Graphic Design and File Preparation Guidelines

xerox™

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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. There are a number of eye-catching finishes that can be applied by industrial printing companies, including using spot Fluorescent inks during printing or adding foiling or varnishes post-print. However, the extra cost and time involved can make these projects difficult to achieve, especially for smaller runs.

The Xerox® Adaptive CMYK+ Kit for the Xerox® PrimeLink® C9065/C9070 Printer changes that.

This innovative accessory lets you add high-value enhancements to short-run digital easily and cost-effectively with **Gold, White, Silver, and Clear Toners** or with **Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow Toners**.
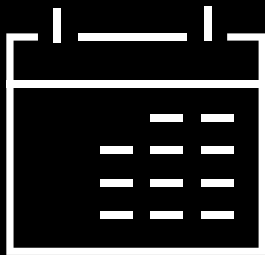
Ask your local Xerox Sales Rep for the Adaptive CMYK+ Resource Guide for the Xerox® PrimeLink® C9065/C9070 Printer

Say goodbye to costly processes and hello to new jobs.

The Xerox® Adaptive CMYK+ Kit makes it easy for you to breathe more inspiration into print while sticking to your clients' budgets and timelines.

USING TRADITIONAL METHODS TO ADD SPARKLE AND GLOW:

Add days to your production timeline.

While beautiful, post-process specialty enhancements like foil stamping are labor- and time-intensive.

Add cost.

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

USING ADAPTIVE CMYK+:

Deliver more enhancements—on demand.

Add a wide variety of fluorescent or metallic, white, and clear embellishments to any job element, whether it be static or variable.* Jobs are printed at the same speed 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!

*Ask your print service provider which Specialty Toner colors they have available.

Your new go-to design tool.

The Xerox® Adaptive CMYK+ Kit gives you a whole new way to think about design when you are creating for a Xerox® PrimeLink® C9065/C9070 Printer.

BREATHE INSPIRATION INTO PRINT WITH THIS FLEXIBLE OPTION:

Print traditional digital applications with CMYK:	Swap out toners for the Xerox® Vivid Specialty Toner set:	Swap out toners for the Xerox® Fluorescent Specialty Toner set:*
K **C** **M** **Y**	**G** **W** **S** **Clr**	**K** **FC** **FM** **FY**
Get the consistent four-color process quality you count on.	Run exciting new applications with shimmering metallics, White, and Clear.	Create eye-stoppingly colorful prints that glow under UV light!

You can also choose to run jobs with any TWO of the toner sets. This will require an additional, manual pass. We encourage you to work with your print provider to ensure the final result matches your expectations.

*The Fluorescent Toner set may be purchased only in combination with the Vivid Toner set.

Imagine it.
Create it.
Achieve it.

This guide will walk you through many ways to think about using Specialty Toners on the Xerox® PrimeLink® C9065/C9070 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 components.
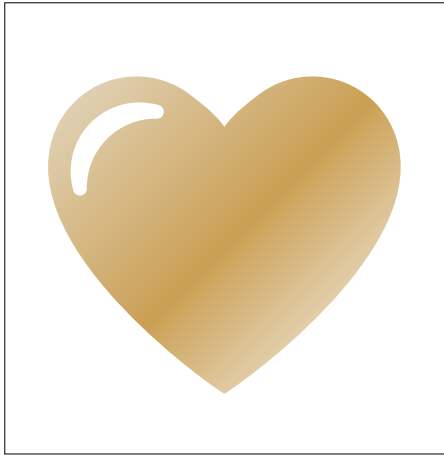
Print instructions assume the press operator is familiar with the PrimeLink® Printer and print server options.

Getting familiar
with Vivid Toners
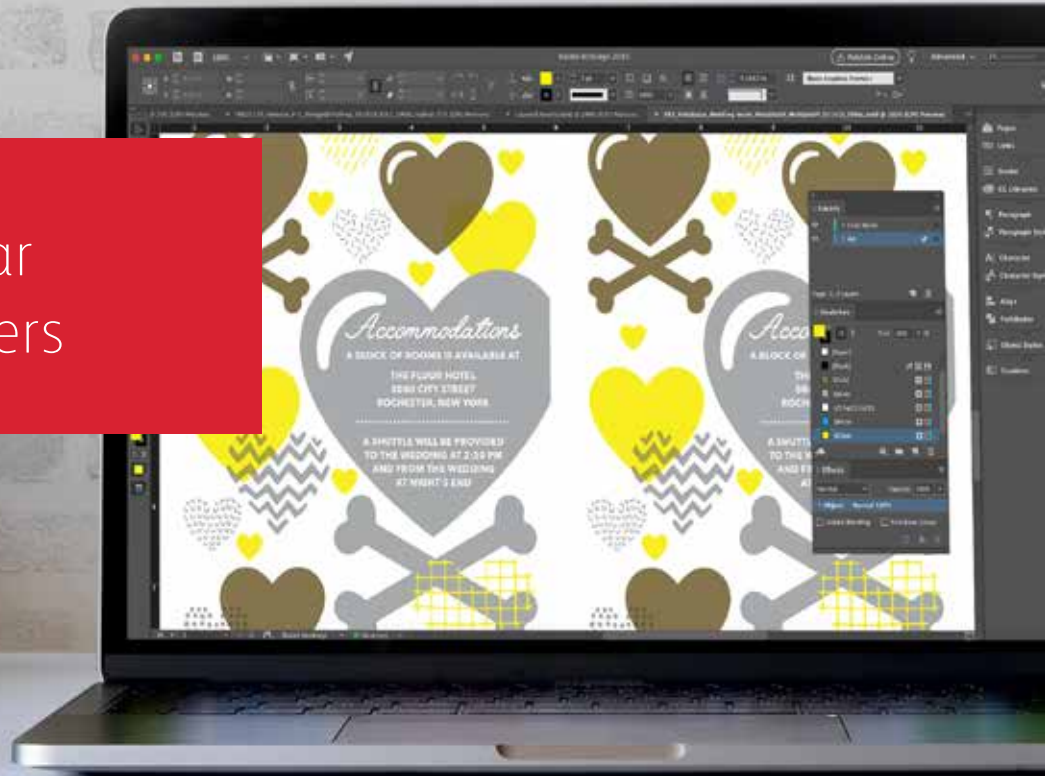
Get ready to shine.

Create stunning specialty effects with Vivid Toners:


Create a spot color effect:

Each of our Vivid Toner Kit colors—Gold, White, Silver, and Clear—can be used on its own to create stunning spot effects. Our metallic toners 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+ loads four Vivid Toners at the same time, so you aren't limited to only one enhancement color per job.
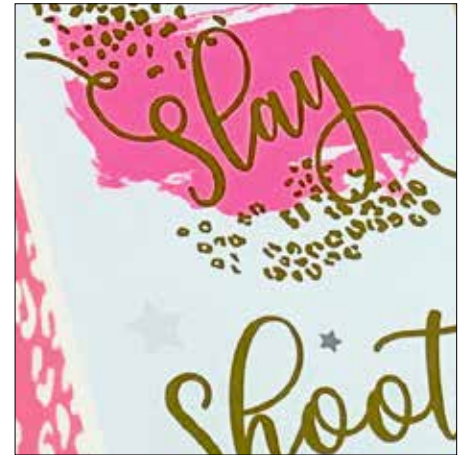
Layer CMYK with Vivid Toners:

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

# Breathing inspiration into print just got easier.

Print up to four Vivid Toners in a single pass.

Real metallic effects: The sparkle of metallic Vivid Toners can be used on their own or layered over other colors—either CMYK or Fluorescent—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 elements.

Vivid Toners replace CMYK in the PrimeLink Printer as a set:

K	C	M	Y
↑	↑	↑	↑
G	W	S	Clr
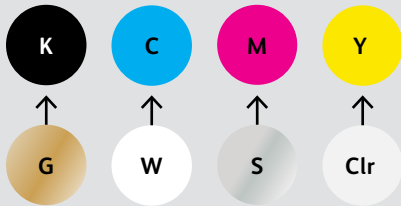
Toner colors cannot be mixed across sets or placed in different cartridge positions.

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.
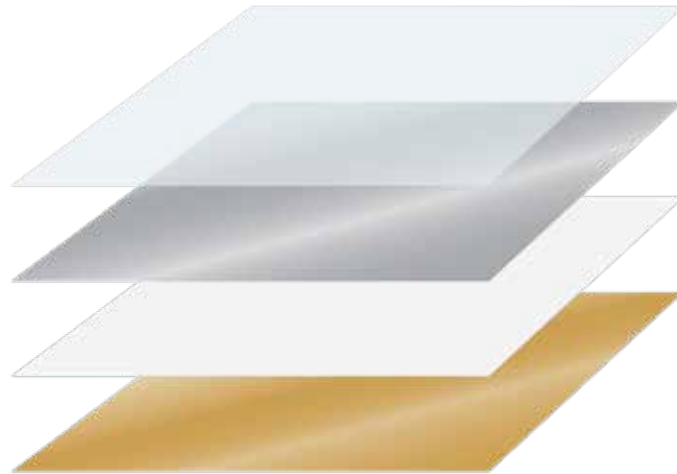
The Xerox® Adaptive CMYK+ Kit is an innovative accessory kit that lets your print provider swap out their Xerox® PrimeLink® C9065/C9070 Printer's CMYK Toner with high-value Vivid Toners in minutes.

While Vivid Toners register well to each other on each side of a page, there can be some variation on jobs that require multiple toner sets, 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.

Designing with a
Vivid Toner spot color

Studio / On Location

Studio / On Location

Wedding
Engagement
Boudoir
Seniors
Families
Events

Liv

LIV BRESSON PHOTOGRAPHY
LIVBRESSONPHOTO.COM

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Scan the

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 Vivid Kit Toners alone to add immediate, cost-effective value to graphics and text.

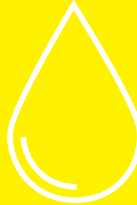Spot color effects can be created in several ways:

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

Add a spot color effect to graphics or text.

Choosing to add Gold, White, Silver, or Clear spot effects to design application created in Adobe® Creative Suite requires this simple process to help ensure accurate print results:

Specify as PMS 871C and name "SGold"	**Specify as 100% Cyan and name "SWhite"**	**Specify as PMS 877C and name "SSilver"**	**Specify as 100% Yellow and name "SClear"**
SAVE AS A SPOT COLOR	**SAVE AS A SPOT COLOR**	**SAVE AS A SPOT COLOR**	**SAVE AS A SPOT COLOR**

Spot color names are specific. Please reproduce exactly as shown here so the printer knows where to apply the Vivid Toner.

Since specialty effects are applied at the printer, your files won't accurately depict the printed results. We recommend you choose an on-screen color to make 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.
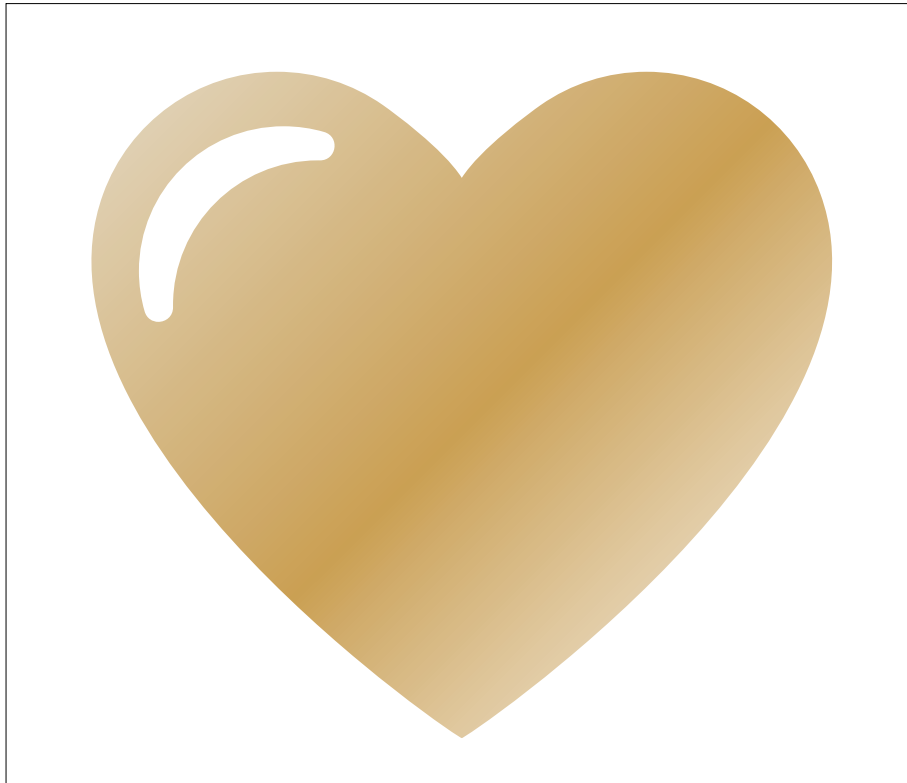
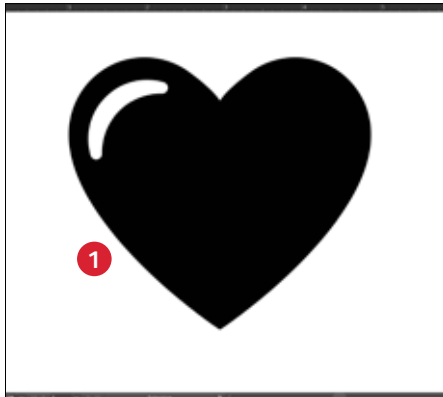In this example, we'll show you how to create a graphic with a specialty fill.

This example uses:

SGold

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Add a spot effect to graphics or text.

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

1 CREATE A GRAPHIC OR TEXT

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

2 CREATE YOUR ON-SCREEN 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 DEFINE THE VIVID SPOT COLOR

Designate your PANTONE® 871C swatch as a **Spot Color** and name it **SGold.**

REMINDER:
Color names are specific and case sensitive. Please reproduce exactly as shown here! The names let the printer know where to apply the Vivid Toner.
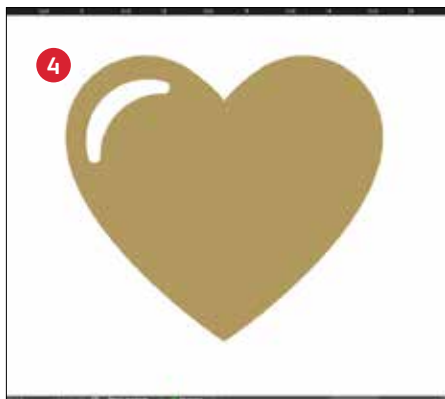
4 **FILL YOUR OBJECT**

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+
Kit installed on their device.

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

Designing with multiple Vivid Toner spot colors

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

Print up to four spot Vivid Toner colors in ONE duplex print pass.*

Amplify the power of Vivid Toner spot effects by using more than one color at a time.

Adaptive CMYK+ allows a print provider with a Xerox® PrimeLink® C9065/C9070 Printer to swap out their CMYK Toners with Vivid Toners, giving you the ability to print up to four high-value specialty spot colors at the same time.

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

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

*Each "pass" represents a single trip through the printer.

Print up to four spot colors in ONE duplex print 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 file.

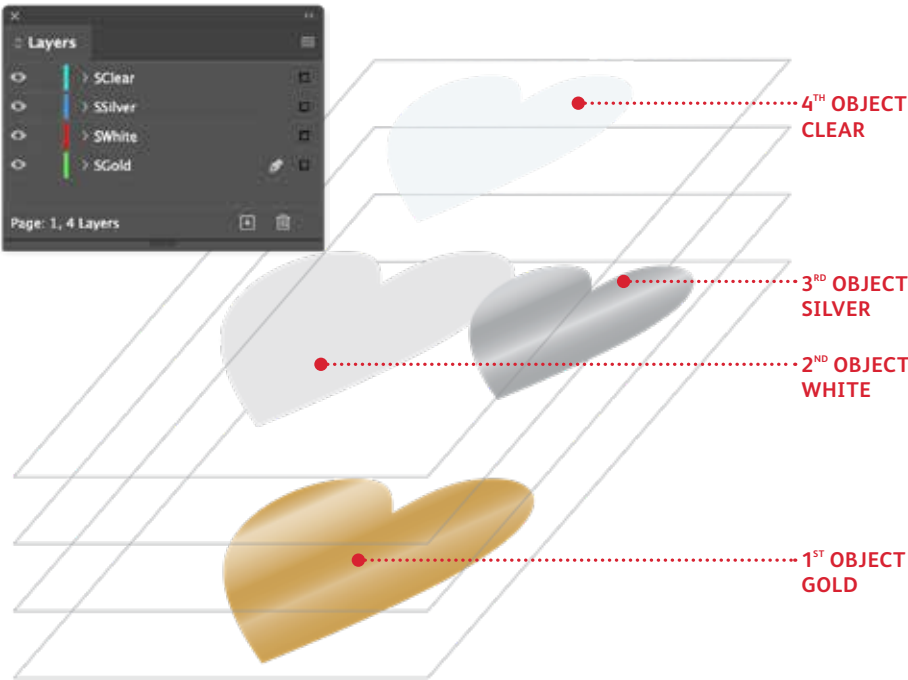**In this example, we'll show you how to use all four Vivid Toners together in one pass.**

This example uses:

SClear	
SSilver	
SWhite	
SGold	*Production preview*

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

4TH OBJECT
CLEAR

3RD OBJECT
SILVER

2ND OBJECT
WHITE

1ST OBJECT
GOLD

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 file so that some objects are in front of others.*

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

*See the **Insider Insights** section in this Guide for more detail on overlapping Vivid Toner objects.
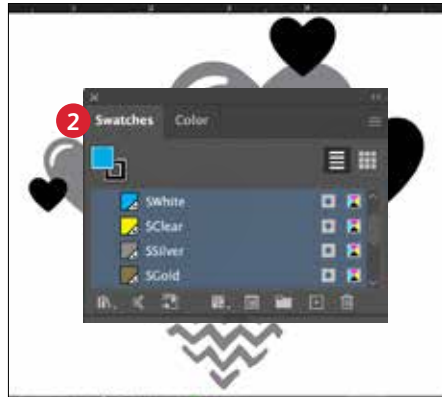
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Use more than one spot effect together.

Up to four Vivid Toners can be used in a design file—and may even be placed so they overlap—depending on the desired result.

1 CREATE YOUR DESIGN

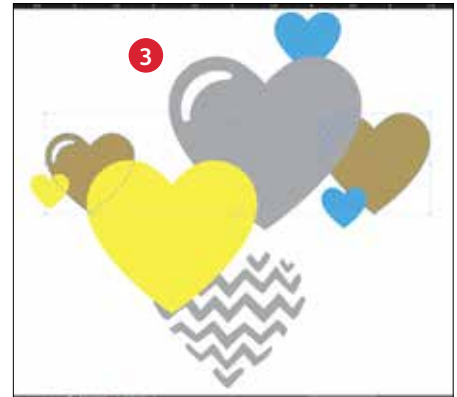Create your design and decide where you want your spot colors to appear.

2 DEFINE 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.**
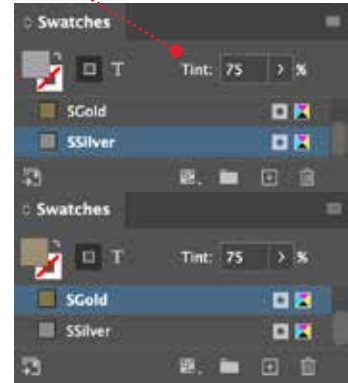
3 FILL YOUR OBJECTS

Decide where you want to use your Vivid Kit Toners to create an exciting "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.
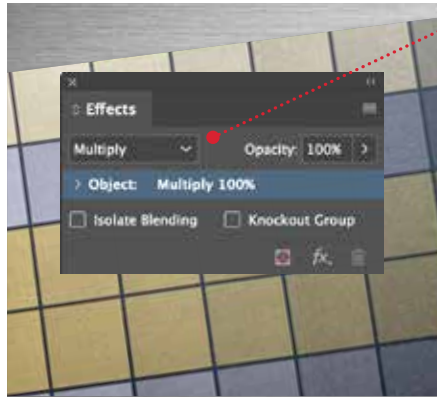
MULTIPLY AND SELECT A TINT

4 **IF YOU HAVE MULTIPLE VIVID TONER 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.

TIP:

Multiplying Silver and Gold together lets them "blend" on press, creating beautiful champagne metallic hues. We recommend these mixes:

| 90% Gold | 70% Gold | 50% Gold | 30% Gold |
| 90% Silver | 70% Silver | 50% Silver | 30% Silver |

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Designing for multiple print passes

Create eye-catching designs with an endless gamut on a page.

Print CMYK and Vivid Toner colors in TWO print passes.

Layering CMYK prints with Vivid Toners unleashes a whole new set of design 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 Toners are printed in two passes, so designs must be optimized so they do not require exact registration between the two toner sets.

Bring it all together.

You can enhance visual interest by layering areas of CMYK with Vivid Toners to create imaginative, eye-catching designs.

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

This example uses:

SGold (Vivid Toner Set)

Magenta (CMYK Toner Set)

Layering Vivid Toners on top of CMYK can amplify their impact...

2ᴺᴰ PASS
GOLD
(Vivid
Toner Set)

1ˢᵀ PASS
MAGENTA
(CMYK
Toner Set)
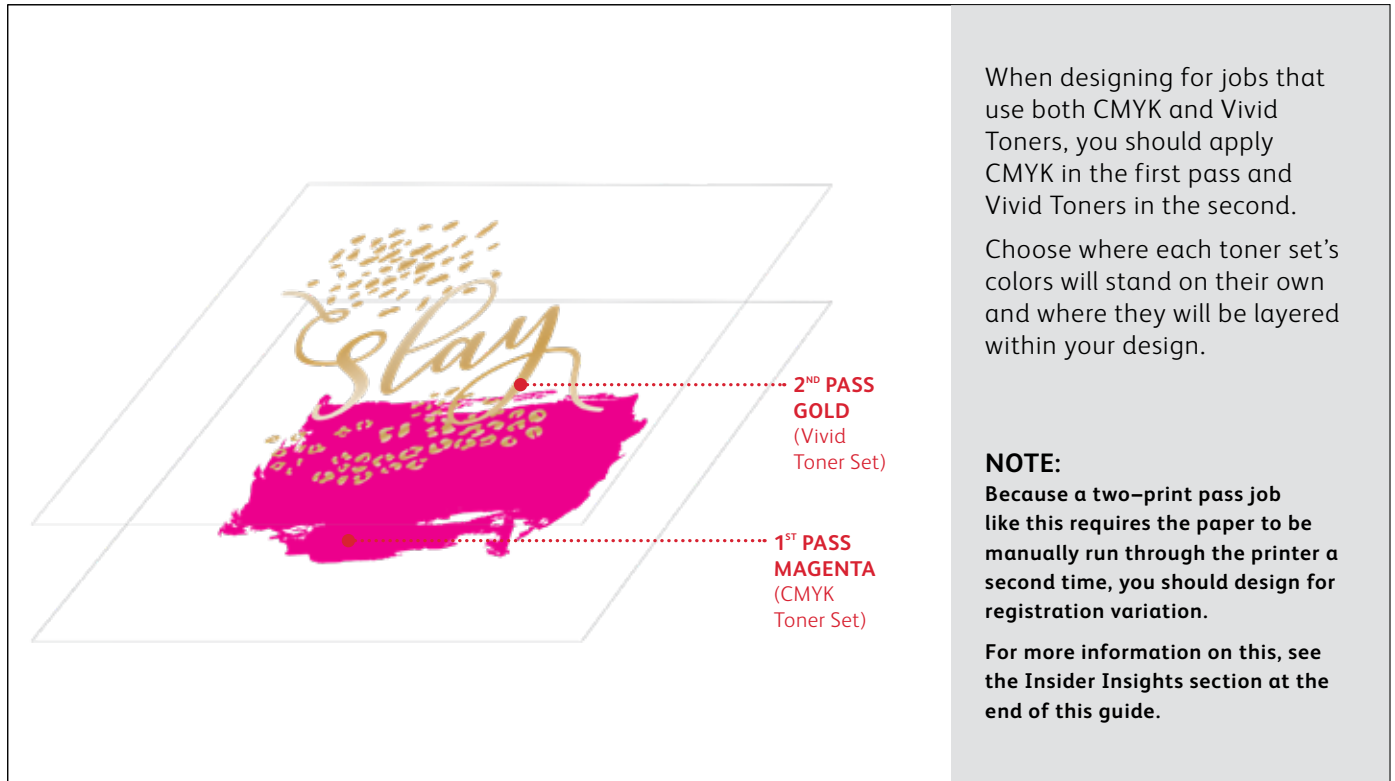
When designing for jobs that use both CMYK and Vivid Toners, you should apply CMYK in the first pass and Vivid Toners in the second.

Choose where each toner set's colors will stand on their own and where they will be layered within your design.

NOTE:
Because a two–print pass job like this requires the paper to be manually run through the printer a second time, you should design for registration variation.

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

Bring it all together.

Creating designs that use both CMYK and Vivid Toners requires two different print passes.

1   CREATE YOUR DESIGN

Create your CMYK design and decide where you want your Vivid spot colors to appear.
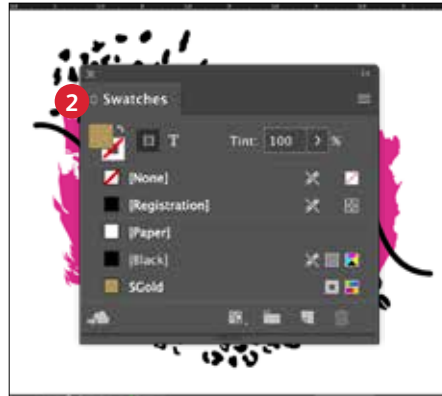
2   DEFINE YOUR SPOT COLOR

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!

CMYK (Magenta) + Vivid (SGold)

Fluorescent (FMagenta) + Vivid (SGold)

4 **MULTIPLY YOUR OBJECTS**

The second print pass objects should always be set to **Multiply** to ensure proper printed outcome and avoid knockout of the objects below.

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

NOTE:

Use the CMYK Toner Set or the Fluorescent Toner Set as your first print pass. Then, easily swap to the Vivid Toner Set for the second print pass to add the SGold effects. With only minor adjustments to your design file, you can achieve drastically different results.

CMYK Toner Set   **Fluorescent Toner Set**   **Vivid Toner Set**

 OR AND

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Getting familiar with Fluorescent Toners
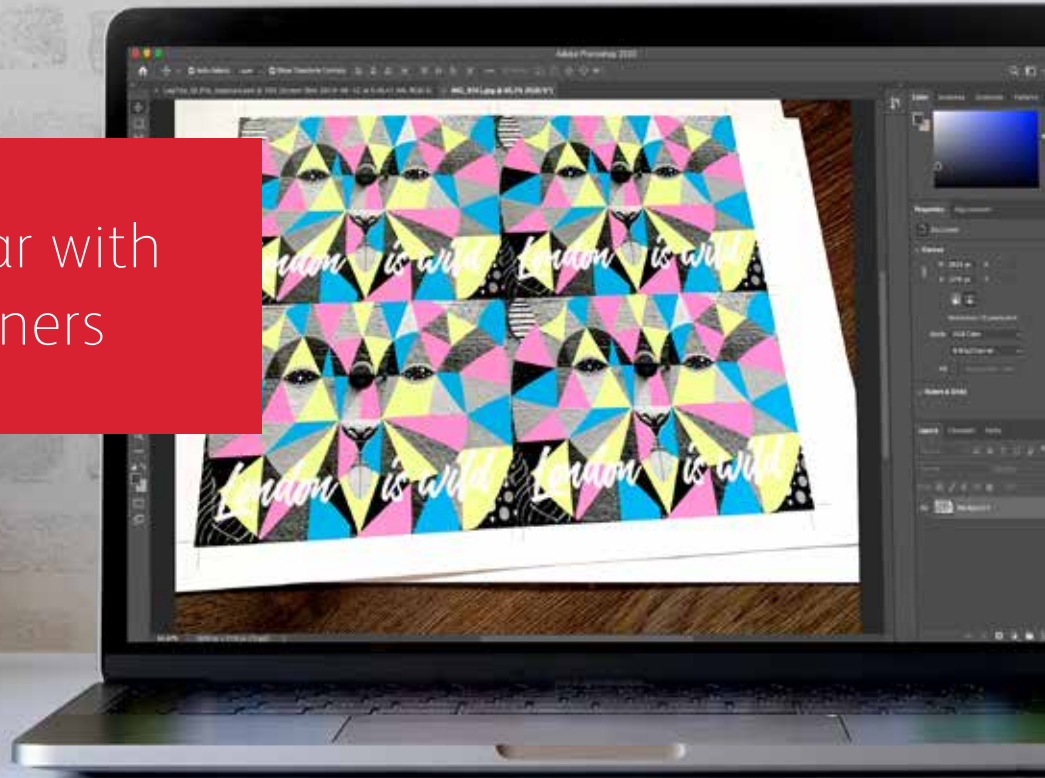
Get ready to glow.

Create stunning specialty effects with Fluorescent Toners:

Create an eye-catching "Spot Wow" with Fluorescent spot colors:

FCyan, FMagenta, and FYellow can be used on their own or layered with Grayscale imagery to grab—and hold—attention.

Note: If you wanted to add tints or shades of Black in the Fluorescent print pass, use **SBlack as a spot color** and specify the percentage.

Unlock an intriguing glow with blended Fluorescent process printing:

Because the Fluorescent Toner Kit contains Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow—in addition to Black—you can design in CMYK and still get an extra pop and glow when you print with blends.

Bottom line: Fluorescent Toners give you the flexibility to design in two different ways.

1 "Spot Wow" Fluorescent Toner Workflow

Specify various Fluorescent Spot colors for added pop!

2 "Blended" Fluorescent Toner Workflow

Design as you would for standard CMYK to create blends of Fluorescent colors.

Designing with Fluorescent spot colors

Specifying Fluorescent spot colors.

Make your designs stand out with Fluorescent spot colors.

Spot effects are stunning in their simplicity.

Creating Fluorescent spot colors is simple.

The easiest way to use Fluorescent Toners is to specify a spot (or spots) of Fluorescent Cyan, Fluorescent Magenta, or Fluorescent Yellow.

Contrasting Fluorescent Toners with Black elements within a design helps Fluorescent colors pop even more.

Note: Some Fluorescent colors pop more than others. Always be sure to test your jobs to be sure they are printing as expected. This application is an excellent example of UV-activated Fluorescent Toners.

Add a spot color effect to graphics or text.

Naming Fluorescent colors correctly and specifying them as "Spots" in your Adobe® design file will deliver more saturated colors when printing.

Specify as 100% Cyan
and name "**FCyan**"

SAVE AS A
SPOT COLOR

Specify as 100% Magenta
and name "**FMagenta**"

SAVE AS A
SPOT COLOR

Specify as 100% Yellow
and name "**FYellow**"

SAVE AS A
SPOT COLOR

If you leave these colors tagged as "Process" in your design file, they will still print with fluorescence—but they will not be as saturated as when they are tagged as "Spot" and use the correct Spot syntax name.

Spot effects can be created in just a few simple steps. Start by determining which Fluorescent spot color(s) you want and where each effect will be applied within your design.

In this example, we'll show you how to create specialty Fluorescent fills for text and vector art.

This example uses:

FCyan

FMagenta

FYellow

Add a spot effect to graphics or text.

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

1 SET UP YOUR LAYERS

While this isn't 100% necessary, working in layers will help you keep a clean working file.

Create a base layer for your Grayscale image. Next, add a layer for your Fluorescent art and text.
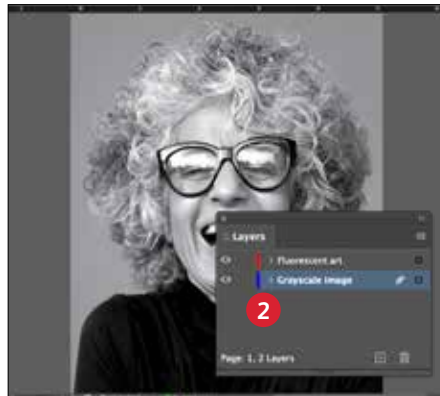
2 IMPORT YOUR GRAYSCALE IMAGE

Open your Grayscale image and place it on the Grayscale image layer.

3 CREATE FLUORESCENT DESIGN ELEMENTS

Next, create the elements you wish to be Fluorescent and place them on the Fluorescent art layer.
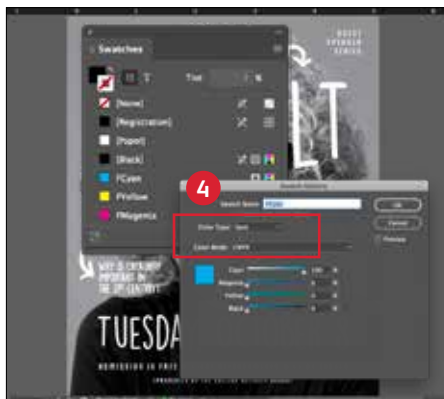
4 **CREATE FLUORESCENT SPOT COLORS**

Open the Swatch Palette and create your Fluorescent colors:

FCyan (Capitalized), **FMagenta** (Capitalized), and **FYellow** (Capitalized).

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

5 **FILL YOUR OBJECTS**

Select the objects in your Fluorescent layer and fill them with the **Spot Colors.**

Choosing to set some of your Fluorescent objects to Multiply, like these glasses lenses, can add a fun dimension to your piece.

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® Fluorescent Toners.

They will need to have the Xerox® Adaptive CMYK+ Kit installed on their device.

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

Using black effectively.

Printing Black in a one-pass Fluorescent job:

REMINDER:

Being able to run Black in a single pass with the Fluorescent Toner Kit opens up amazing design opportunities.

You can layer Fluorescent spot colors over grayscale images in addition to using Black as a spot or flood element.
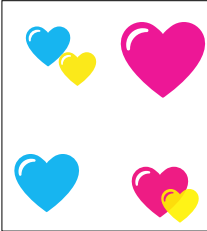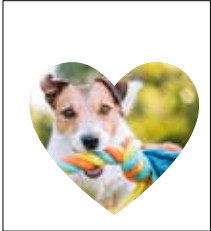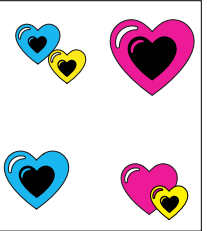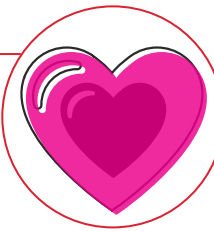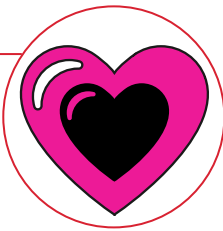
In one-pass jobs like these, it is not necessary to define SBlack as a spot color.

USE 100% BLACK

Black provides excellent contrast against the Fluorescent Toners.

To use it to its full effect, specify Black as **100% K**—do not include any C, M, or Y.

FLUORESCENT WITH GRAYSCALE:

By leaving Black set to 100% K, you can also create the stunning effect of enhancing grayscale photos with Fluorescent spots.

The PrimeLink engine lays down the perfect amount of Black without having to manipulate percentages or define Black as a spot color.

Printing Black in a manual two-pass CMYK and Fluorescent job:

When printing a manual two-pass job that uses CMYK and Fluorescent Toners in one PDF, you may need to control when Black gets laid down—as part of either the CMYK pass or the Fluorescent pass.

In both of these examples, the CMYK Toners are installed for the first pass.

LEAVING BLACK SET TO 100% K

Print Pass 1 + Print Pass 2

Final Printed output

Leaving Black set to 100% K and not specifying it as a spot color will cause the printer to print Black elements as part of the CMYK first pass. Notice that the black hearts print under the Fluorescent objects.

SETTING BLACK TO SBlack

Print Pass 1 + Print Pass 2

Final Printed output

Setting Black objects as a spot color named SBlack will cause the printer to print them as part of the Fluorescent second pass. Notice that the Black hearts print over the Fluorescent objects with perfect registration.

Design in CMYK, print in Fluorescent blends

Give your art new "glow" in print.

Make your designs stand out with the POP of blended Fluorescent colors.

Don't change a thing about your design! Just change toners.

Since the Fluorescent Toner Kit contains Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow along with process Black, it lets you print process CMYK images with an intriguing pop and glow.

Even though blended spot colors can be achieved with both the Vivid and Fluorescent Toner sets, only the Fluorescent Toner set can take a job that was designed for CMYK process printing and give it new glow with nothing more than a toner swap.

Bring a new glow to your CMYK art.

While this example uses Adobe® lllustrator®, the same concepts apply in Adobe® lnDesign®.

1 OPEN OR CREATE YOUR CMYK ARTWORK

Start with an existing CMYK file or create new art.

2 MAXIMIZE YOUR IMPACT

Contrasting areas of fluorescent color with Black in your design can amplify the effect of the Fluorescent Toners when your file is printed and viewed under UV light.

3 PRINT WITH FLUORESCENT TONERS

Fluorescent Toners make your process color designs pop and glow with minimal effort!

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® Fluorescent Toners.

They will need to have the Xerox® Adaptive CMYK+ Kit installed on their device.

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

The best and brightest blends

Fluorescent Toners can be blended to create beautiful new palettes of spot colors beyond just C, M, and Y. We suggest these mixes:

PANTONE® 219
C: 7 M: 99 Y: 9 K: 0
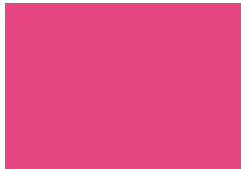
PANTONE® 7424
C: 4 M: 87 Y: 19 K: 0

PANTONE® 215
C: 26 M: 100 Y: 47 K: 8
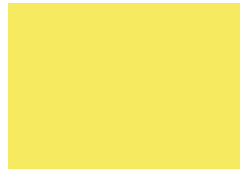
PANTONE® 100
C: 6 M: 1 Y: 76 K: 0

PANTONE® 102
C: 5 M: 5 Y: 100 K: 0
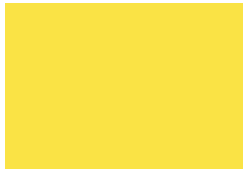
PANTONE® 106
C: 4 M: 5 Y: 84 K: 0

PANTONE® 7405
C: 7 M: 16 Y: 100 K: 0
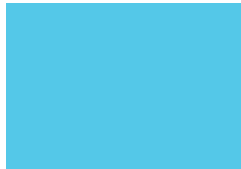
PANTONE® 305
C: 58 M: 0 Y: 6 K: 0

PANTONE® 306
C: 81 M: 4 Y: 5 K: 0

PANTONE® 641
C: 100 M: 53 Y: 21 K: 4

PANTONE® 640
C: 100 M: 35 Y: 14 K: 0

PANTONE® 583
C: 33 M: 13 Y: 100 K: 0
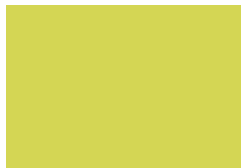
PANTONE® 584
C: 20 M: 5 Y: 82 K: 0

PANTONE® 389
C: 25 M: 0 Y: 100 K: 0

Contact your Xerox rep for a full PANTONE® chart that is available to download and print with the Fluorescent Toners installed to see the results.
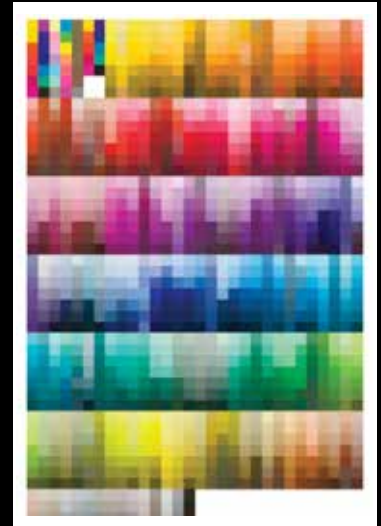
A few other suggested blends:

Hot Orange
2% FCyan
63% FMagenta
65% FYellow

Bright Teal
85% FCyan
5% FMagenta
60% FYellow

Popping Purple
33% FCyan
66% FMagenta
1% FYellow
9% Black

Lime Green
60% FCyan
2% FMagenta
86% FYellow

Workflow settings for print production

Set yourself up for success.

Simplify the Specialty Toner Kit proofing and production process with these tips:

EFI Server:

Xerox® EX-I C69065/C9070 Print Server Powered by Fiery® or Xerox® EX C9065/C9070 Print Server Powered by Fiery®—*used for all jobs in this sample kit.*

- Workflow/Preset: Vivid_Kit or Fluo_Kit
- Server/Toner Set: Vivid, Fluorescent, or Standard
- Glossy Level set to Glossy when your file has Clear or Vivid Toner

For more information on printing, refer to the Production Notes and Demo Guidance document, which can be obtained from your Xerox rep.

Media weight ranges.

Adaptive CMYK+ on the Xerox® PrimeLink® C9065/C9070 supports duplex printing on a range of media weights. Consult this table to verify supported ranges for your applications.

| AUTO DUPLEX Paper sizes per Tray: refer to CEIG	HW 1: 151–176 gsm	HW 2: 177–220 gsm	HW 3: 221–256 gsm	HW 4: 257–350 gsm
TRAY 1	Yes	Yes	Not Supported	Not Supported
TRAY 2	Yes	Yes	Not Supported	Not Supported
TRAY 3	Yes	Yes	Not Supported	Not Supported
TRAY 4	Yes	Yes	Not Supported	Not Supported
TRAY 5 (MSI)	Yes	Yes	Yes	**MANUAL DUPLEX**
TRAYS 6 & 7 (OHCF)	Yes	Yes	Yes	**MANUAL DUPLEX**

BANNER MEDIA:
13" x 26" (330 x 660 mm) must be less than or equal to 220 gsm. *Note: Only HW1 or HW2 can be used for Banner substrates.*

● Yes   ● Not Supported

It is recommended that you use Adobe® Acrobat® Pro to inspect files before printing. You can check new application files to make sure spot colors are defined correctly and that the correct syntax is used for the Specialty Toner names.
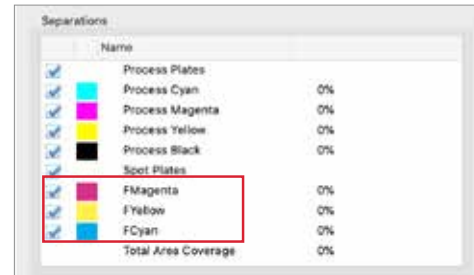
PRINT PRODUCTION OUTPUT PREVIEW

Within the **Print Production** feature, use the **Output Preview** tab to view an Adaptive CMYK+ PDF print application and to inspect spot colors and their naming syntax.
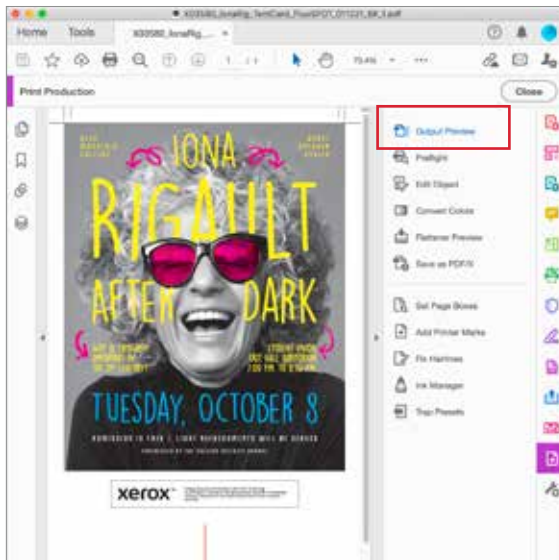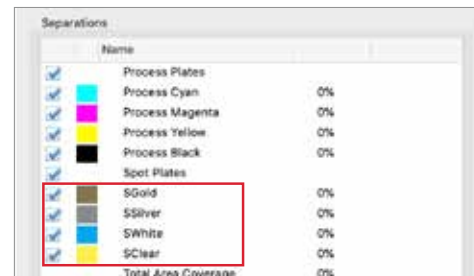

FLUORESCENT TONERS

FMagenta, FCyan, and **FYellow** are the correct syntax for the Fluorescent spot colors.

VIVID TONERS

SWhite, SGold, SSilver, and **SClear** are the correct syntax for the Fluorescent spot colors.

Good communication with your print provider is key!

Setting up a flawless design file will only get you part of the way to a perfect print. You must also clearly communicate with your print provider about the toner sets and effects you used so that they can help make your vision a reality.

Use the terminology shown here to describe your design elements and desired toners.

1 Vivid Spot	2 Fluorescent Spot	3 Fluorescent Blends (Designed for CMYK)	4 Vivid Spot and Fluorescent Spot	5 Vivid Spot and Fluorescent Blend

6	CMYK and Fluorescent Spot	7	CMYK and Vivid Spot	8	CMYK and Fluorescent Blends	9	PANTONE and Fluorescent Spot	10	PANTONE and Fluorescent Blends

11	PANTONE and Vivid Spot	12	Gradients	13	Vivid Blends	14	SBlack Tints and Fluorescent Spot
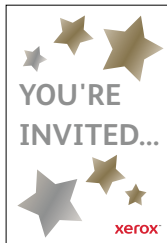
For more information on design best practices for the Xerox® Adaptive CMYK+ Kit, please refer to the Production Notes and Demo Guidance for the Xerox® PrimeLink® C9065/C9070 Printer on Xerox.com.

* EfI print Workflows will vary depending on the elements of the design file.

INSIDER INSIGHTS

The Xerox® Adaptive CMYK+ Kit is an innovative accessory that lets your print provider swap out their Xerox® PrimeLink® C9065/C9070 Printer's CMYK Toner with high-value Specialty Toners in minutes.

While Specialty Toners register well to each other on each side of a page, there can be some variation on jobs that require both CMYK and Specialty Toners, due to the fact that paper must be manually re-run through the printer 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:

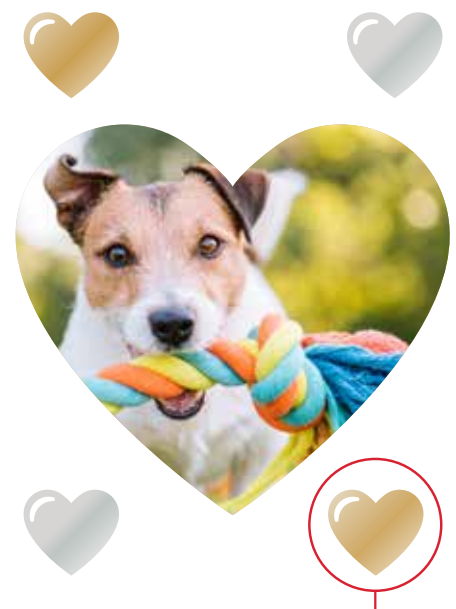When you're planning on using Specialty Toners in addition to CMYK,

OR

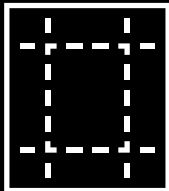When you're planning on running 2-sided jobs.

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 than uncoated.

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 design intent.

Overlapping objects when designing for the Vivid Toner set.

When overlapping specialty objects, the order of the Vivid Toners in the printer does NOT matter.

What DOES matter are the following variables with respect to layout and settings within your design file:

- Object position in the **Layers** palette

- Object settings in the **Effects/Transparency** palette

For more information on overlapping Vivid Toner objects in your design files, refer to the Design Tool for the Xerox® Adaptive CMYK+ Kit (available from your Xerox rep).

Print Engine Order: **CMYK Toners**	K	C	M	Y
Print Engine Order: **Vivid 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 Vivid objects using **Normal**:
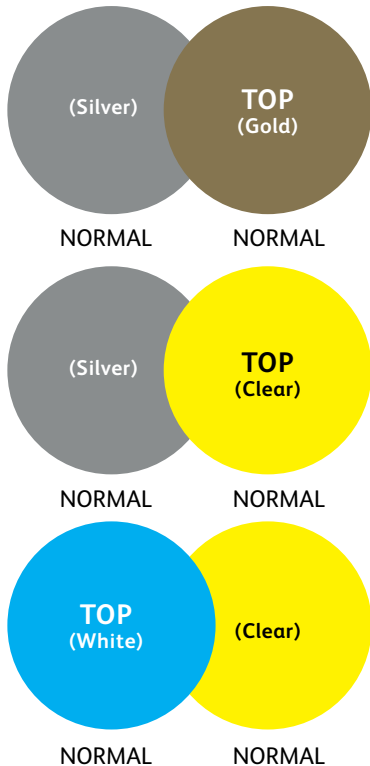
(Silver) TOP **(Gold)**

NORMAL   NORMAL

(Silver) TOP **(Clear)**

NORMAL   NORMAL

TOP **(White)** (Clear)

NORMAL   NORMAL

This example shows 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 Vivid Toner object (circle) will always overprint the Bottom layer Vivid Toner object (circle) when all the objects are set to Normal.
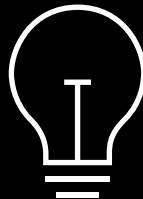
While these examples showcase Vivid Toner colors, the same principles apply if you are Overlapping or Multiplying Fluorescent Spot colors.

Overlapping objects when designing with ONLY Vivid Toners.

Overlapping Vivid objects using **Multiply** and **Normal**:

(Silver) TOP (Gold)

NORMAL   MULTIPLY

(Silver) TOP (Clear)

NORMAL   MULTIPLY

TOP (White) (Clear)

NORMAL   MULTIPLY
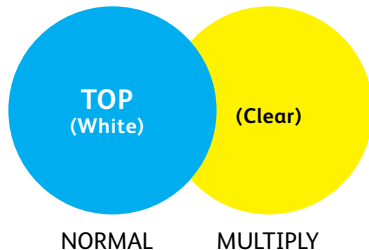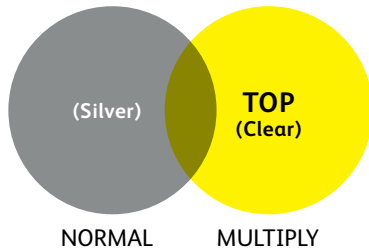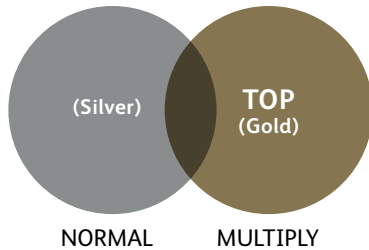
This example shows the printed design effects achieved by:

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 Vivid Toner object (circle)—**in combination with** the setting **Multiply**—will always show a transparency effect with the Bottom Vivid Toner object layer (**Normal** setting).

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

The Top layer (White circle) would have to 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 FILE

Working with Clear Specialty Toner:

To achieve the best sheen on your printed output when using Clear Toner, you should always set Clear objects to **Multiply** in the **Effects/Transparency** palette within your design file:

Overlapping objects when designing with ONLY Vivid Toners.

Overlapping Vivid objects using only **Multiply**:

This example shows the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer).

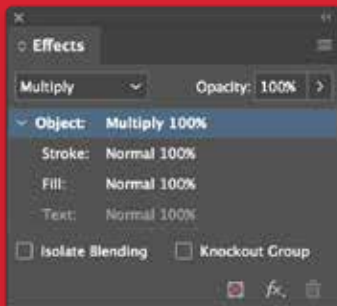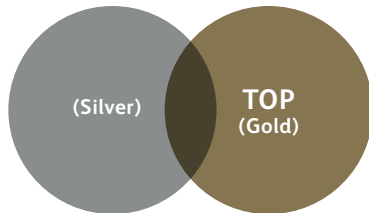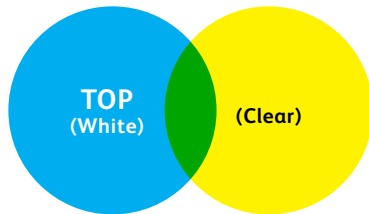2. The objects' setting in the **Effects/Transparency** palette, when all are set to **Multiply.**

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

Refer to the Vivid Shape Tool for the full information on overlapping Vivid objects. It can be obtained on SMART Centre or from your Xerox rep.

Fluorescent gradients.

Use Fluorescent Toners to create seamless gradient blends:

This application showcases gradients, which are making a strong comeback in designs everywhere.

1 Gradients can enhance an otherwise flat design. Here, they become the focal point by using fluorescent shades to create bold color combinations.

2 Fluorescent Toners can create shocking Fluorescent Green, jaw-dropping Fluorescent Magenta, flamboyant Fluorescent Yellow, and more.

3 Produce profitable niche business cards, at a fraction of the cost. Run this job as a single-pass, two-sided, imposed 20-up with the Fluorescent Toner Set.

4 The fluorescent crescent shape overlays nicely with the crisp black text.

NOTE: The Fluorescent Toner Set is available on PrimeLink as the Combination Kit.

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? The Xerox® Adaptive CMYK+ Kit triples your design freedom by giving you the power to add new high-end specialty enhancements using the Xerox® PrimeLink® C9065/C9070 Printer. Glowing Fluorescents. Glimmering Golds. Eye-catching Silver. A versatile layer of White. Plus, elegant Clear accents.

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

Ask your local Xerox Sales Rep for the Adaptive CMYK+ Resource Guide for the Xerox® PrimeLink® C9065/C9070 Printer

For more information, visit **Xerox.com**

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