

When white inks must be created manually, it is virtually impossible to incorporate variable data in a foil area to be overprinted CMYK. In such instances, it would be necessary to manually create a separate white ink mask for each data variation. For example, each variable text area – such as the personalized 'Save the Date' line on the cards below – would require its own manual white ink mask.

With the Color-Logic software, white ink masks are automatically created as the file is processed, eliminating the need for creating white ink masks during design. The unique Color-Logic process permits using variable elements throughout the design—from simple personalized text, to more complex techniques such as sequential numbering and variable images.



The design below shows a simple but elegant use of variable data for personalization. Each card has been personalized with the names of the couple to be wed.



Variable personalization

See a video tutorial showing how this layout was created. [Click here.](#)

Example Applications

