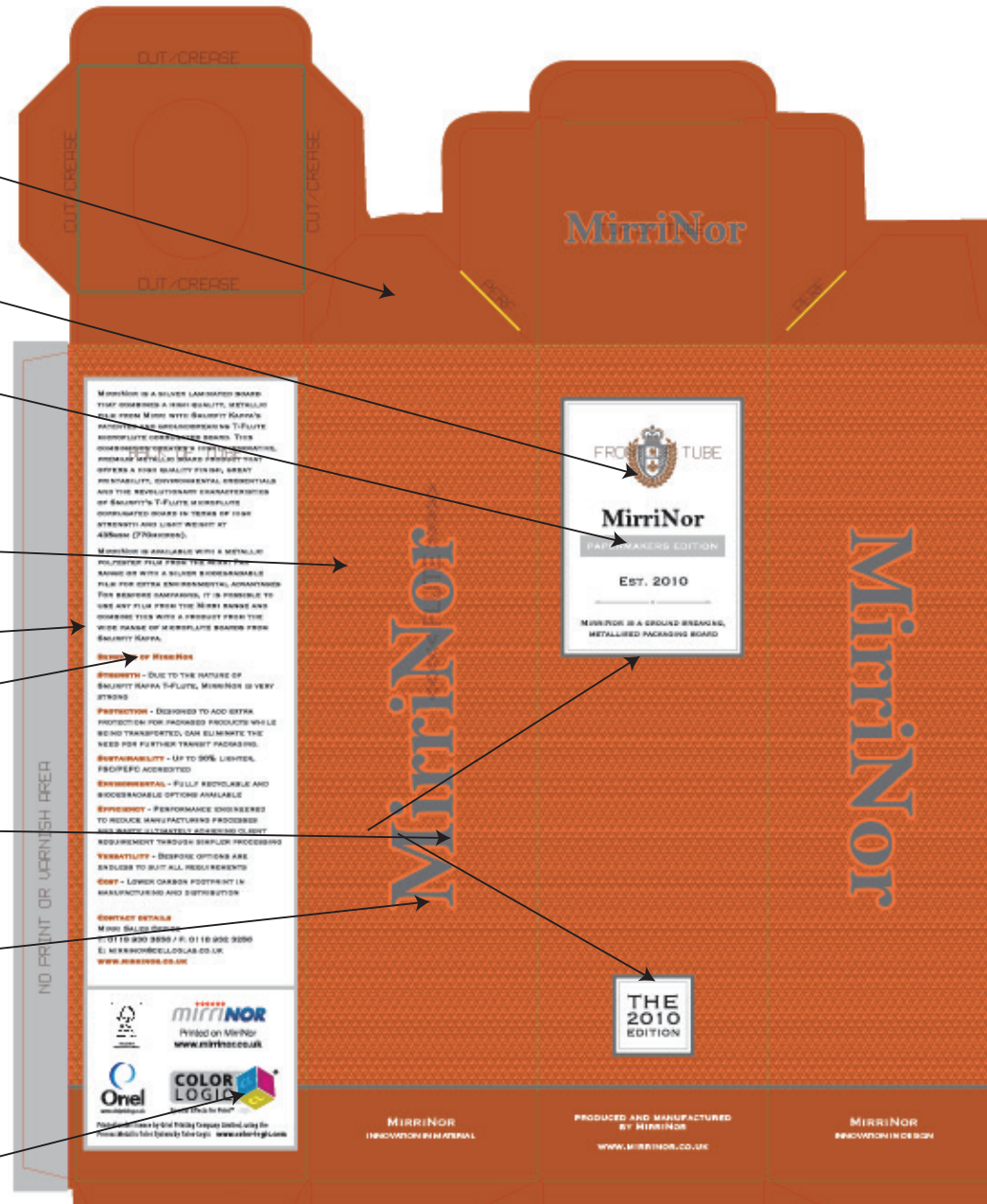
Dimensional-FX Frame

Color used: CL239-S Dimensiona-FX
(used to frame back the darker metallic) adds dimension between metallic colors to add areas of interaction

Color-Logic Branding

4 metallic colors used, each with a Dimensional-FX inner set of "CL" characters:

Yellow / CL030-S + CL030-S Dimensional-FX
Blue / CL110-S + CL110-S Dimensional-FX
Magenta / CL190-S + CL190-S Dimensional-FX
Silver / CL 4713 SILVER



NOTE:

We have done a direct comparison between a traditionally printed box, using hot foil stamping, versus using Color-Logic.

This does not take in to account any post finishing lamination, varnishes or embossing which would be the same for both printing methods.

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