YOUR GUIDE TO SETTING UP WHITE LAYERS

White Layer Requirements - Adobe Illustrator

Are you printing on a clear or silver metallic substrate? Let us help you properly set up your white layer to achieve a unique, eye catching design!

UNDERSTANDING WHITE INK

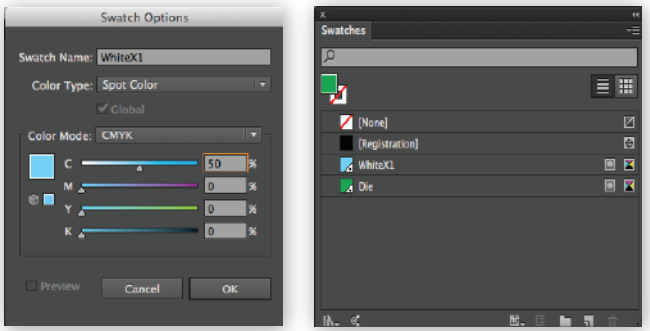
During the printing process, white ink will be applied to the substrate first, followed by the 4-color process inks. Any graphic or text element "backed" in white will not allow the substrate to show through, therefore, any element "not backed" in white will allow the substrate to show through. Integrating a combination of both techniques in your design can create amazing results!

Note: A white layer is required with file submission when printing on clear or silver metallic substrates.

STEP 1...SWATCH CREATION

Create a new Spot Color swatch for the white ink.
Swatch Name: WhiteX1
Color Type: Spot Color
Color Mode: CMYK
50% Cyan
This swatch name is unique to our Digital press.

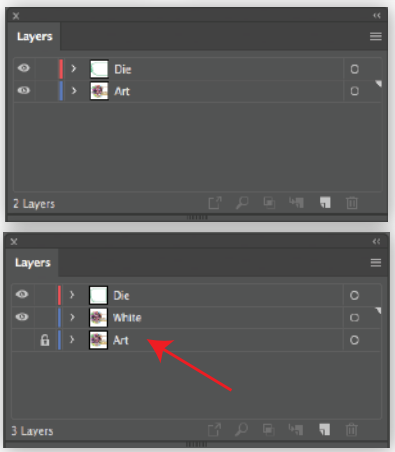
Note: The swatch is blue so you can see it while designing. The ink will print white on press.



STEP 2...LAYER CREATION

Duplicate the "Art" layer and name the new layer "White". It is important that all elements you intend to print white are on this layer and should be above the Art layer.

Lock the Art layer and turn it off. This will allow you to re-color elements on the White layer without affecting the artwork design.



STEP 3...GET CREATIVE! (part 1)

Review your design to determine what areas you want backed in white and what areas you want "knocked-out" to allow the clear or metallic substrate to show through.

Note: All metallic substrates are silver. Use 4cp color builds to achieve non-silver metallic colors.

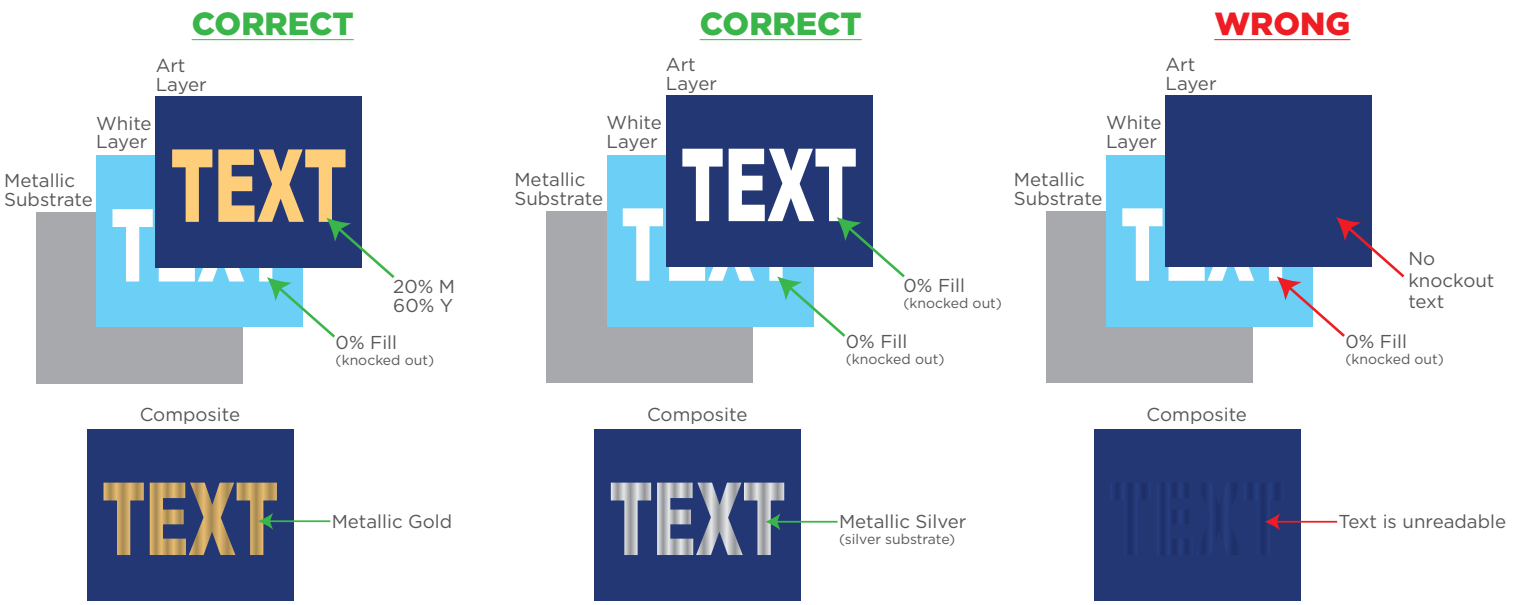
Select elements you want to print White, and color them with the WhiteX1 swatch. Any areas where you want the white to "knock-out", color them with 0% Fill.

STEP 3...GET CREATIVE! (part 2)

Clear or metallic colors can be achieved by printing color on top of the clear or metallic substrates. See examples below.

If you want to see the clear or metallic substrate showing completely through in the design, graphics on the Art layer must have a 0% fill. See illustration below...

Reminder: All metallic substrates are silver. Use 4cp color builds to achieve non-silver metallic colors.



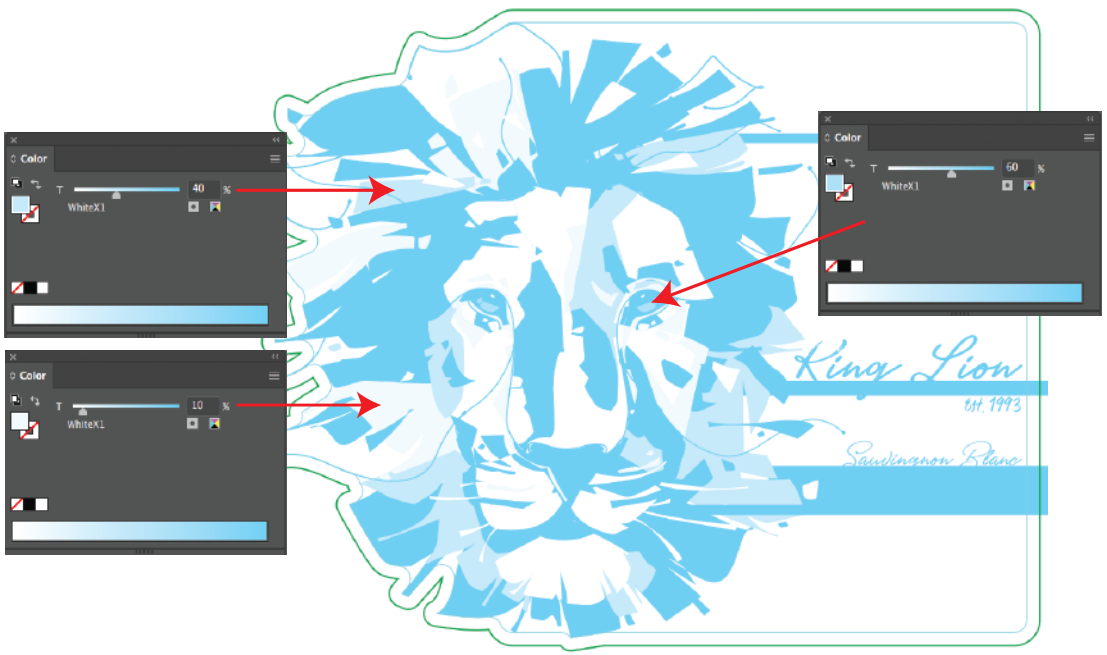
A few tips to take advantage of...

1. Less ink is better for metallic colors. ***Dark color builds and heavy screens of black will not print metallic.***
   - The more ink you apply to the metallic substrate the less the metallic is able to show through.

2. Build gold colors out of Magenta and Yellow when possible.
   - There are countless variations of "gold" but we recommend 20% Magenta and 60% Yellow.

3. Colors intended to be metallic will darken a bit once printed on the metallic substrate.

4. Semi-clear or semi-metallic looks can be achieved by utilizing screens and gradients of white ink.
   - This will also create contrast in the final printed label.
   - 10-20% screens of white achieve the best semi-metallic and semi-clear look
   - Due to the opaqueness of the white ink, any screen above 45% will appear almost equal to 100%.
   - The higher the screen % of white, the less amount contrast will be seen.

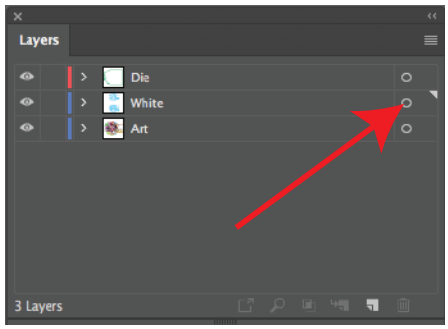


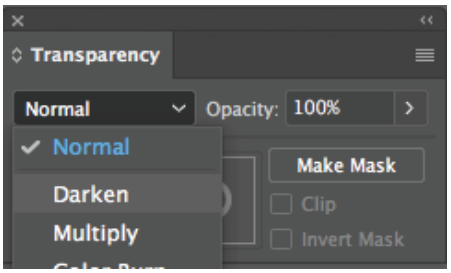
STEP 4...PREVIEW FINALIZED LAYERS

Once your white ink graphics have been defined, you'll need to apply a "Darken" attribute to the White layer.

Use this attribute to preview your finished design. Make sure all areas are backed in white as intended and watch for mis-alignment of the art layer to the white layer.

To do this, click the circle icon on the White layer. Open the Transparency Panel and change "Normal" to "Darken".





Composite View

CLEAR SUBSTRATE ONLY - LAST STEP!...CREATING WHITE "PULLBACK"

Digital presses have almost perfect print registration, but to avoid any issues, we recommend to pullback (inset) the white ink in areas where it could "peek out" beneath the art.

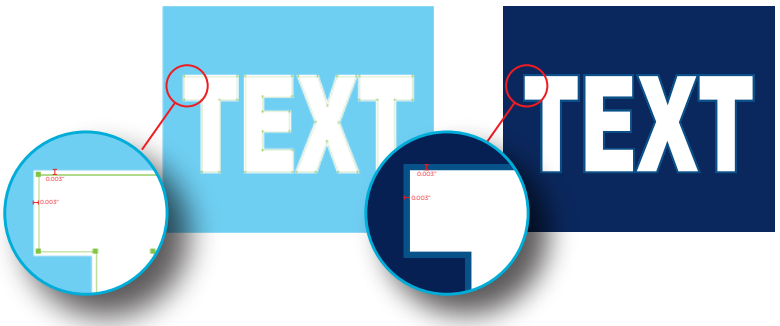
This is typically done in areas where the substrate is showing through or surrounding the art.

To do this, select graphics on the White layer and add a 0.006" stroke weight colored with 0% Fill.

0.006" Stroke Weight = 0.003" Total Pullback

Reverse Text Areas

White Layer w/ Pullback | Composite



Positive Text Areas

White Layer w/ Pullback | Composite