The Process Metallic Color System was developed for brand and product managers, advertising agencies, and consumer product companies. Color-Logic provides licensed printers the ability to differentiate themselves and their clients from the competition by simplifying the design and print production process for metallics – Eye-catching decorative effects can be quickly inserted into artwork, at a fraction of the time and cost associated of designing and printing without using Color-Logic.

**COLOR-LOGIC | KEY COMPONENTS**

**Process Metallic Color Charts™ and/or Swatch Books – Color Communication**
The Process Metallic Color Charts are the core foundations of the Process Metallic Color System™ which provides a color communication system for 250 metallic colors for decorative effect substrates, inks and coatings. Printers and Convertors are granted a license to manufacture their own Process Metallic Color Charts, versus trying to match a generic purchased swatch book of metallic colors, which was printed under unknown conditions and more often, with substrates and inks that are not applicable to the printing process of the printer!

**Design Suite™ – Decorative effect software (Macintosh and Windows)**
The Color-Logic Design Suite enables graphic designers to create a virtually unlimited array of metallic colors and decorative effects using color palettes and plug-ins for Adobe® Photoshop®, Illustrator® and InDesign®. The most affordable system for printing metallic colors and decorative effects on a HP Indigo press, Color-Logic requires five inks (Silver plus CMYK) to create 250 metallic colors and decorative effects (see page 2 for more details).

**FX-Viewer™ – Visualization software (Macintosh only)**
The FX-Viewer™ is on-screen visualization software enabling graphic designers, agencies, and printers to visualize the dramatic Color-Logic effects on their monitor before proofing or going to press. The simple and easy-to-learn user interface provides customers with a powerful tool for visualizing the impact Color-Logic can bring to their printing.

**Key benefits to HP Indigo customers**

- All Color-Logic licenses include training and educational support for designing and printing in metallic (15 step-by-step training videos – To see a sample of such a video, please visit www.color-logic.com/support/training
- Marketing – Color-Logic provides licensed printers with 70+ Press Ready Files with over 200 Images. These can be used to jump start the printers marketing, but equally important, designers can interrogate the files and learn how they were created. For a preview of what is provided to customers, please visit: www.color-logic.com/goodiespreview
- Color-Logic is also compatible with offset, inkjet, flexography, gravure and screen printing processes.
- Multilingual support – Color-Logic User Manuals, Installation Documentation and Marketing Literature are available in English, German, Spanish, French, Italian, Portuguese and Chinese. www.color-logic.com/Literature
Decorative Effect Techniques

Using the Process Metallic Color System™ it is possible to create an array of eye catching metallics and effects. All Color-Logic metallic colors and decorative effects are achieved by printing the HP Indigo ElectroInk Silver, as a first down silver followed by CMYK as an overprint.

**Chose from a fully chromatic palette of 250 Solid Process Metallic Colors**
Lustrous metallic colors. Of the 250 metallic colors within our first color system, 20 of those colors are Gold Gold/bronze hues.

**Dimensional-FX™**
Dimensional-FX makes a selected artwork area appear to change color and dimension, from a lighter to a darker hue as light reflects from the design.

**Watermark-FX™**
This effect can be used to make a selected artwork area seem to vanish and reappear, or produce a subtle watermark or security effect.

**Gradation-FX™**
A unique feature of the Process Metallic Color System is the ability to vignette one metallic color into another, or even vignette metallic hues into process colors.

**Watermark-FX™ PLUS**
Watermark-FX PLUS* is a first line of defence against counterfeiting! Add subliminal patterns, wording, even complex guilloches to artwork.

**Combining Effects together!**
Combine any of the special effects above. For example, create a metallic Gradation-FX and then add a Dimensional-FX pattern or design.

**Image-FX™**
Image-FX is a photorealistic image separation algorithm which analyzes images and calculates the required metallic effect for the different tonal regions of the image. The Color-Logic plugin for Adobe Photoshop® automatically creates the fifth spot channel, eliminating any hit-and-miss approach to integrating metallics in the image.

**Training and Education**
Designers and prepress operators are rarely trained or educated at school in how to design for and with metallics – Therefore all Color-Logic licensees are supported by a comprehensive set of step-by-step training videos, encompassing all the primary Color-Logic effects and techniques that are covered in our user manual, with tips and tricks on how to get the most out of metallics.

**Please visit our support portal for access to the latest videos and educational tools:** www.color-logic.com/support/training