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 alluminium 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!)

COLOR LOGIC ®

Special Effects for Print™

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
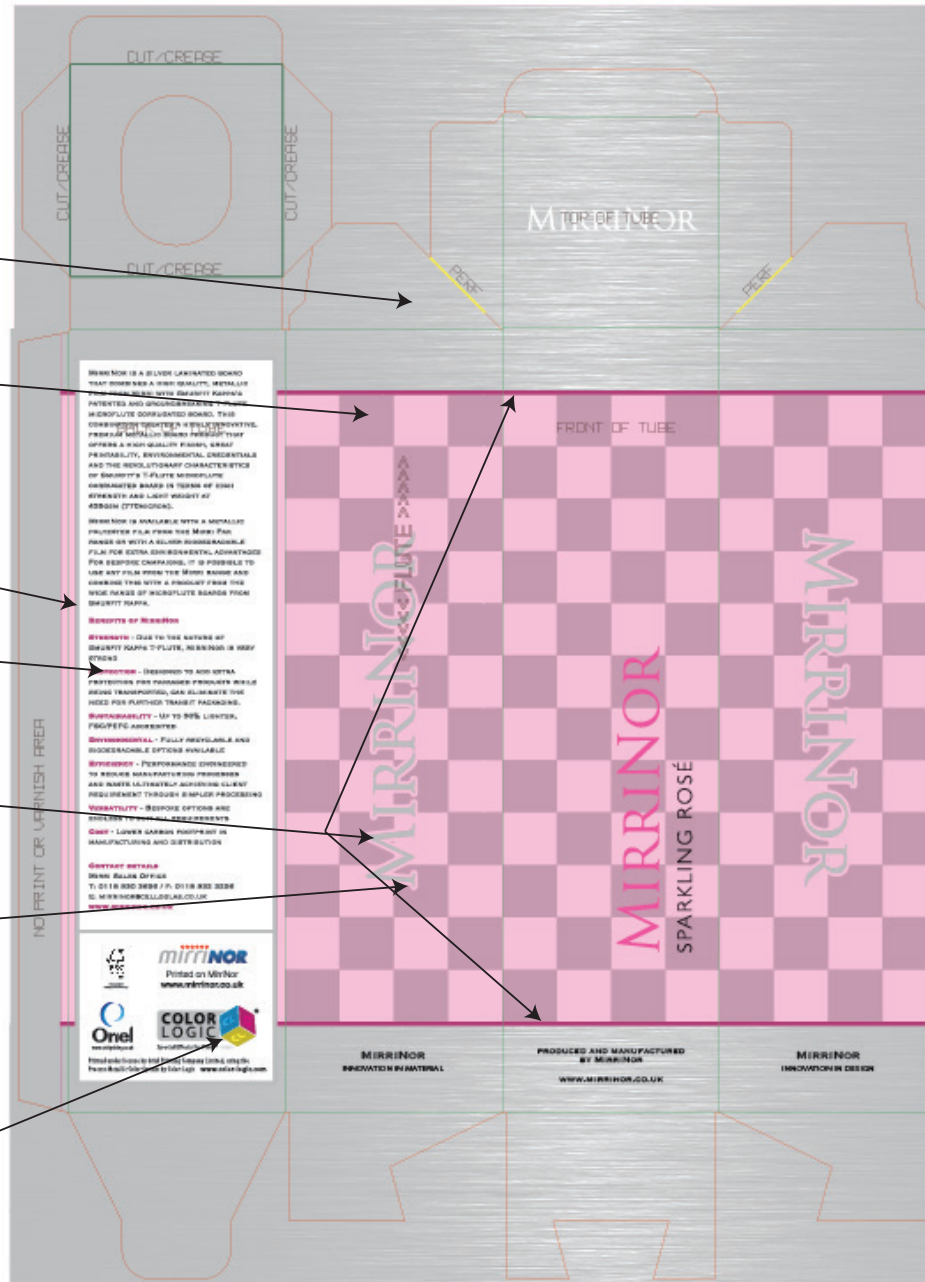Color used: CL188-S

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 tradionally 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