COLOR LOGIC

WHAT IS COLOR LOGIC?

Color Logic is a 4 Color Process Metallic Color System. The Color Logic System allows printers to create up to 250 different metallic colors in a single print run along with different effects, such as gradations, watermarks and dimension.

The System allows you to have a unique-looking label printed without the expensive costs and restrictions associated with foils. The Color Logic palettes enable designers to create virtually an unlimited array of metallic colors and special effects with just a single mouse click.

This enhanced full color printing provides the appeal and appearance of foil for a fraction of the cost. Labels enhanced with Color Logic are excellent for any product's shelf appeal or as security features.

Additional Benefits:

- **Free digital press proof** to ensure the effects are what you want
- **No additional production time**
- **In-House designers** to assist in artwork setup to be sure you achieve the desired Color Logic effects
- **Creates eye-catching dimension** that traditional foil cannot; excellent for shelf appeal

EFFECTS

Watermark FX:

Used to make a selected area of artwork seem to appear and disappear or achieve a subtle watermark effect. Perfect for hiding patterns, messages and branding in a subliminal way.

Dimensional FX:

Used to make a selected area of artwork appear to change color and dimension, from a lighter to a darker hue. A great way to make messages and areas stand out within the print.

Image FX:

Process that will automatically create the metallic effects in Adobe Photoshop®, eliminating any hit and miss approach to integrating metallic into your image, logo or photo.

Gradation FX:

Offers the ability to vignette one metallic color into another.

Samples Available! Please call us for more information.

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