

# CASE STUDY:

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

**Conventional printing method (5 printing plates+3 hot foils)**  
Specialized brushed aluminum substrate + WHITE, CMYK, Dark Pink hot foil, Light Pink hot foil, silver hot foil  
(note, this does not take in to account the Color-Logic branded logo, which would be an additional 3 foil plates!)



## Brushed aluminum effect

Stock imagery of brushed aluminum was opened up in Photoshop and processed through the Color-Logic "Image-FX" plugin, to create a photorealistic metallic/white ink separation for the different tonal regions of the image.

## Checkerboard "Dimensional-FX" Background

Alternative squares of CL183-S + CL183-S Dimensional-FX

## Silver Frame

Color used: CL 4713 SIVER

## Metallic Text

Color used: CL188-S

## Solid metallic

Color used: CL188-S

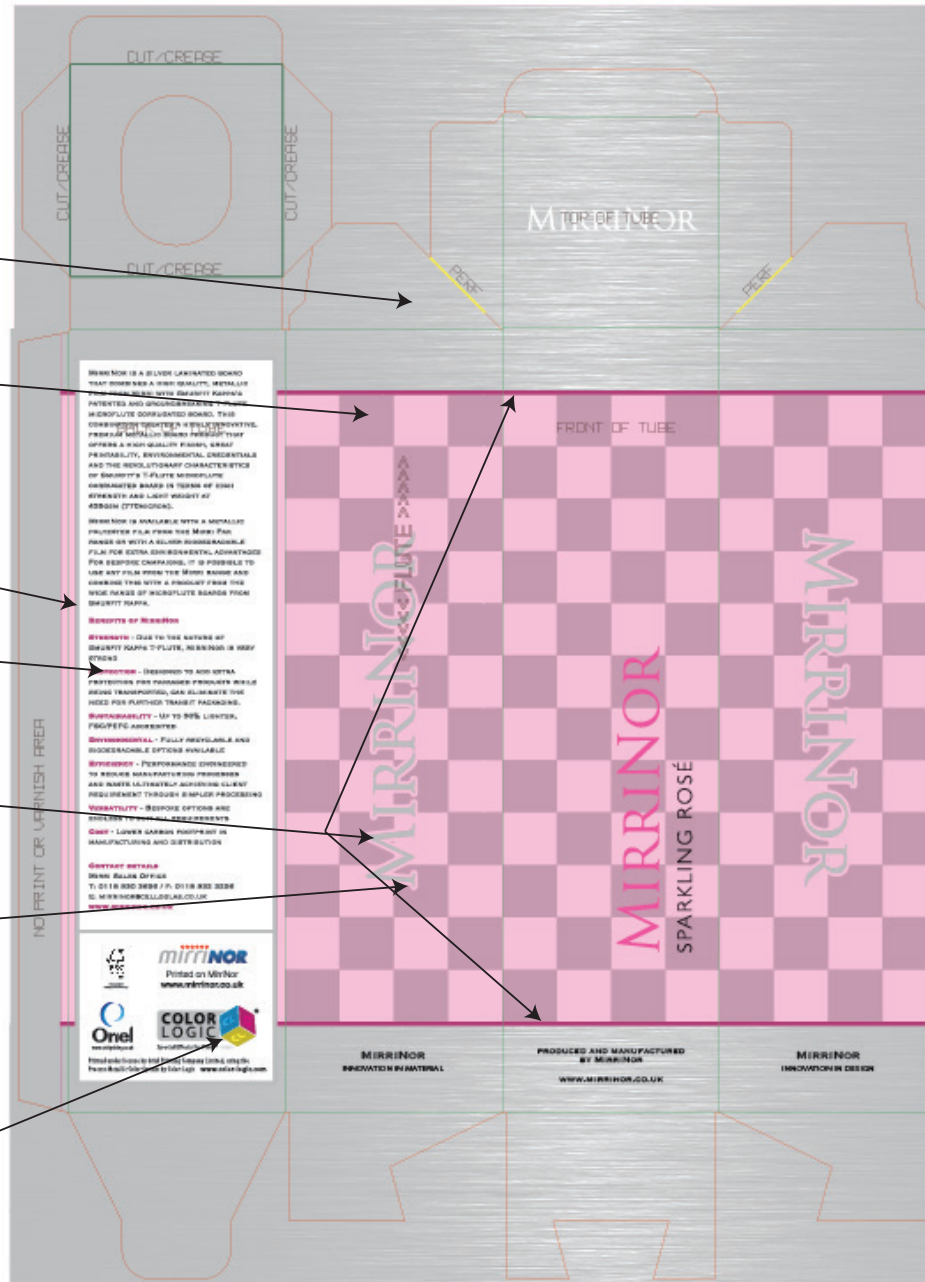
## Dimensional-FX Frame

Color used: CL188-S Dimensional-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.

[www.color-logic.com](http://www.color-logic.com)