



XEROX® ADAPTIVE CMYK PLUS TECHNOLOGY FOR THE XEROX® COLOR C60/C70 PRINTER

# Graphic Design and File Preparation Guidelines



A person wearing a denim shirt is using a stylus to interact with a tablet. The tablet displays a color calibration chart with a grid of various colors. The background is blurred, showing what appears to be a workshop or office environment.

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# Your design dreams realized.

## Welcome to more visual “wow!”

Most print designers we know dream of working on a project that involves specialty effects. Varnishes and foiling are two popular examples of eye-catching finishes that can be applied by industrial printing companies, but the added cost and time can make these projects quite difficult to achieve.

Xerox® Adaptive CMYK Plus Technology for the Xerox® Color C60/C70 Printer changes that.

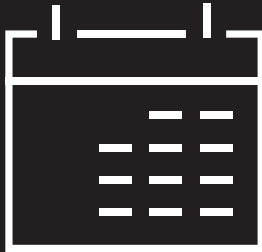
This innovative accessory lets you unleash the power and intrigue of four Vivid CMYK Plus Toners—**Gold, White, Silver, and Clear**—all in a single pass, bringing high-value enhancements to short-run digital easily and cost-effectively.



# Say goodbye to costly foiling or coating and hello to new jobs.

Unique Xerox® Adaptive CMYK Plus Technology enhancements make it easy for you to breathe more inspiration into print while sticking to your clients' budgets and timelines.

## USING TRADITIONAL METHODS:



### Add days to your production timeline.

While beautiful, foil stamping is a labor- and time-intensive printing method that requires multiple runs to achieve multi-color designs.

### Add cost.

All that labor makes foil stamping expensive. Also, it can be applied only to static (non-variable) elements.



## ADAPTIVE CMYK PLUS TECHNOLOGY:

### Deliver enhancements on demand.

Add a wide variety of metallic, white, and clear embellishments to any job element, whether it be static or variable. Jobs are printed at the same productive rate as CMYK-only. No extra time is needed for setup or drying!

### Ideal for:


- Greeting cards and invitations
- Flyers and brochures
- Posters and signage
- Event tickets, gift vouchers, and more!

# Your new go-to design tool.


Xerox® Adaptive CMYK Plus Technology gives you a whole new way to think about design when you are creating for a C60/C70 Printer. When you can use up to four Vivid CMYK Plus Toners at the same time, digital print can move from being a basic option to an absolute must-have.

**BREATHE INSPIRATION INTO PRINT WITH THIS FLEXIBLE OPTION:**


Print traditional digital applications with CMYK:




Get the consistent quality you count on.



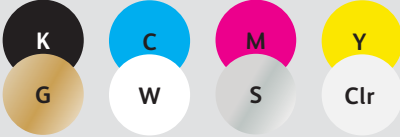
Replace with the Xerox® Vivid Toner Kit:




Run exciting new applications with shimmering metallic, clear, and white toners.



Run two passes for stunning CMYK Plus results:



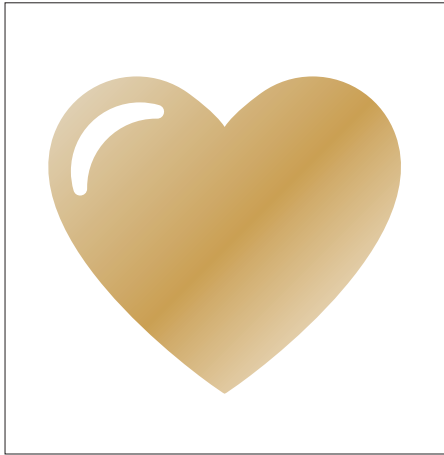
Create eye-catching print pieces with up to eight toner colors on the page.



Your clients will love the budget-friendly impact CMYK Plus Toners provide, too!

# Get ready to shine.

Create stunning CMYK Plus effects:



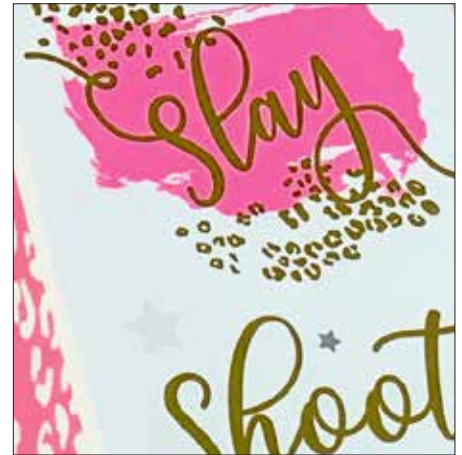
## Create a spot color effect:

Each of our CMYK Plus Toners—Gold, White, Silver, and Clear—can be used on their own to create stunning spot effects. Our metallic inks contain reflective metallic pigments that deliver true sparkle and shine, amplifying your designs.



## Use more than one spot color effect together:

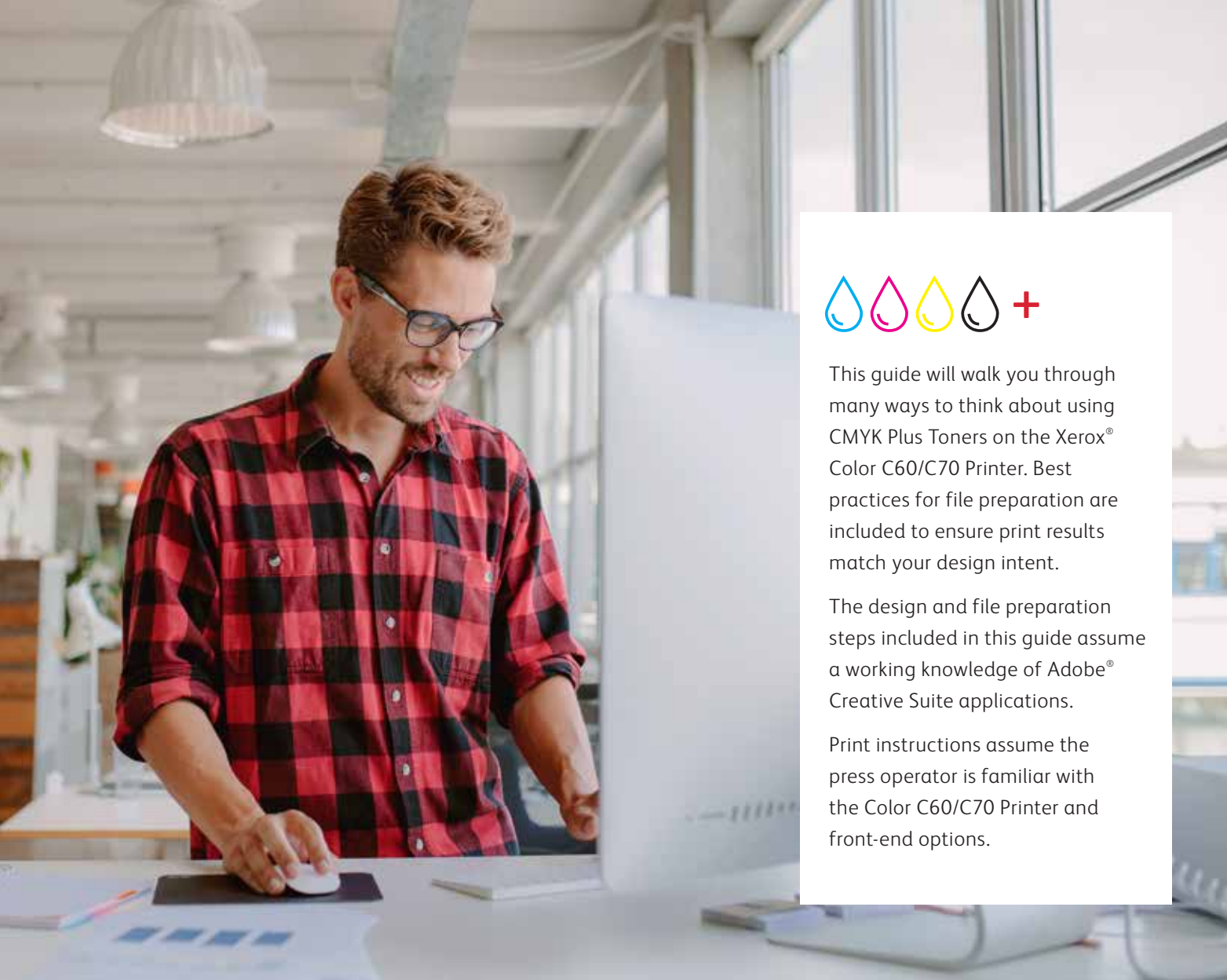
Want to use more than one spot effect in a job? No problem! Adaptive CMYK Plus Technology loads four CMYK Plus Toners at the same time, so you aren't limited to only one enhancement color per job.



## Layer CMYK with CMYK Plus:

When you need a vibrant visual, think about the impact CMYK Plus Toner can make when layered with CMYK. By re-running your base art with a second pass of CMYK Plus, you can add a high-impact layer of "wow"—simply and cost-effectively.



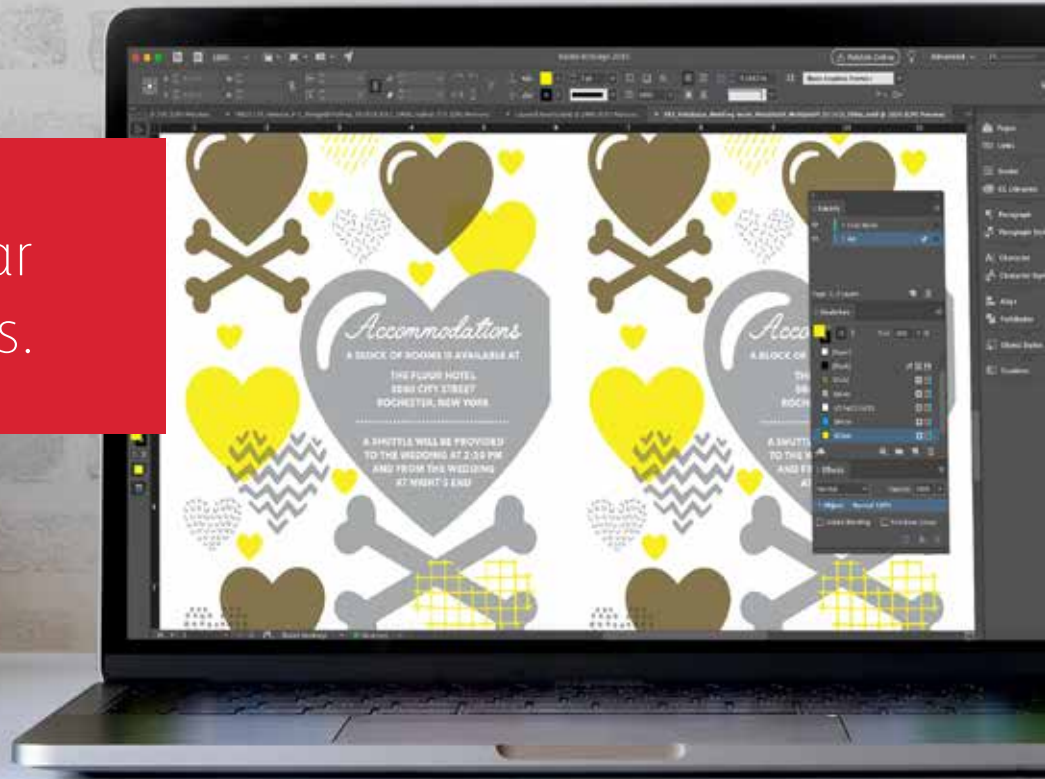


This guide will walk you through many ways to think about using CMYK Plus Toners on the Xerox® Color C60/C70 Printer. Best practices for file preparation are included to ensure print results match your design intent.

The design and file preparation steps included in this guide assume a working knowledge of Adobe® Creative Suite applications.

Print instructions assume the press operator is familiar with the Color C60/C70 Printer and front-end options.

Getting familiar  
with CMYK Plus.







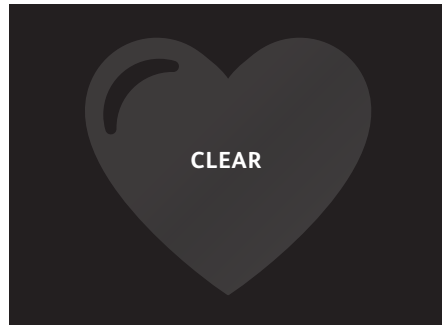
Imagine it.  
Create it.  
Achieve it.



## GETTING FAMILIAR WITH CMYK PLUS

Breathing inspiration into print just got easier.

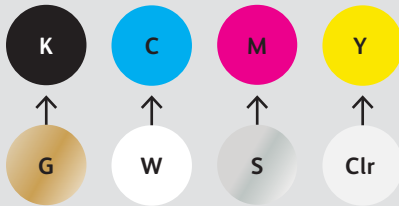
Print up to four Vivid CMYK Plus Toners in a single pass.



**Real metallic effects:** The sparkle of metallic Vivid CMYK Plus Toners can be used on their own or layered with other colors—either CMYK or other CMYK Plus toners—to amplify content in new, visually stunning ways.

**White and Clear effects:** Create new opportunities for unique design expression. Unlock a broader range of specialty media with White Toner, and enhance virtually any stock with White or Clear design effects.

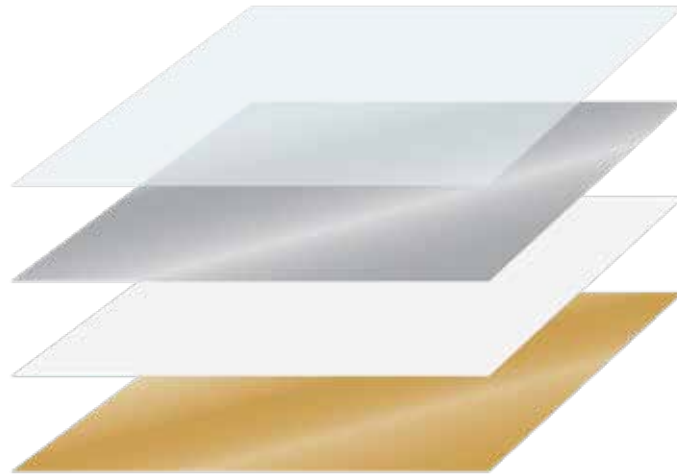
**CMYK Plus Toners replace  
CMYK in the C60/C70 as a set:**



Toner colors cannot be mixed across sets or placed in different cartridge positions.

The order of the colors in the printer does not affect the way your design will print. The object order and settings in your design file is what controls the printed appearance.

**LAYER ORDER, OBJECT OVERLAPPING, AND TRANSPARENCY EFFECTS FOR VIVID TONERS ARE ALL SET IN YOUR DESIGN APPLICATIONS. THIS GUIDE WILL GIVE YOU BEST PRACTICES TO FOLLOW FOR VARIOUS DESIGN TECHNIQUES.**



Xerox® Adaptive CMYK Plus Technology is an innovative accessory kit that lets your print provider swap out their Xerox® Color C60/C70 Printer's CMYK Toner with high-value CMYK Plus Toners in minutes.

While CMYK Plus Toners register well to each other within each side of a page, there can be some variation on jobs that require both CMYK and CMYK Plus Toners due to the fact that paper must be manually re-run through the press after the toners are swapped. Planning for this with designs that allow for registration variation will help you maximize the technology's benefits. You will learn more in this guide.

Creating files with  
spot colors for  
CMYK Plus.

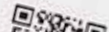
Wedding  
Engagement  
Boudoir  
Seniors  
Families  
Events

xerox™

Printed on a Xerox® PrintLab® device with Specialty Toner.  
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## CREATING A SPOT EFFECT

# Add sparkle and shine with Gold, White, Silver, or Clear.

Make your designs stand out with a simple spot color effect.

### Spot effects are stunning in their simplicity.

Use Gold, White, Silver, or Clear Toners alone to add immediate, cost-effective value to graphics and text.

Spot color effects can be created in several ways:

- **In smaller areas** such as graphics or text using a single toner.
- **In larger flood areas** such as a Clear overlay.





## CREATING A SPOT EFFECT


# Add a spot color effect to graphics or text.

While choosing to add Gold, White, Silver, or Clear spot effects to graphics or text will result in different appearances, the process of identifying these areas in your designs is the same.




Specify as PMS 871C  
and name “SGold”

SAVE AS A  
SPOT COLOR



Specify as 100% Cyan  
and name “SWhite”

SAVE AS A  
SPOT COLOR



Specify as PMS 877C  
and name “SSilver”

SAVE AS A  
SPOT COLOR



Specify as 100% Yellow  
and name “SClear”

SAVE AS A  
SPOT COLOR

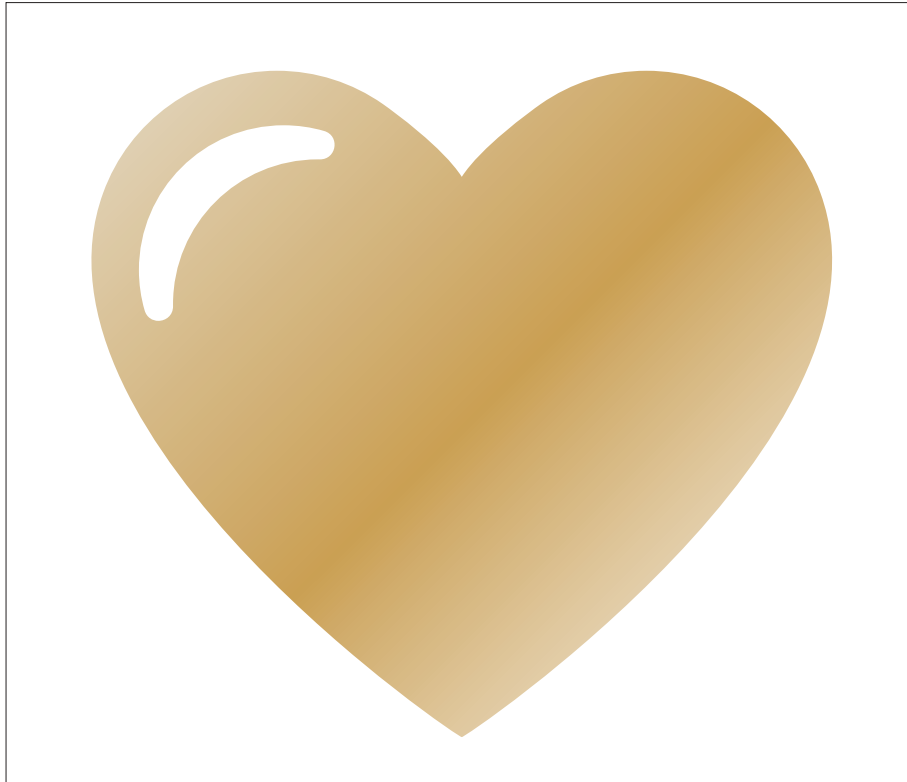


Since specialty effects are applied at the printer, your digital files won't accurately depict the final printed results. We recommend you choose a color to make your spot effects easily identifiable within your files.

**In this guide, we will use:**

- PMS 871C for **Gold**
- 100% Cyan for **White**
- PMS 877C for **Silver**
- 100% Yellow for **Clear**

Spot effects can be created in just a few simple steps. Start by determining what spot effect you want—Gold, White, Silver, or Clear—and where that effect will be applied within your design.



In this example,  
we'll show you how  
to create a graphic  
with a specialty fill.

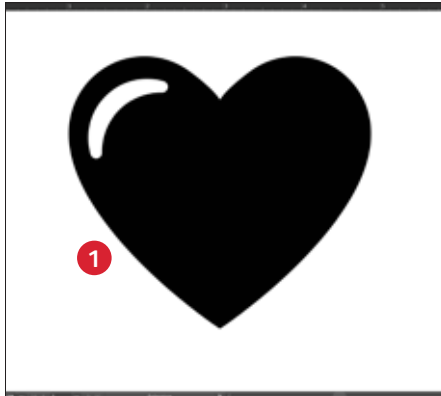
This example uses:



## CREATING A SPOT EFFECT

# Add a spot effect to graphics or text.

While this example uses Adobe® Illustrator®, the same concepts apply in Adobe® InDesign®.



### 1 CREATE YOUR GRAPHIC

Import vector objects, draw and fill a shape, or select text that will have the **Gold** Toner applied in Adobe® InDesign®.



### 2 CREATE YOUR SPOT COLOR

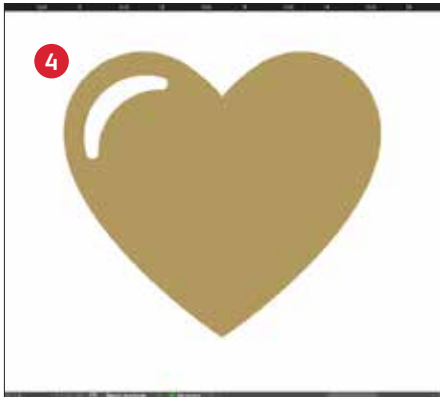
Add PANTONE® 871C to your file so that when you're working on screen, the graphic looks similar to your desired Gold output.



### 3 RENAME YOUR SPOT COLOR

Designate it as a **Spot Color** and name it **SGold**.

**NOTE:**  
Correct capitalization and naming of the color name is important! It lets the printer know where to apply the CMYK Plus Toner.



**4 FILL YOUR OBJECT**

Select the objects in your layer and fill them with the **SGold** color.

**Good communication with your print provider is key!**

When you hand your job off for production, be sure to tell your print provider to run it with the Xerox® Vivid Toner Kit.

They will need to have the Xerox® Adaptive CMYK Plus Technology.

Remember to ask for a proof on your specified stock. This will help ensure the printed result matches your design intent.

Creating files with multiple spot colors for CMYK Plus.





## CREATING FILES WITH MULTIPLE SPOT COLORS FOR CMYK PLUS

# Add sparkle and shine with Gold, White, Silver, or Clear.

Print up to four spot CMYK Plus colors in ONE pass.

**Amplify the power of CMYK Plus spot effects by using more than one color at a time.**

Adaptive CMYK Technology allows your Xerox® Color C60/C70 print provider to swap out their CMYK Toners with Vivid CMYK Plus Toners, giving you the ability to print up to four high-value CMYK Plus colors at the same time.

**The key thing to remember when overlapping objects:** knockout and transparency can be created based on **layer** order and object **effect** (i.e., **Multiply**) within your design application.

See the **Insider Insights** section at the end of this guide for more information.

*File name: Wedding\_Invite\_Vivid\_size.pdf*



## CREATING FILES WITH MULTIPLE SPOT COLORS FOR CMYK PLUS

# Print up to four spot colors in ONE pass.

Start by determining what spot color effects you want—Gold, White, Silver, and/or Clear—and where those effects will be applied within your design.



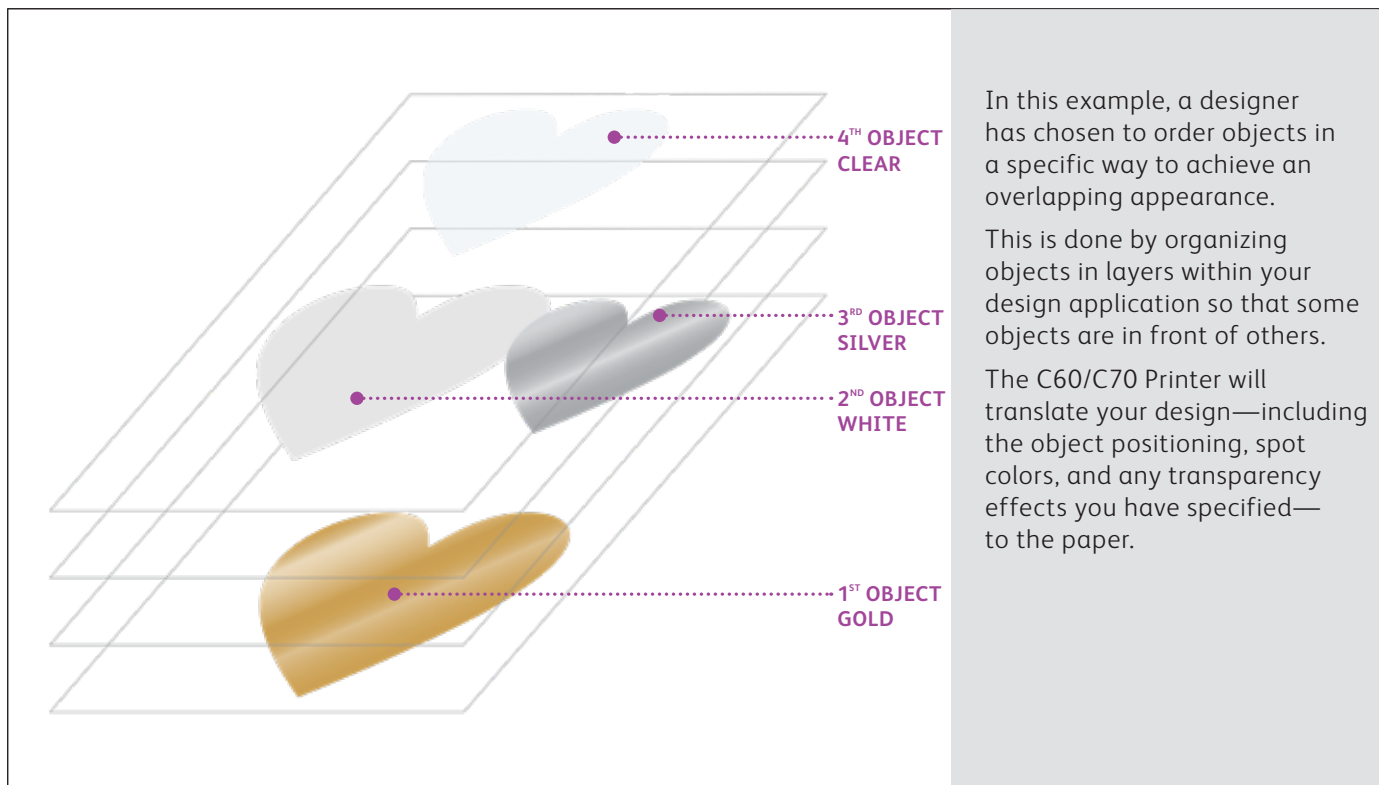
In this example, we'll show you how to use all four Vivid CMYK Plus Toners together in one pass.

This example uses:



Production preview

The order of objects within your design application—and the effects you apply to those objects—is what controls each print’s appearance.



In this example, a designer has chosen to order objects in a specific way to achieve an overlapping appearance.

This is done by organizing objects in layers within your design application so that some objects are in front of others.

The C60/C70 Printer will translate your design—including the object positioning, spot colors, and any transparency effects you have specified—to the paper.

## CREATING FILES WITH MULTIPLE SPOT COLORS FOR CMYK PLUS

# Use more than one spot effect together.

Up to four Vivid CMYK Plus Toners can be used on a page—and may even be placed so they overlap—depending on the result you’re looking for.



### 1 CREATE YOUR DESIGN

Create your design and decide where you want your spot colors to appear.

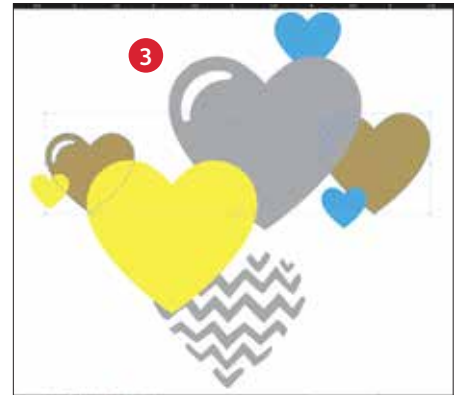


### 2 CREATE YOUR SPOT COLORS

Make sure your spot colors are set up and named correctly:

**SClear** (Capitalized),  
**SSilver** (Capitalized),  
**SWhite** (Capitalized), and  
**SGold** (Capitalized)

All should be designated as **CMYK Spot Colors**.

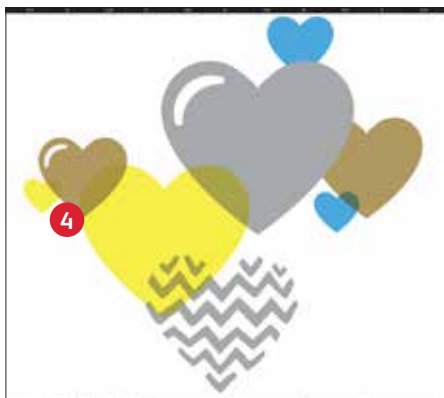


### 3 FILL YOUR OBJECTS

Decide where you want to use your Vivid Kit Toners to create an inspiring “wow” effect.

#### NOTE:

Make note of where objects overlap in your design and decide whether you want them to sit on top of one another or visually blend with a transparency effect.



**4 IF YOU HAVE MULTIPLE  
VIVID CMYK PLUS OBJECTS  
OVERLAPPING IN A DESIGN**

Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers blend. **Clear** should **ALWAYS be set to Multiply** to achieve the best sheen.



See the “Insider Insights” section at the end of this guide for more information on **Multiply**.

For more information on overlapping CMYK Plus objects in your design applications, refer to the Design Tool for Xerox® Adaptive CMYK Plus Technology.

*File name:*  
*Design\_Tool\_CMYKPlusTech.pdf*



Creating files  
with CMYK and  
CMYK Plus.



slay  
Shoot  
for the  
Stars

ILLUMINATING  
MAKEUP PRIMER

18 HR WEAR  
NO PARABENS  
NO SULFATES  
NO ANIMAL TESTING

NO PARABENS  
NO SULFATES  
NO ANIMAL TESTING

COSMETICS SPECIALLY FORMULATED  
FOR THE  
gold getter

118 ml / 4.0 fl oz

## CREATING FILES WITH CMYK AND CMYK PLUS

Create eye-catching print with up to eight colors on a page.

Print CMYK and CMYK Plus in two passes.

### Layering CMYK Plus Toners with CMYK prints unleashes a whole new set of possibilities.

Use solids or tints of Gold, White, Silver, or Clear Toners with CMYK to bring a whole-new “wow” factor to digital print.

CMYK and Vivid CMYK Plus Toners are printed in two passes, so designs must be optimized so they do not require exact registration between the two types of toners.

File name:  
*Cosmetic\_Box\_Vivid\_size.pdf*



## CREATING FILES WITH CMYK AND CMYK PLUS

# Bring it all together.

You can create even more visual interest by mixing areas of CMYK with CMYK Plus to create visually imaginative designs.



In this example,  
we'll show you how  
to use CMYK and  
CMYK Plus together.

This example uses:

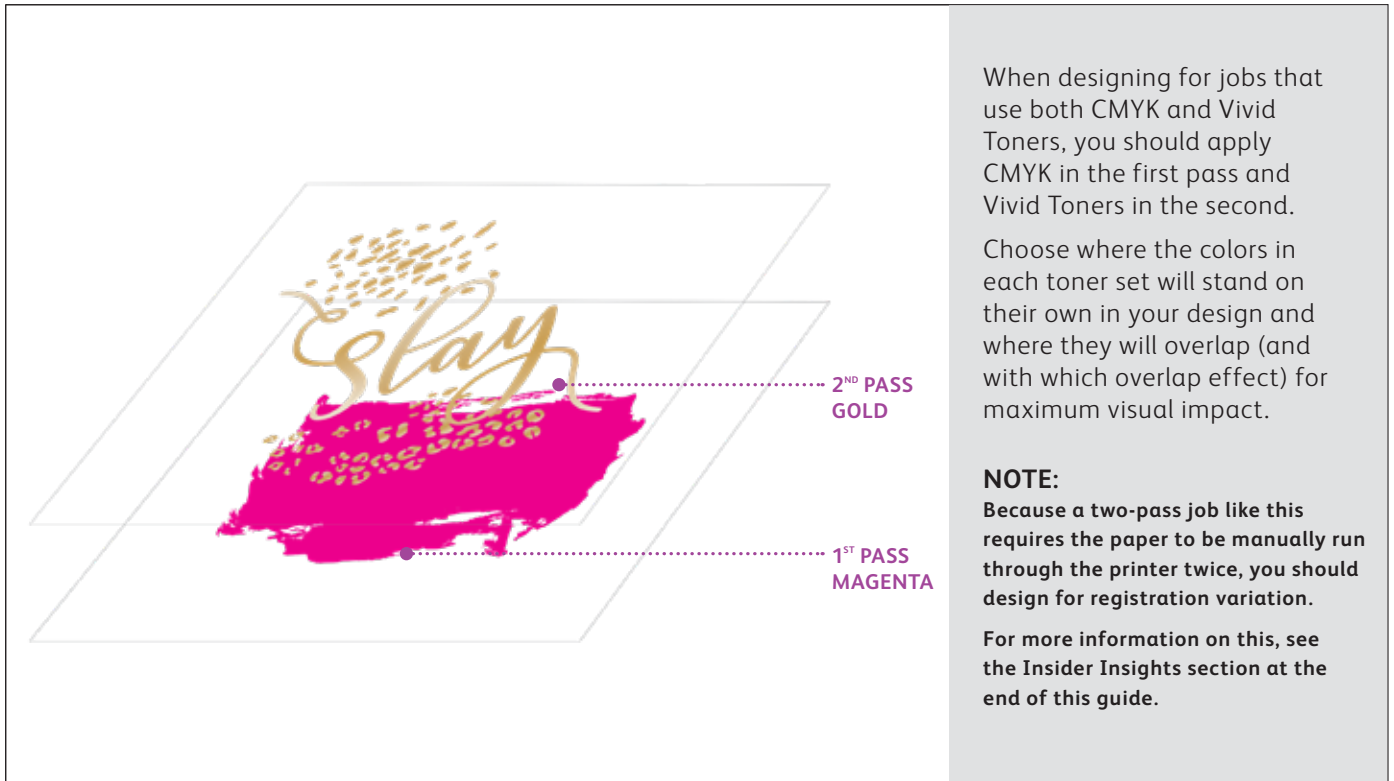


Gold



Magenta

## Using Vivid CMYK Plus Toners on top of CMYK can amplify their impact...



When designing for jobs that use both CMYK and Vivid Toners, you should apply CMYK in the first pass and Vivid Toners in the second.

Choose where the colors in each toner set will stand on their own in your design and where they will overlap (and with which overlap effect) for maximum visual impact.

### NOTE:

Because a two-pass job like this requires the paper to be manually run through the printer twice, you should design for registration variation.

For more information on this, see the Insider Insights section at the end of this guide.

## CREATING FILES WITH CMYK AND CMYK PLUS

# Bring it all together.

Creating for CMYK/CMYK Plus jobs uses different principles than what you learned for creating simple spot and overlapping CMYK Plus jobs. This example requires two passes + overlapping.



### 1 CREATE YOUR DESIGN

Create your design and decide where you want your spot colors to appear.



### 2 CREATE YOUR SPOT COLOR

Make sure your spot color is set up and named correctly:

**SGold** (Capitalized)

It should be designated as a **CMYK Spot Color**.



### 3 FILL YOUR OBJECT

Decide where you want to use your Vivid Kit Toners to create the best "wow" effect you can!





#### 4 MULTIPLY YOUR OBJECTS

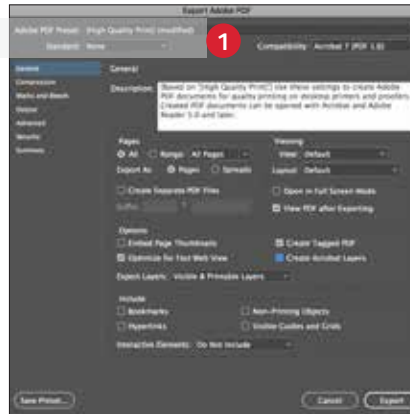
Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers print as desired.

**Clear** should **ALWAYS** be **set to Multiply** to achieve the best sheen.

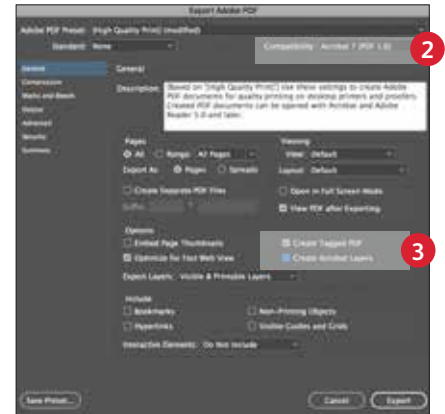
## PREPARING FILES FOR PRINT

# Optimize your PDFs.

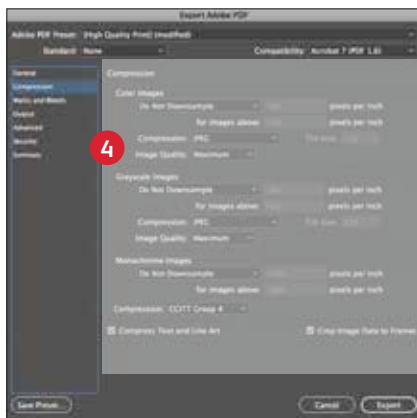
Follow these settings to create a PDF preset in InDesign®:



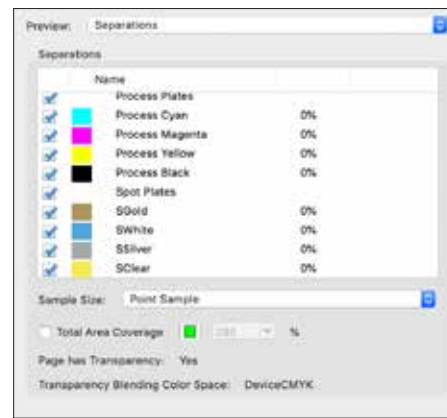
- 1 From the main menu, select File > Adobe PDF Presets > High Quality, and click Save.



- 2 Select General: Compatibility > and choose Acrobat 7.
- 3 On the lower-right side, check Create Acrobat Layers.



Within Acrobat Pro, you can quality check your PDF layers before printing by viewing the file in the **Tools Print Production > Output Preview** window.



**4** Select Compression: Color Images > **Do Not Downsample**.

Compression > JPEG,  
Image Quality > **Maximum**.

Choose the same for Grayscale  
Images. For Monochrome Images >  
CCITT Group 4.



Workflow  
settings for  
print production.

## WORKFLOW SETTINGS FOR PRINT PRODUCTION

# Set yourself up for success.

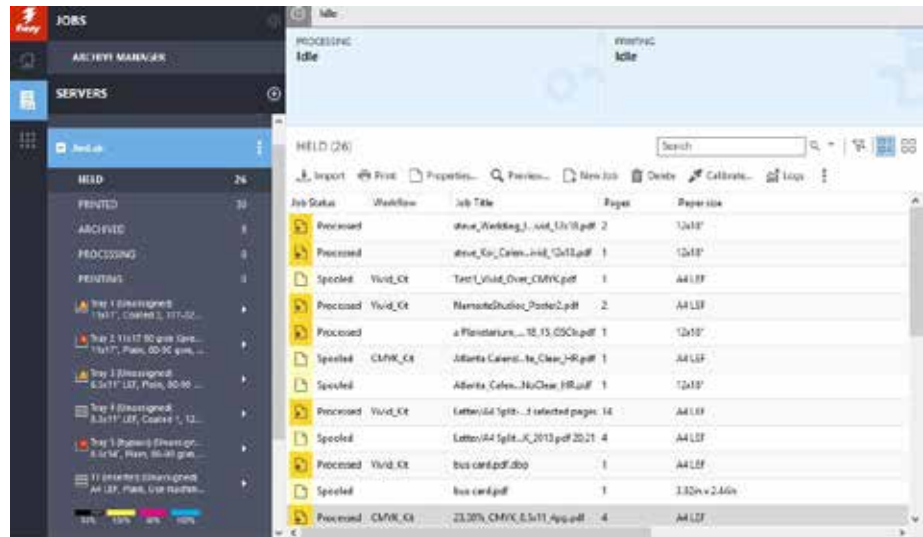
Simplify the proofing and production process with these tips:

### EFI Server:

Xerox® EX-I C60/C70 Print Server Powered by Fiery® or Xerox® EX C60/C70 Print Server Powered by Fiery®—used for all jobs in this sample kit

- Workflow/Preset; Vivid\_Kit or CMYK\_Kit
- Device Center/Spot Color Folder; move the CMYK\_Plus\_ON or CMYK\_Plus\_Off
- Glossy Level set to Glossy when your file has Clear or CMYK Plus Toner

*Reference the Applications Kit Value Propositions Production Notes for more information.*



## INSIDER INSIGHTS

Xerox® Adaptive CMYK Plus Technology is an innovative accessory kit that lets your print provider swap out their Xerox® Color C60/C70 Printer's CMYK Toner with high-value CMYK Plus Toners in minutes.

While CMYK Plus Toners register well to each other within each side of a page, there can be some variation on jobs that require both CMYK and CMYK Plus Toners due to the fact that paper must be manually re-run through the press after the toners are swapped. Planning for this with designs that allow for registration variation will help you maximize the technology's benefits.





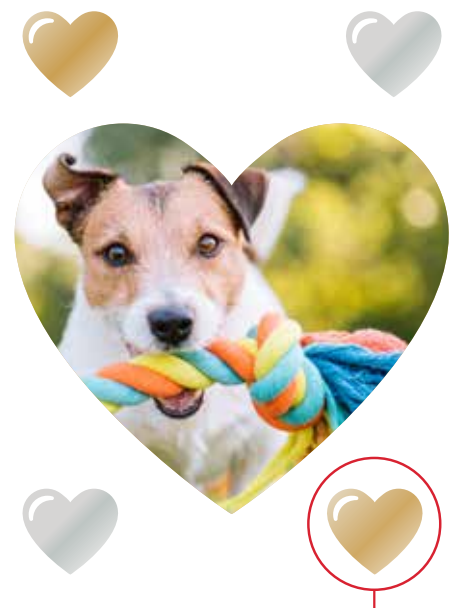
**Design for registration variation in these scenarios:**

When you're planning on using CMYK Plus Toners in addition to CMYK

When you're planning on running 2-sided jobs

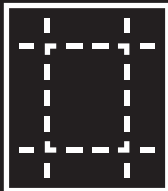


**Intentionally overlap and set to Multiply**



OR

**Leave ample white space**



The enhancement techniques shown in this guide will print differently depending on your stock surface. Coated or silk sheets deliver smoother effects while uncoated sheets may present a more “flinty” appearance.

**It's always a good idea to proof a design on your chosen stock prior to a full production run. This will help ensure the final result matches your intent.**

# Overlapping objects when designing with ONLY CMYK Plus Toners.

**When overlapping CMYK Plus objects, the order of the CMYK Plus Toners in the print engine does NOT matter.**













What DOES matter are the following things in your layout/design application:

- The objects' positions in the **Layers** palette
- The objects' settings in the **Effects/Transparency** palette

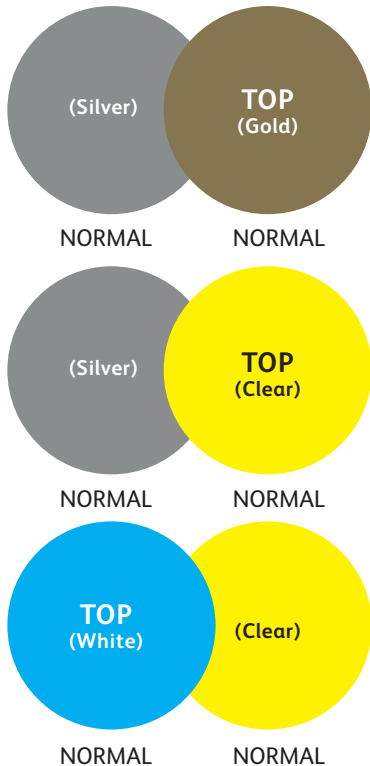


For more information on overlapping CMYK Plus objects in your design applications, refer to the Design Tool for Xerox® Adaptive CMYK Plus Technology.

File name: Design\_Tool\_CMYKPlusTech.pdf

Print Engine Order: <b>CMYK Toners</b>				
Print Engine Order: <b>CMYK Plus Toners</b>				
Design Applications: <b>On-screen Preview</b>	 <b>SGold</b> on screen: PMS 871C	 <b>SWhite</b> on screen: 100% Cyan	 <b>SSilver</b> on screen: PMS 877C	 <b>SClear</b> on screen: 100% Yellow

## Overlapping CMYK Plus objects using **Normal**:



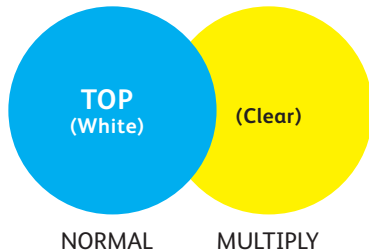
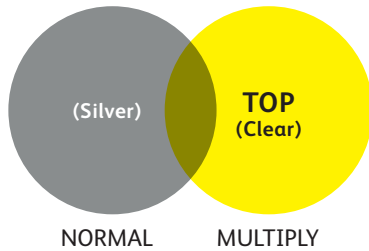
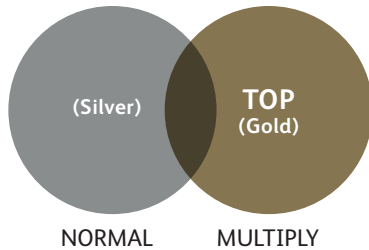
This example reveals the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer)
2. The objects' setting in the **Effects/Transparency** palette when set to **Normal**.

The Top layer CMYK Plus object (circle) will always overprint the Bottom layer CMYK Plus object (circle) when all the CMYK Plus objects are set to Normal.

# Overlapping objects when designing with ONLY CMYK Plus Toners.

## Overlapping CMYK Plus objects using **Multiply** and **Normal**:



This example reveals the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer)
2. The objects' setting in the **Effects/Transparency** palette, when set to **Multiply** and **Normal**.

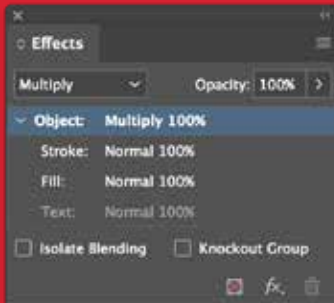
The Top layer CMYK Plus object (circle)—**in combination with** the setting **Multiply**—will always show a transparency effect with the Bottom CMYK Plus object layer (**Normal** setting).

In this printed example, the CMYK Plus object (Clear circle) is set to Multiply, but it is NOT the Top layer; therefore, the two overlapping CMYK Plus objects (Clear and White circles) do not have transparency in the overlapping portion of the two objects.

The Top layer (White circle) must be set to Multiply to have transparency in the overlapping portion of the two objects (White and Clear circles).

## Working with Clear CMYK Plus Toner:

To achieve the best sheen with Clear CMYK Plus Toner when your design is printed, you should always set Clear objects to Multiply in the Effects/Transparency palette within your design application:

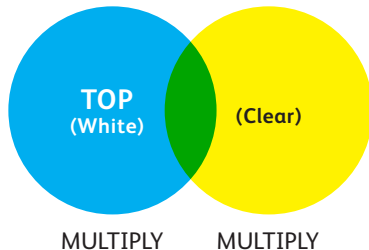
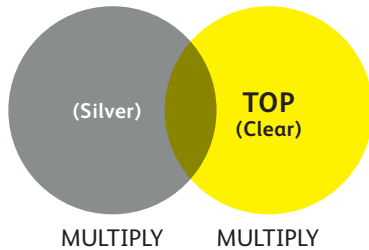
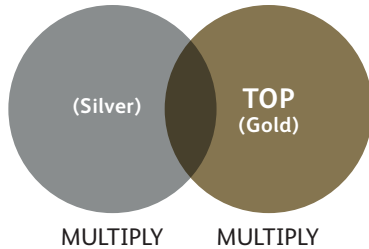


CLEAR STARS SET TO MULTIPLY  
IN THE DESIGN APPLICATION



# Overlapping objects when designing with ONLY CMYK Plus Toners.

Overlapping CMYK Plus objects using only **Multiply**:



This example reveals the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer)
2. The objects' setting in the **Effects/Transparency** palette, when all are set to **Multiply**.

The Top layer CMYK Plus object (circle) **in combination with** the setting **Multiply**, will always show a transparency effect with the Bottom layer CMYK Plus object when it is also set to **Multiply**.





# Breathing inspiration into print.

## **It's time to bring more imagination to every printed page.**

Expectations for digital print are changing. How will you adapt? Xerox® Adaptive CMYK Plus Technology doubles your design freedom by giving you the power to add four new high-end CMYK Plus enhancements using the Xerox® Color C60/C70 Printers. Glimmering Golds. Eye-catching Silver. A versatile layer of White. Plus, elegant Clear accents.

Xerox® Adaptive CMYK Plus Technology means designers have more freedom to explore. More opportunity to bring ideas to life. And more ways to be sure print pieces get noticed.

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