



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

Graphic Design and File Preparation Guidelines



A person is using a stylus on a tablet. The tablet screen displays a color calibration chart with a grid of various colors. The person is wearing a blue shirt and is focused on the task. The background is slightly blurred, showing a desk and other equipment.

TABLE OF CONTENTS

Your design dreams realised	1
Getting familiar with CMYK Plus	6
Creating files with spot colours for CMYK Plus	10
Creating files with multiple spot colours for CMYK Plus	16
Creating files with CMYK and CMYK Plus	22
Preparing files for print	28
Workflow settings for print production	30
Insider Insights	32

Your design dreams realised.

Welcome to more visual “wow!”

Most print designers we know dream of working on a project involving special 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® Colour C60/C70 Printer changes that.

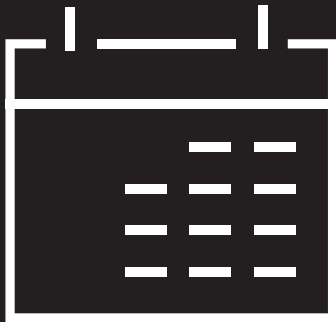
This innovative accessory lets you unleash the power and intrigue of four Vivid CMYK Plus Toners – **Gold, White, Silver and Clear** – all in a single pass, bringing high-value enhancements to short-run digital easily and cost-effectively.



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 labour- and time-intensive printing method requiring multiple runs to achieve multi-colour designs.

Add cost.

All that labour 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 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:



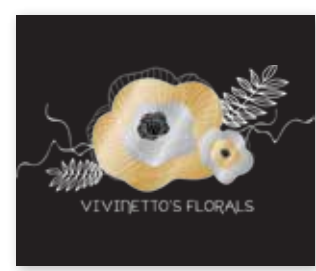
Get the consistent quality you count on.



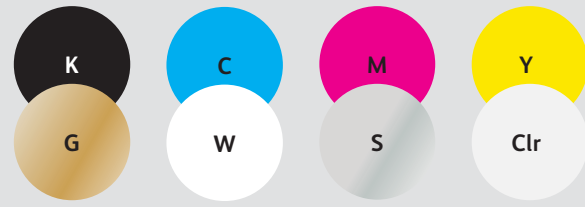
Replace with the Xerox® Vivid Toner Kit:



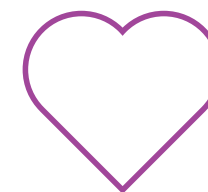
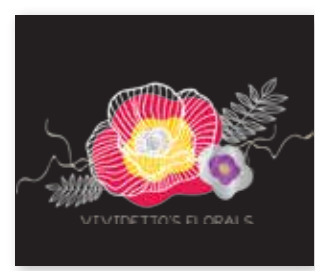
Run exciting new applications with shimmering metallic, clear and white toners.



Run two passes for stunning CMYK Plus results:



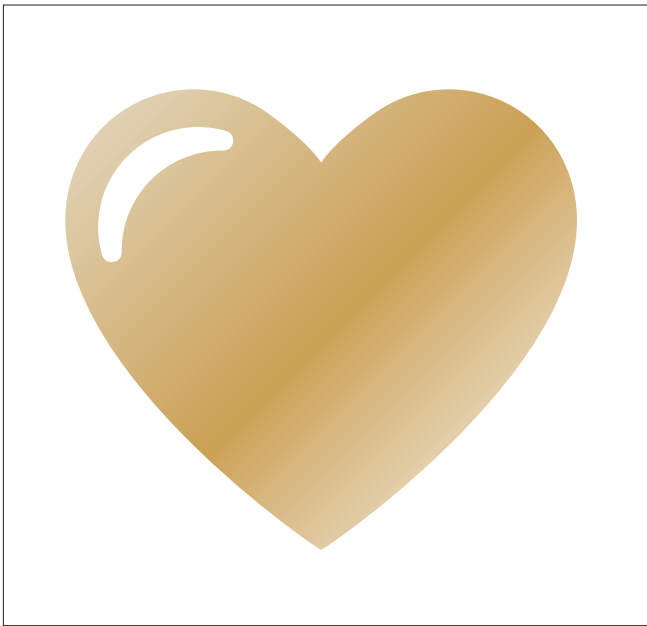
Create eye-catching print pieces with up to eight toner colours on the page.



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

Get ready to shine.

Create stunning CMYK Plus effects:



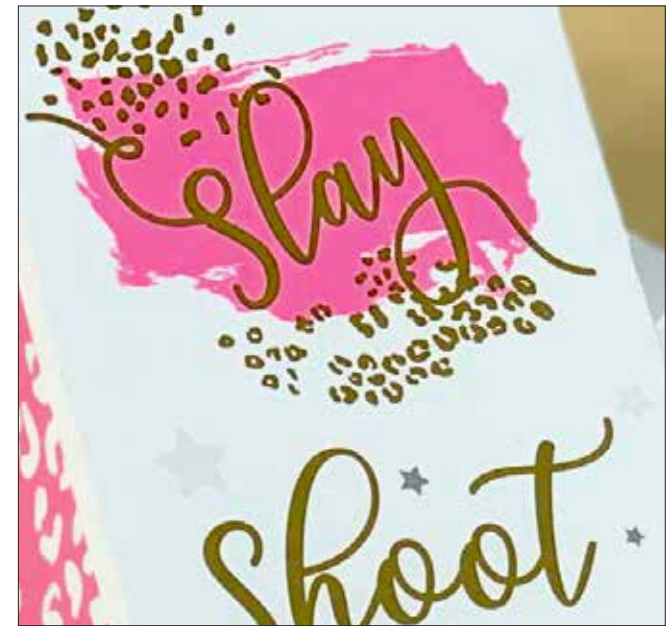
Create a spot colour effect:

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 colour 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 colour per job.



Layer CMYK with CMYK Plus:

When you need a vibrant visual, think about the impact CMYK Plus Toners 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.

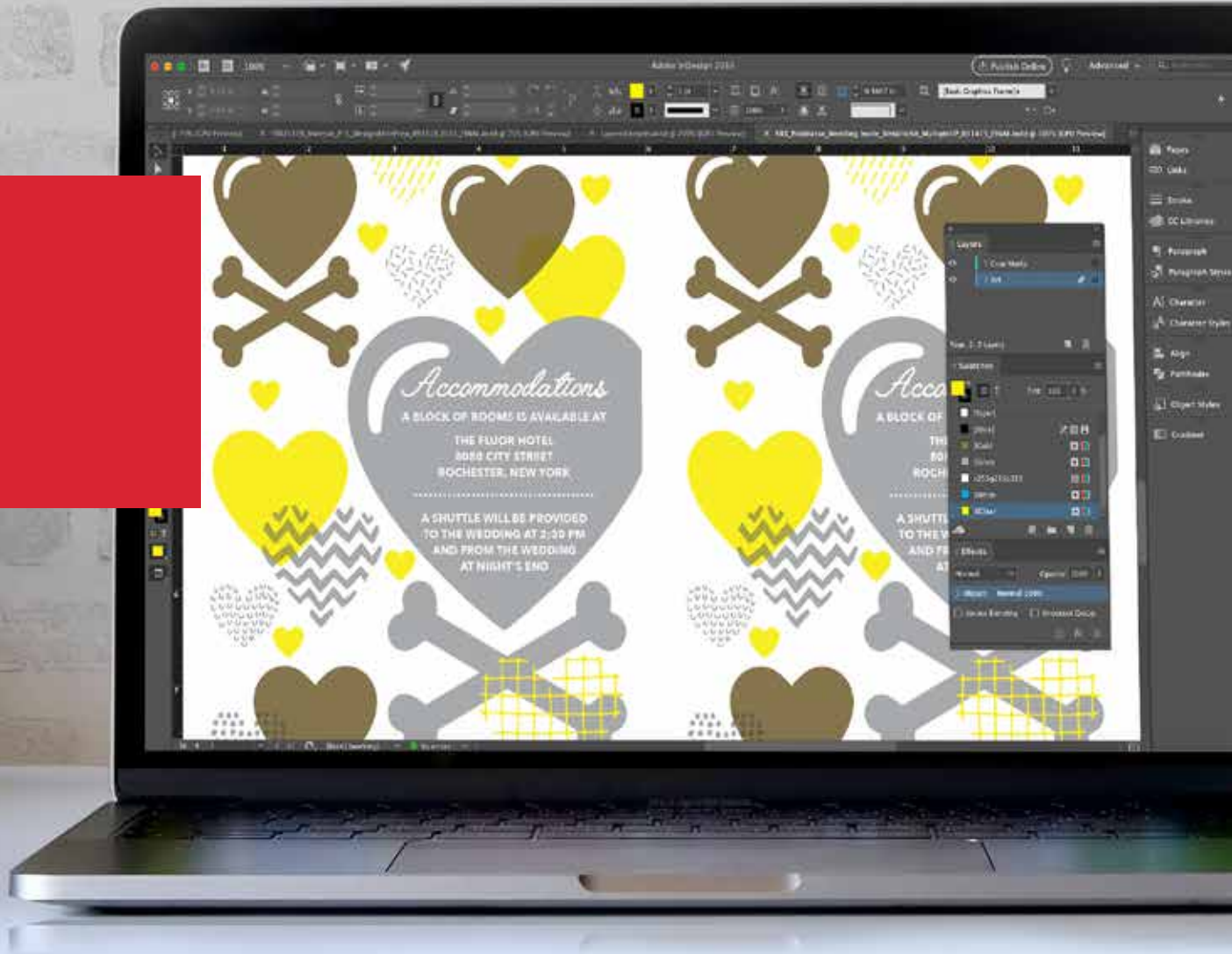


This guide will walk you through many ways to think about using CMYK Plus Toners on the Xerox® Colour C60/C70 Printer. Best practices for file preparation are included to ensure print results match your design intent.

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

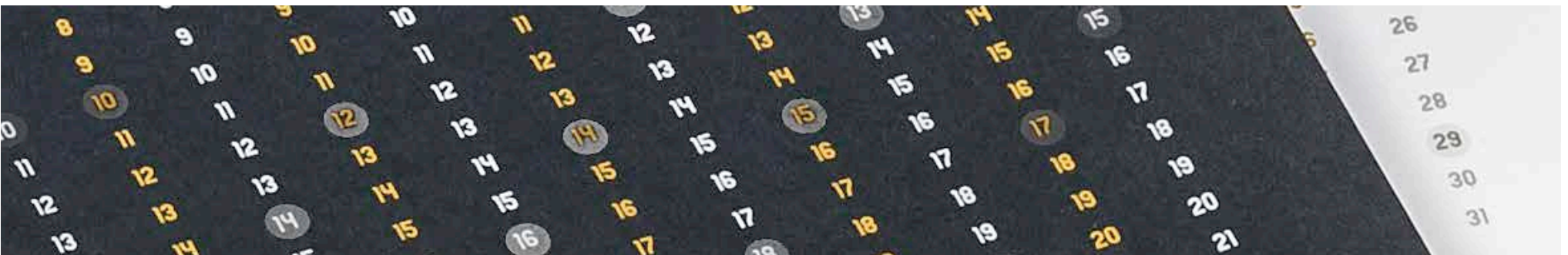
Print instructions assume the press operator is familiar with the Colour C60/C70 Printer and front-end options.

Getting familiar
with CMYK Plus.





Imagine it.
Create it.
Achieve it.



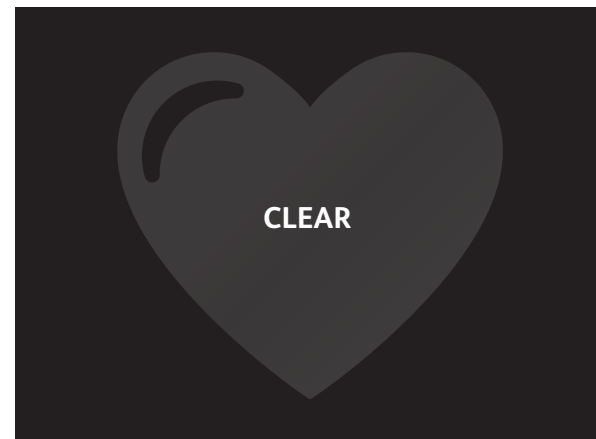
GETTING FAMILIAR WITH CMYK PLUS

Breathing inspiration into print just got easier.

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

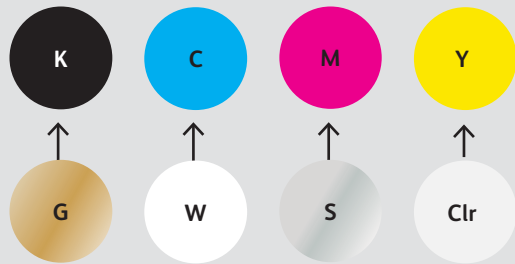


Real metallic effects: The sparkle of metallic Vivid CMYK Plus Toners can be used on their own or layered with other colours – either CMYK or other CMYK Plus toners – to amplify content in new, visually stunning ways.



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

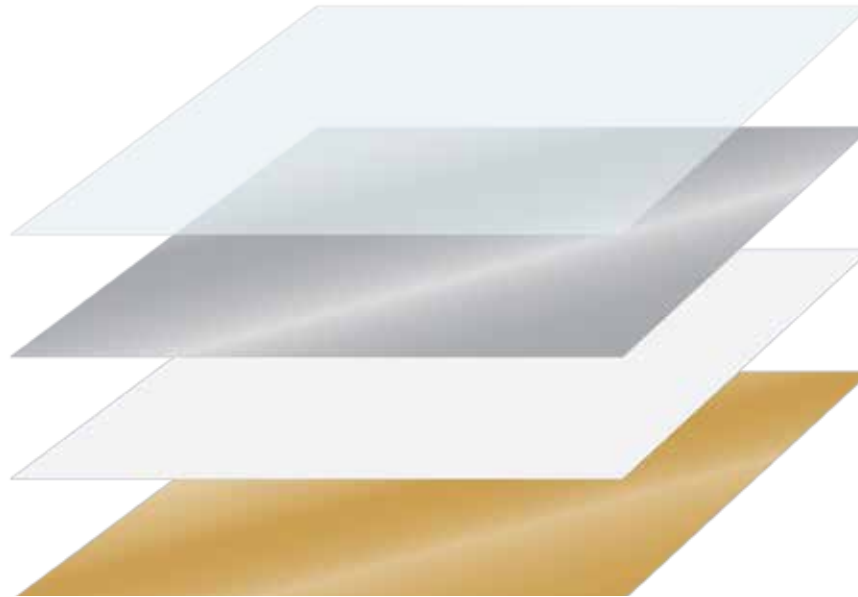
CMYK Plus Toners replace CMYK in the C60/C70 as a set:



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

The order of the colours 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® Colour 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 maximise the technology's benefits. You will learn more in this guide.

Creating files with spot colours for CMYK Plus.

Studio / On Location

Studio / On Location

CAUSE GIRL

- Wedding
- Engagement
- Boudoir
- Seniors
- Families
- Events

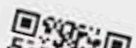
Liv

LIV BRESSON PHOTOGRAPHY
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xerox™

Printed on a Xerox® PrintLink® Printer with Specialty Toners
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Scan the code



CREATING A SPOT EFFECT

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

Make your designs stand out with a simple spot colour 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 colour 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 colour 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 COLOUR



Specify as 100% Cyan
and name “SWhite”

SAVE AS A
SPOT COLOUR



Specify as PMS 877C
and name “SSilver”

SAVE AS A
SPOT COLOUR



Specify as 100% Yellow
and name “SClear”

SAVE AS A
SPOT COLOUR

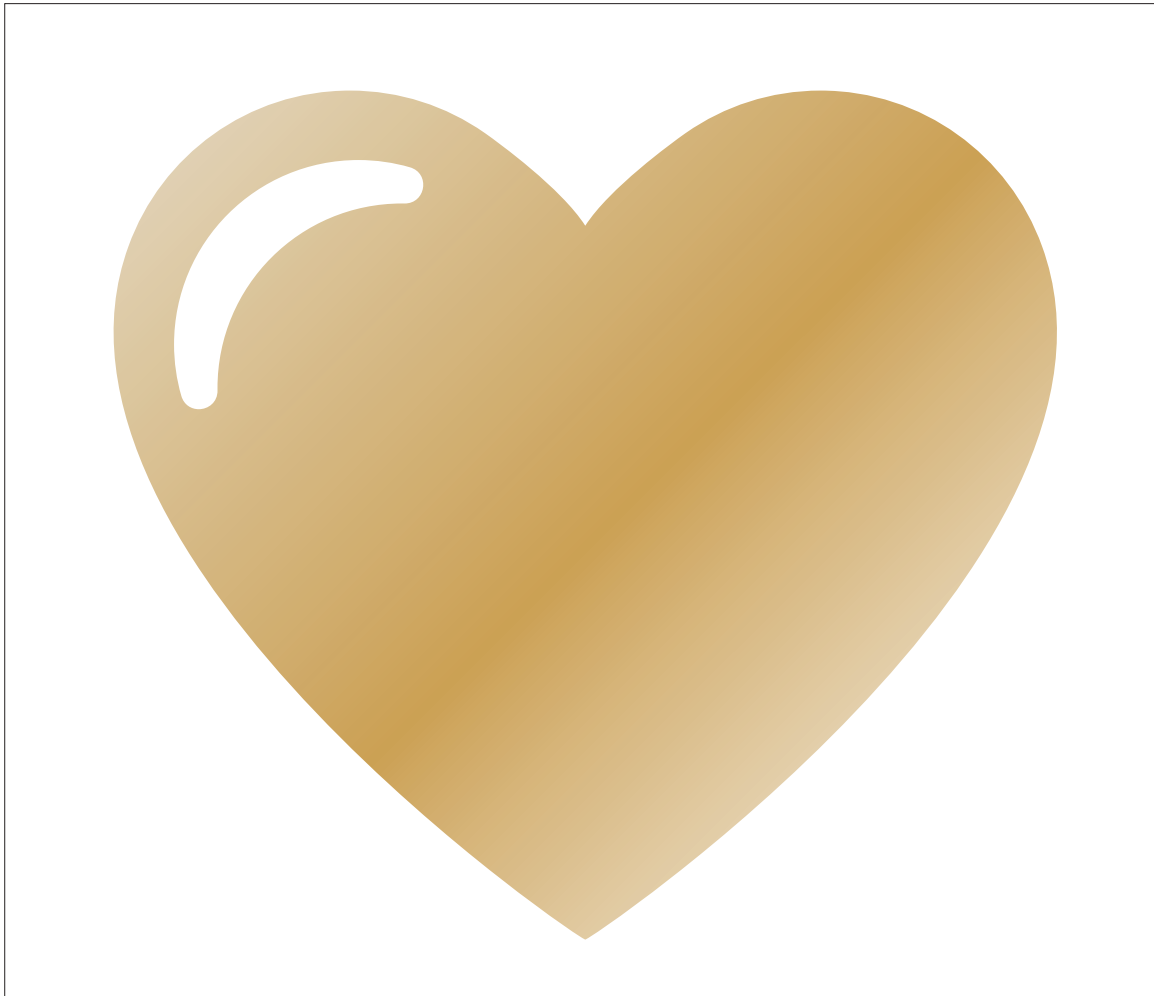


Since special effects are applied at the printer, your digital files won't accurately depict the final printed results. We recommend you choose a colour to make your spot effects easily identifiable within your files.

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 special fill.

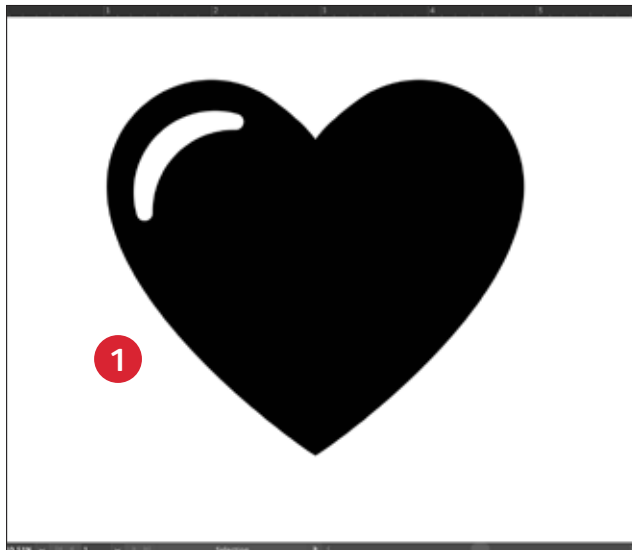
This example uses:



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

Importe objetos de vector, dibuje y rellene una forma, o seleccione el texto al que se le aplicará el tóner **oro** en Adobe® InDesign®.



2 CREATE YOUR SPOT COLOUR

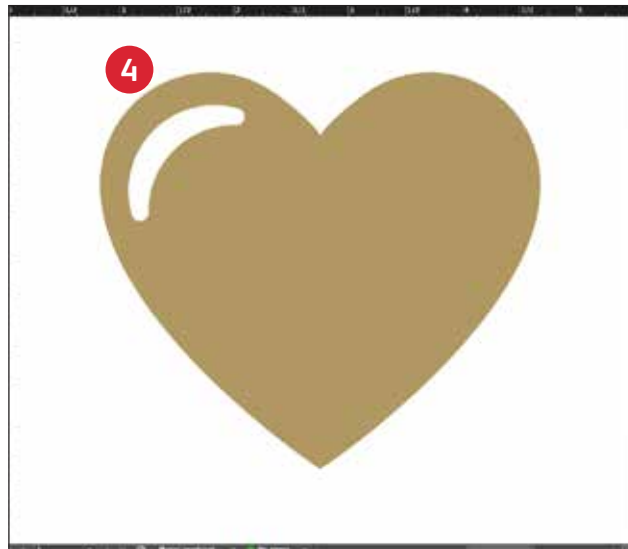
Add PANTONE® 871C to your file so that when you're working on screen, the graphic looks similar to your desired Gold output.



3 RENAME YOUR SPOT COLOUR

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

NOTE:
Correct capitalisation and naming of the colour 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** colour.

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 colours for CMYK Plus.



CREATING FILES WITH MULTIPLE SPOT COLOURS FOR CMYK PLUS

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

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

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

Adaptive CMYK Technology allows your Xerox® Colour 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 colours 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 COLOURS FOR CMYK PLUS

Print up to four spot colours in ONE pass.

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



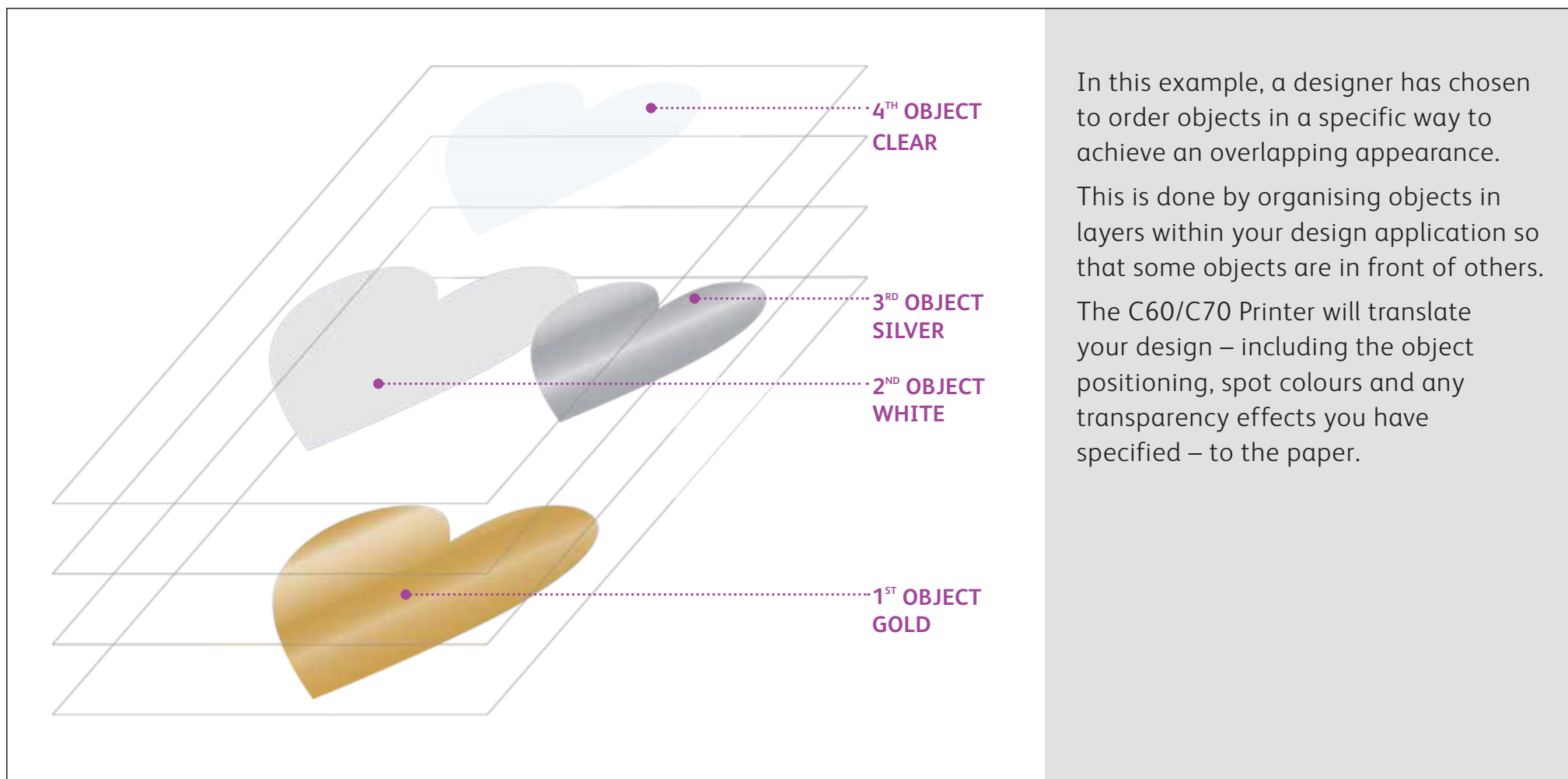
In this example, we'll show you how to use all four Vivid CMYK Plus Toners together in one pass.

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 organising 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 colours and any transparency effects you have specified – to the paper.

CREATING FILES WITH MULTIPLE SPOT COLOURS 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 colours to appear.

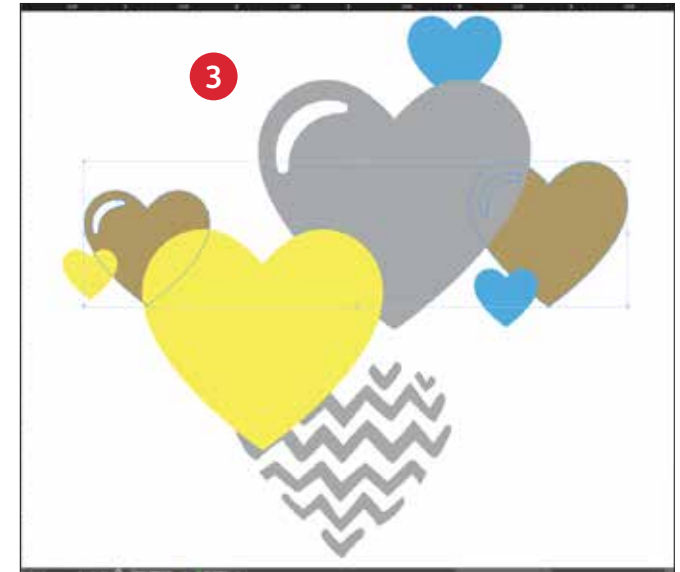


2 CREATE YOUR SPOT COLOURS

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

SClear (Capitalised),
SSilver (Capitalised),
SWhite (Capitalised) and
SGold (Capitalised)

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

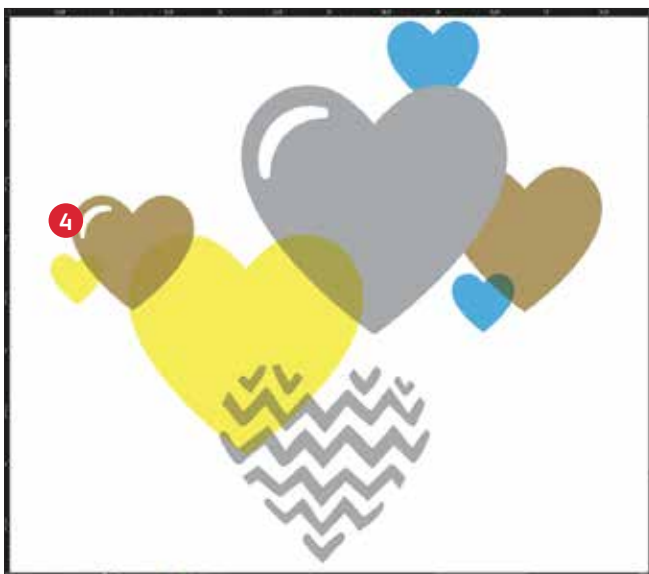


3 FILL YOUR OBJECTS

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

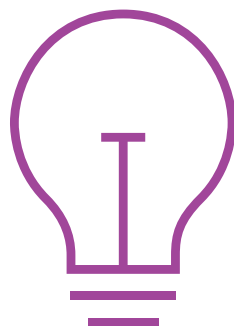
NOTE:

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.



CREATING FILES WITH CMYK AND CMYK PLUS

Create eye-catching print with up to eight colours 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 optimised 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:

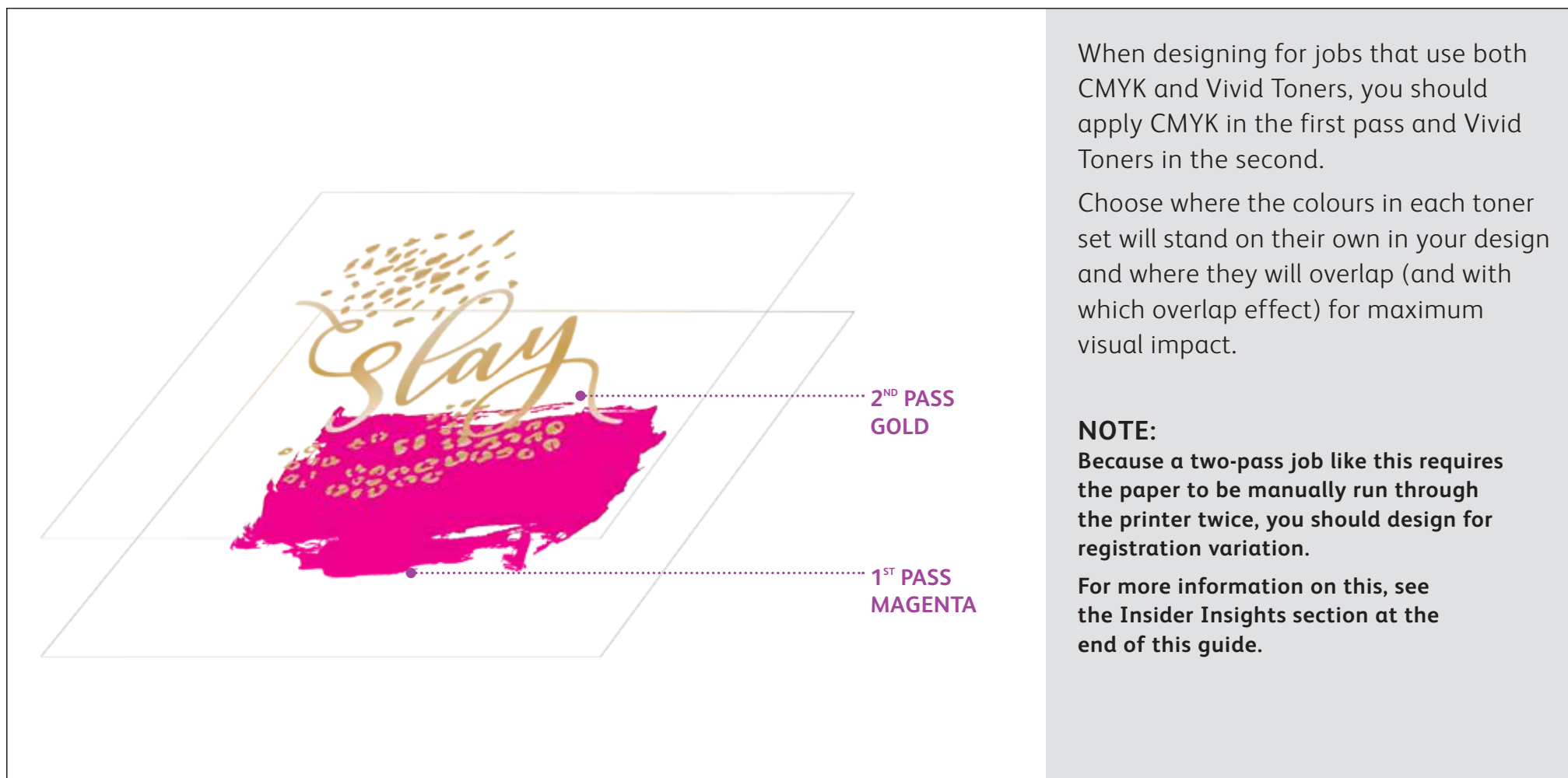


Gold



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 colours 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 colours to appear.



2 CREATE YOUR SPOT COLOUR

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

SGold (mayúsculas)

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



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

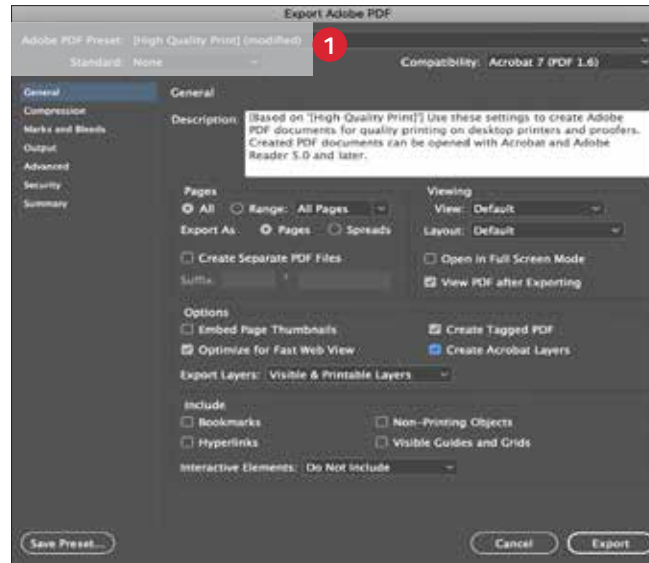
Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers print as desired.

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

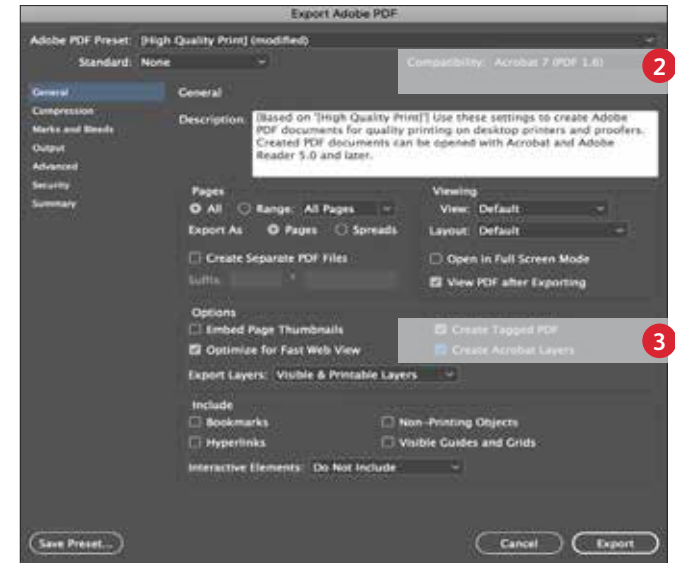
PREPARING FILES FOR PRINT

Optimise your PDFs.

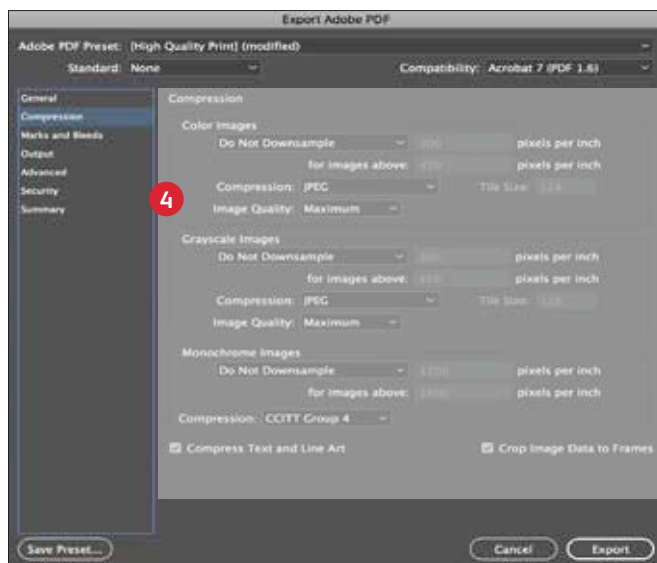
Follow these settings to create a PDF preset in InDesign®:



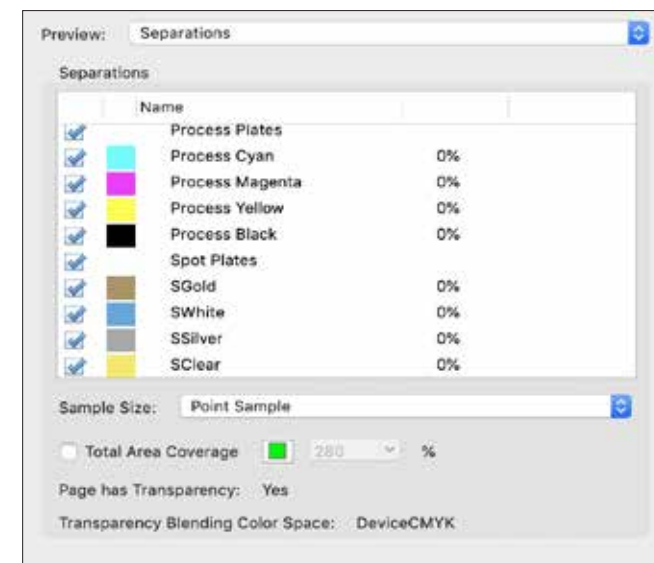
- 1 From the main menu, **select** File > Adobe PDF Presets > **High Quality** and click **Save**.



- 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: Colour 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.



Set yourself up for success.

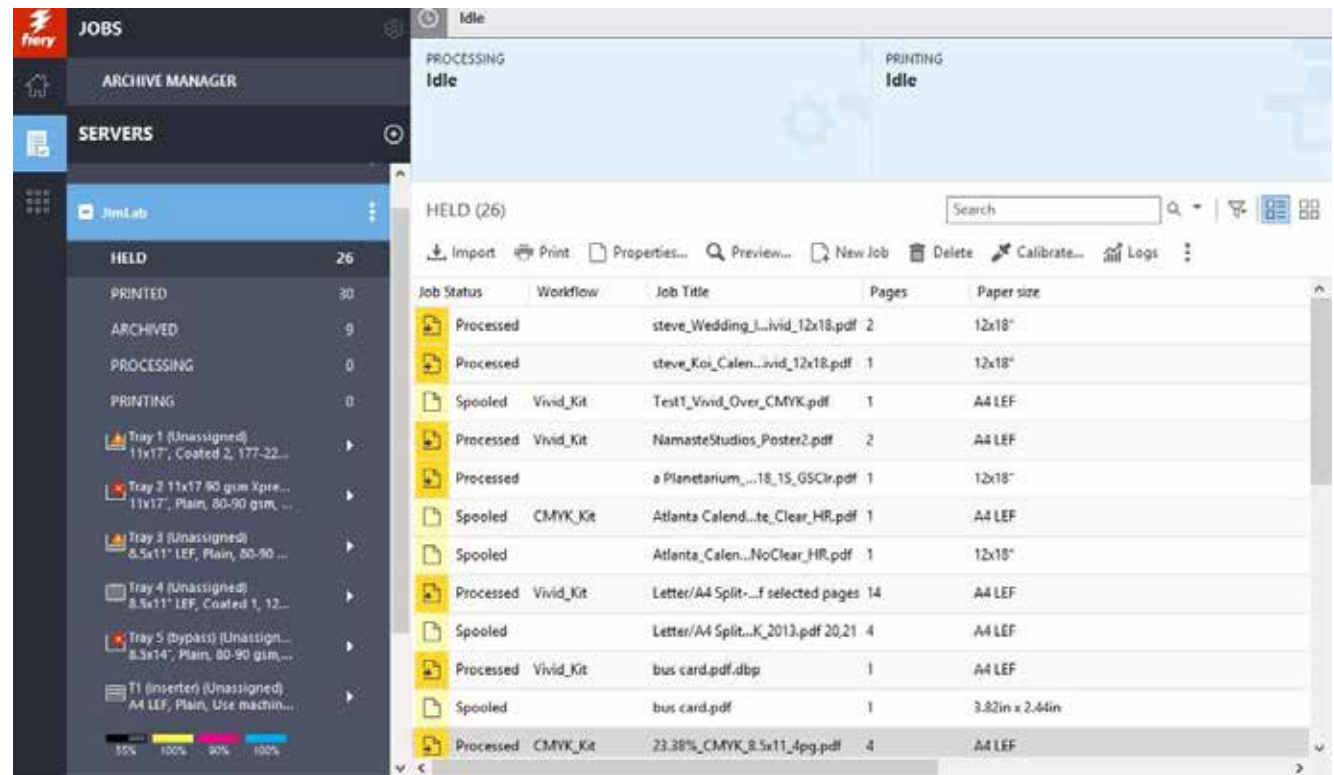
Simplify the proofing and production process with these tips:

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 Centre/Spot Colour 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® Colour 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 maximise the technology's benefits.



Design for registration variation in these scenarios:

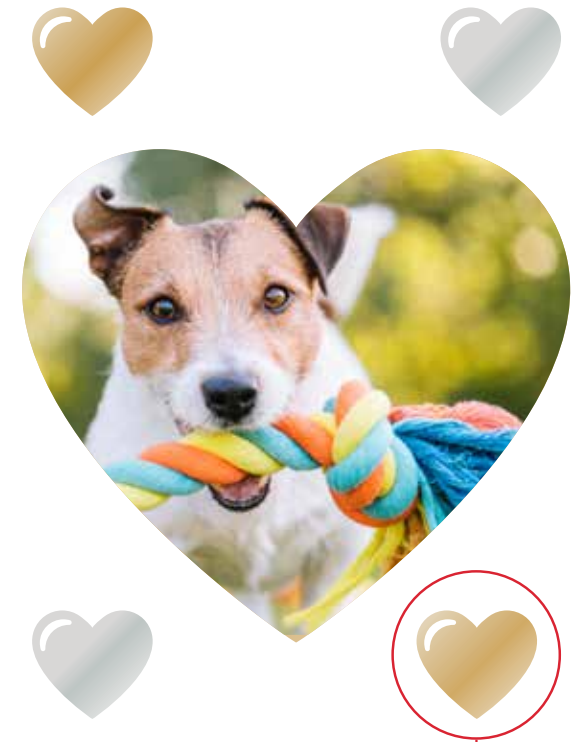
When you're planning on using CMYK Plus Toners in addition to CMYK

When you're planning on running 2-sided jobs

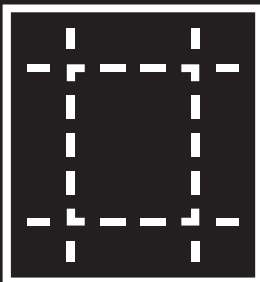


Intentionally overlap and set to Multiply

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.

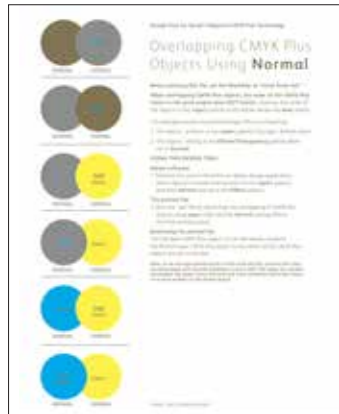
It's always a good idea to proof a design on your chosen stock prior to a full production run. This will help ensure the final result matches your intent.

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

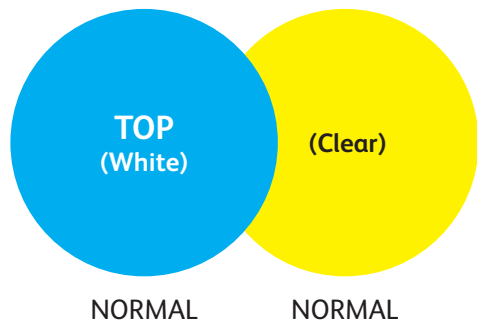
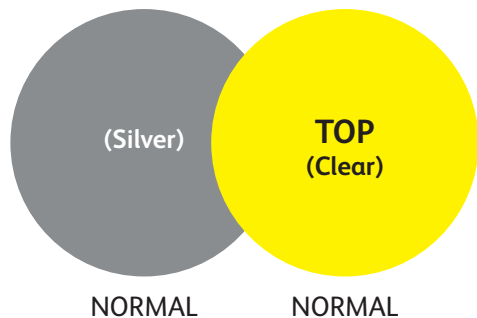
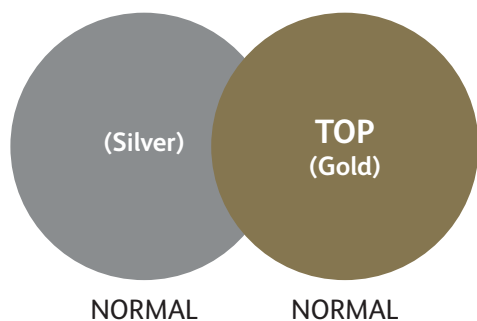


For more information on overlapping CMYK Plus objects in your design applications, refer to the Design Tool for Xerox® Adaptive CMYK Plus Technology.

File name: *Design_Tool_CMYKPlusTech.pdf*

Print Engine Order: CMYK Toners	K	C	M	Y
Print Engine Order: CMYK Plus Toners	G	W	S	Clr
Design Applications: On-screen Preview	G SGold on screen: PMS 871C	W SWhite on screen: 100% Cyan	S SSilver on screen: PMS 877C	Clr SClear on screen: 100% Yellow

Overlapping CMYK Plus objects using **Normal**:



This example reveals the printed design effects achieved by:

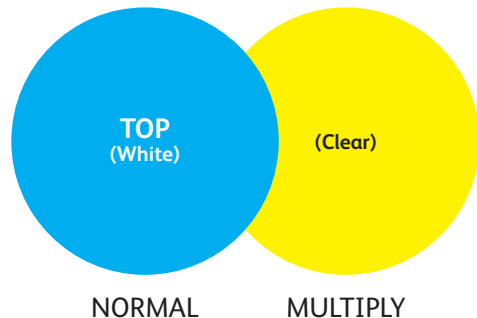
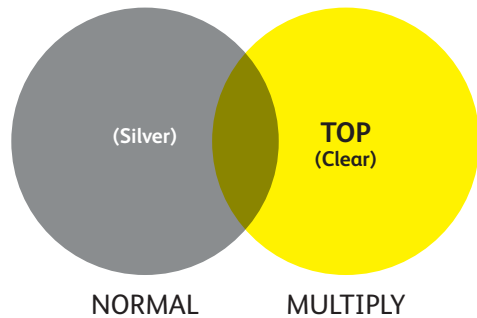
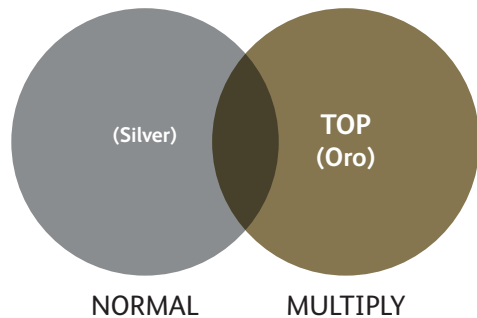
1. The objects' position in the **Layers** palette (Top layer, Bottom layer)
2. The objects' setting in the **Effects/Transparency** palette when set to **Normal**.

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.

INSIDER INSIGHTS

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).

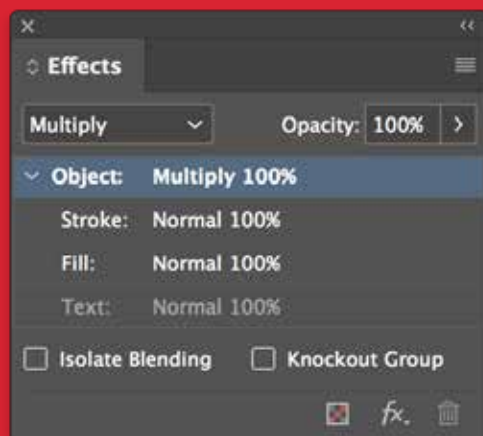
In this printed example, the CMYK Plus object (Clear circle) is set to Multiply, but it is NOT the Top layer; therefore, the two overlapping CMYK Plus objects (Clear and White circles) do not have transparency in the overlapping portion of the two objects.

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).

CLEAR STARS SET TO MULTIPLY
IN THE DESIGN APPLICATION

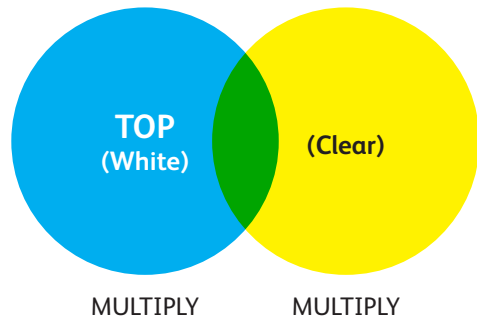
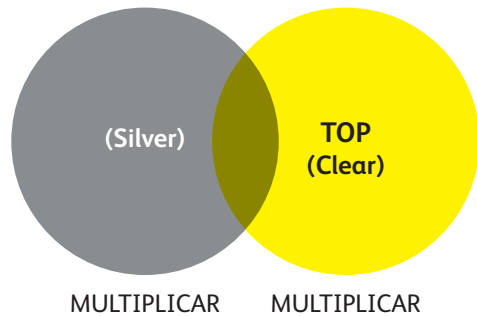
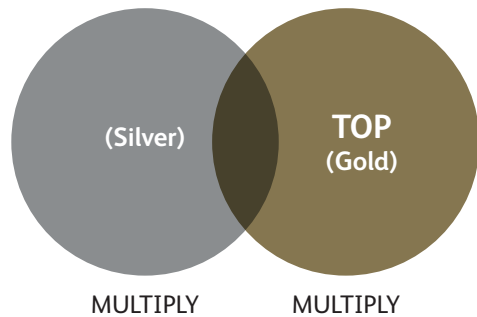
Working with Clear CMYK Plus Toner:

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:



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**.

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