

XEROX® ADAPTIVE CMYK+ KIT
FOR XEROX® VERSANT® PRESSES

Graphic Design and File Preparation Guidelines





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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 metallic and 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 Xerox® Versant® Presses changes that.

This innovative accessory lets you add high-value enhancements to short-run digital easily and cost-effectively with **White, Gold, Silver, and Clear Toners**, or with **Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow Toners**.



Say goodbye to costly processes and hello to new jobs.

Xerox® Adaptive CMYK+ technology 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.

Although they are beautiful, post-process specialty enhancements are labor- and time-intensive.



Add cost.

All that labor makes traditional enhancements expensive. Also, they can only be applied 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 with signature digital production efficiency.

Ideal for:


Greeting cards and invitations
Flyers and brochures
Posters and signage
Event tickets, gift vouchers, and more!

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 80 page-per-minute Xerox® Versant® Presses.

BREATHE INSPIRATION INTO PRINT WITH THIS FLEXIBLE OPTION:


Print traditional digital applications with CMYK:




Get the consistent 4c process quality you count on.




Swap out toners for the Xerox® Vivid Toner Kit:



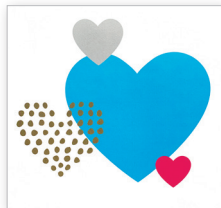

Run exciting new applications with shimmering metallics, White, and Clear.



Swap out toners for the Xerox® Fluorescent Toner Kit:



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.





This guide will walk you through many ways to think about using Specialty Toners on the Xerox® Versant® Presses. 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.

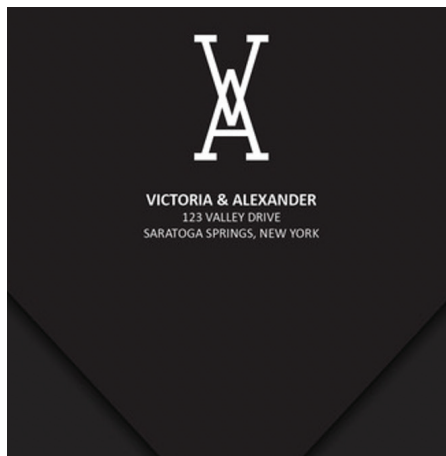
Print instructions assume the press operator is familiar with the Versant® Press and print server options.

Getting familiar with Vivid Toners



Get ready to shine.

Create stunning specialty effects with Vivid Toner:



Create a spot color effect:

Each of our Vivid Toner Kit colors—White, Gold, Silver, and Clear—can be used on its 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 color effect together:

Want to use more than one spot effect in a job? No problem! Our exclusive Adaptive CMYK+ technology 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.

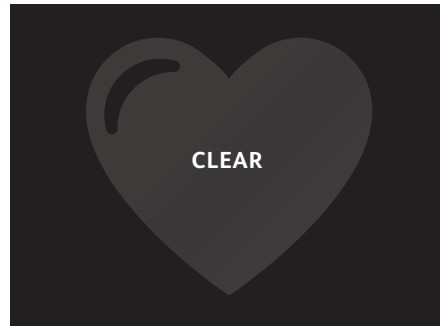
GETTING FAMILIAR WITH VIVID TONERS

Breathing inspiration into print
just got easier.

Print up to four Vivid Toners in a single pass.

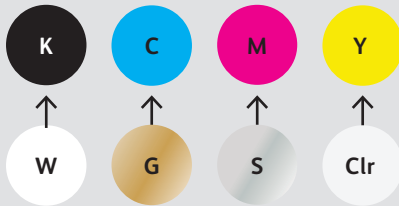


Real metallic effects: The sparkle of metallic Vivid Toners can be used on their own or layered over each other, as well as other colors—either CMYK or Fluorescent—to amplify content in new, visually stunning ways.



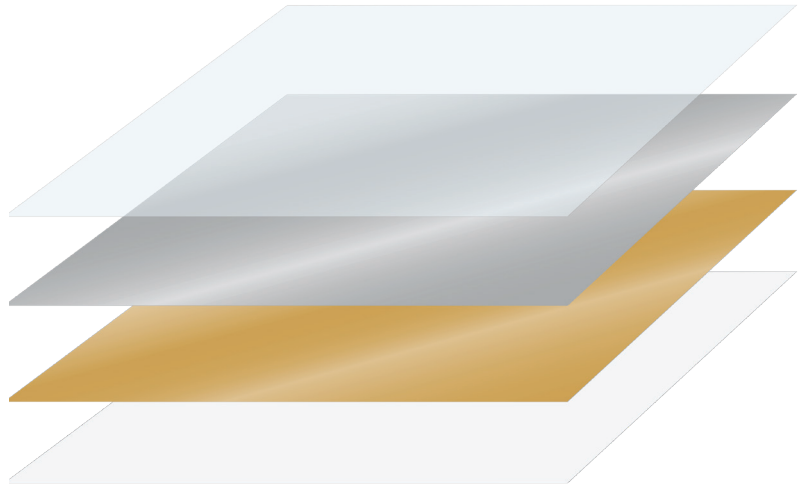
White and Clear effects: Create new opportunities for unique design expression. Unlock a broader range of specialty media with White Toner, and enhance virtually any stock with White or Clear design elements.

Vivid Toners replace CMYK in the Versant Press as a set:



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 that lets your print provider swap out their Xerox® Versant® Press'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 will be some variation on jobs that require multiple toner sets. 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

VICTORIA
&
ALEXANDER

R.S.V.P.

PLEASE RESPOND BY SEPTEMBER 28TH

SATURDAY, OCTOBER

AT TWO O'CLOCK

17 E. MT VERNON PL, SARATOGA
COCKTAILS, DINNER & DANCING



VICTORIA & ALEXANDER
123 VALLEY DRIVE
SARATOGA SPRINGS, NEW YORK

DESIGNING WITH A VIVID TONER SPOT COLOR

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

Make your designs stand out with a simple spot color effect.

Spot effects are stunning in their simplicity.

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

Spot color effects can be created in several ways:

- **With White**, to pop graphics and text on a dark or colored stock.
- **With metallic Silver or Gold**, to add high-value shimmer to virtually any job.
- **With Clear**, to create subtle, yet creative accents.



DESIGNING WITH A VIVID TONER SPOT COLOR

Add a spot color effect to graphics or text.

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

WHITE



Specify as 100% Cyan

(C: 100% M: 0% Y: 0% K: 0%)

Name “SWhite”

SAVE AS A SPOT COLOR

GOLD



Specify as PMS 871C

(C: 20% M: 30% Y: 70% K: 15%)

Name “SGold”

SAVE AS A SPOT COLOR

SILVER



Specify as PMS 877C

(C: 47% M: 38% Y: 38% K: 2%)

Name “SSilver”

SAVE AS A SPOT COLOR

CLEAR



Specify as 100% Yellow

(C: 0% M: 0% Y: 100% K: 0%)

Name “SClear”

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.

This guide will use the colors noted above. If you do not have access to the PANTONE® swatch library, you may choose any on-screen colors you'd like to represent each Vivid Toner spot color as long as they are named appropriately and designated as a spot.

Spot effects can be created in just a few simple steps. Start by determining what spot effect you want—White, Gold, Silver, or Clear—and where that effect will be applied within your design.



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SARATOGA SPRINGS, NEW YORK

In this example,
we'll show you how
to create a graphic
with a specialty fill.

This example uses:

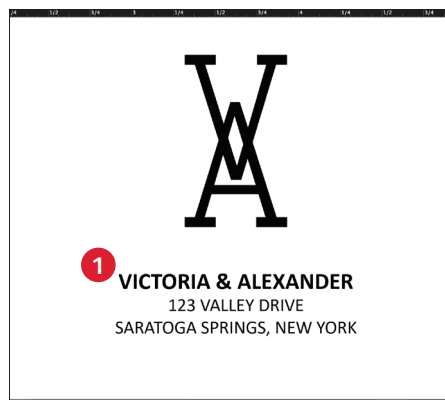


SWhite

DESIGNING WITH A VIVID TONER SPOT COLOR

Add a spot effect to graphics or text.

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



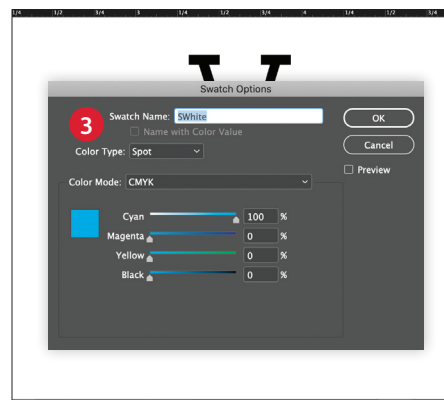
1 CREATE A GRAPHIC OR TEXT

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



2 CREATE YOUR ON-SCREEN COLOR

Add 100% Cyan to your file so that when you're working on screen, the graphic is visible to work with.

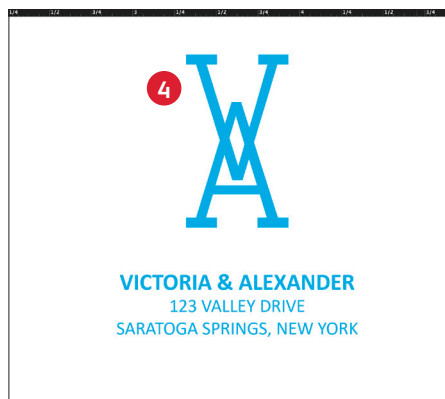


3 DEFINE THE VIVID SPOT COLOR

Designate your 100% Cyan swatch as a **Spot Color** and name it **SWhite**.

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 **SWhite** 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.

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

**See the Workflow Settings for Print Production section in this Guide for more detail on print settings*

Designing with
multiple Vivid Toner
spot colors

PAELLAS DE MARISCO

Featuring seafood fished from Ibiza's island waters.

ARROZ DE MATANZAS

Featuring sobrassada, saffron, mushroom and a special broth reduction.

FLAONS

Curried goat cottage cheese, ground almonds and honey.

Menu



DESIGNING WITH MULTIPLE VIVID TONER SPOT COLORS

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

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

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

Adaptive CMYK+ technology allows a print provider with a Xerox® Versant® Press 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.



*Each “pass” represents a single trip through the press.

DESIGNING WITH MULTIPLE VIVID TONER SPOT COLORS

Print up to four spot colors in ONE pass.

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



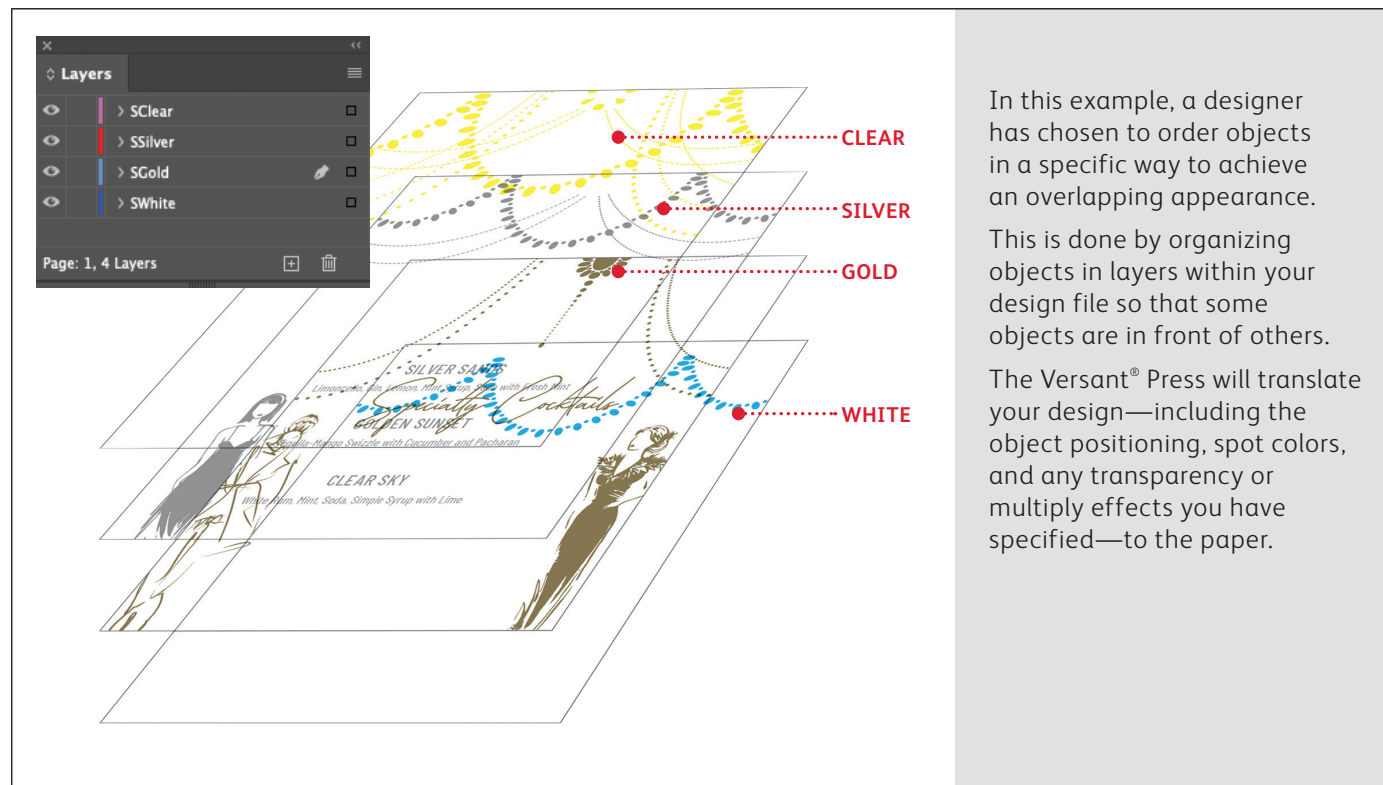
In this example, we'll show you how to use all four Vivid Toners together in one pass.

This example uses:



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.



DESIGNING WITH MULTIPLE VIVID TONER SPOT COLORS

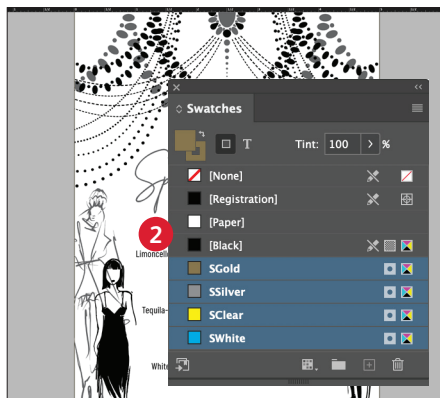
Use more than one spot effect together.

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)

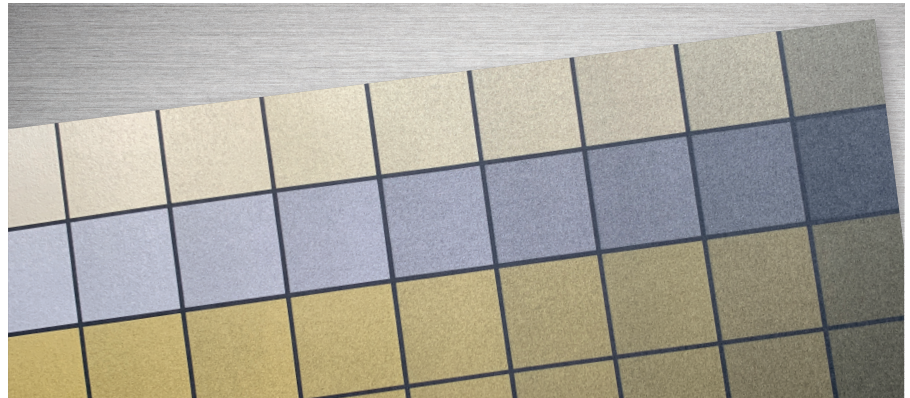
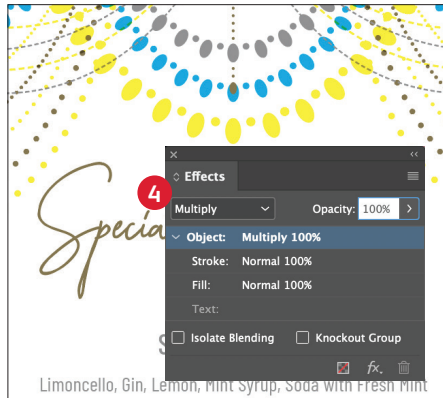
All should be designated as **CMYK Spot Colors**.



3 FILL YOUR OBJECTS

Decide where you want each Vivid Kit Toner.

NOTE:
Where objects overlap in your design, decide whether you want them to sit on top of one another or visually blend using the Multiply effect, which creates transparency.



4 IF YOU HAVE MULTIPLE VIVID TONER OBJECTS OVERLAPPING IN A DESIGN

Depending on the desired effect, you may choose to **Multiply** objects so they blend with the layers under them.

Clear should **ALWAYS** be set to **Multiply** to avoid knocking out the object below it.

TIP:

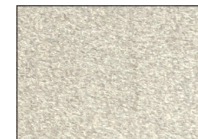
Multiplying Silver and Gold together lets them “blend” on press, creating beautiful champagne metallic hues. We recommend these mixes:

90% Gold
90% Silver

70% Gold
70% Silver

50% Gold
50% Silver

30% Gold
30% Silver



MEET
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ED REZE



Designing with CMYK
and Vivid Toners

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meet & greet, autographed photo,
one large popcorn & drink!

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DESIGNING WITH CMYK AND VIVID TONERS

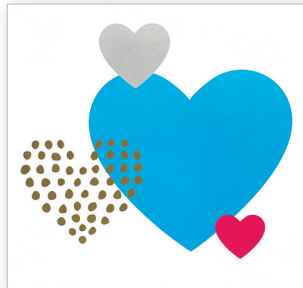
Create eye-catching designs with up to eight colors on a page.

Print CMYK and Vivid Toner colors in TWO passes.

Layering CMYK prints with Vivid Toners unleashes a whole new set of design possibilities.

Use solids or tints of White, Gold, 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:



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

NOTE:

Because a two-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.

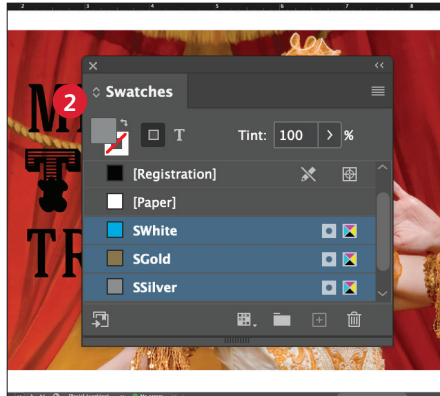
Bring it all together.

Creating designs that use both CMYK and Vivid Toners uses different principles from those you learned for creating spot Vivid Toner designs with overlapping elements or photographs, and requires two different print passes.



1 CREATE YOUR DESIGN

Create your design, import your images, 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:

SGold (Capitalized)
SSilver (Capitalized)
SWhite (Capitalized)

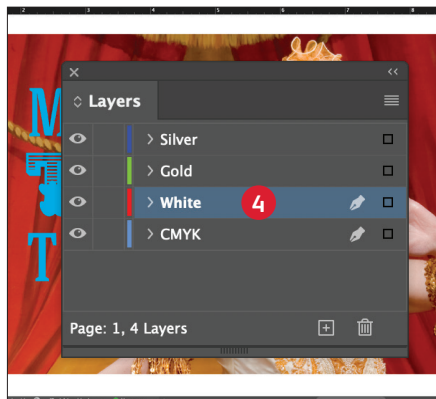
They should be designated as **CMYK Spot Colors**.



3 FILL YOUR METALLIC OBJECTS

Decide where you want to use your Vivid Kit Toners to create the best “wow” effect you can!

Fill with **SGold** and **SSilver**.



4 USE WHITE TO YOUR ADVANTAGE

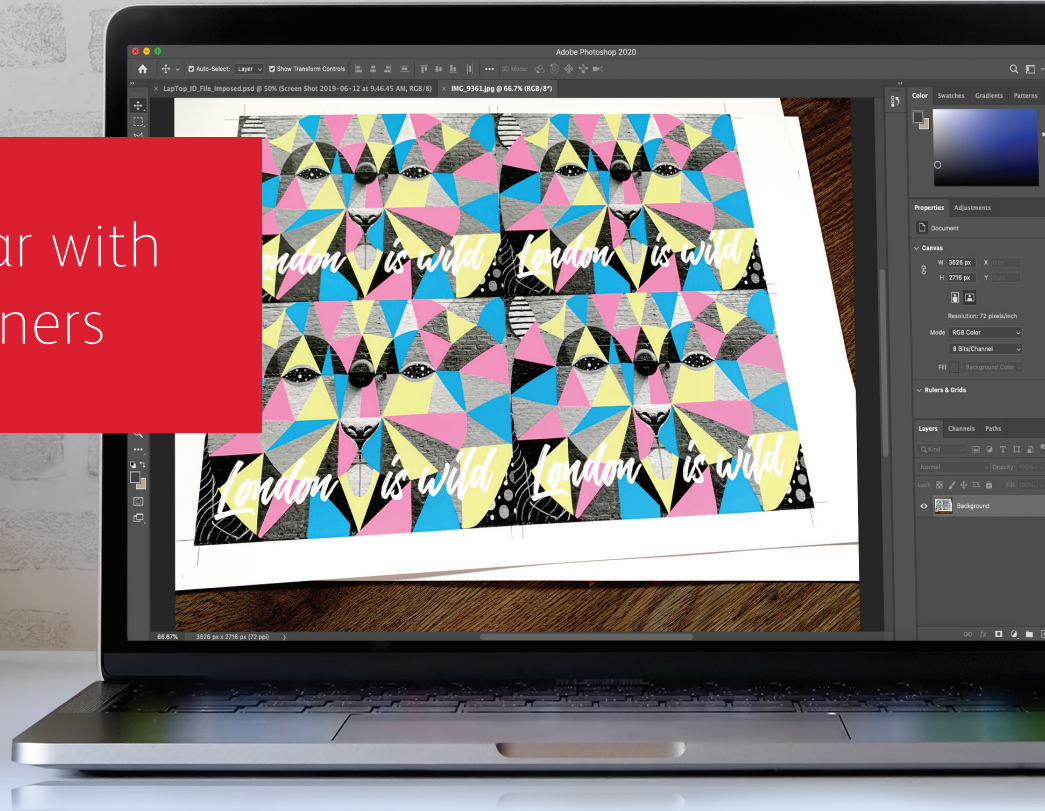
White is used as an underlay for the metallic colors in this design example to boost the impact of Gold and Silver. Vivid Toners register precisely to each other since they are in the same toner set, so the White won't be seen in the final printed piece, but its presence will be appreciated!

To create the White underlay, copy your metallic elements and Paste In Place on a layer that is placed **UNDER** the Gold and Silver. Fill the pasted elements with **SWhite**.

5 MULTIPLY YOUR OBJECTS

When running the Vivid Kit as a second pass you should **ALWAYS Multiply** the overlay objects so the spot layers print as desired and do not knockout what's beneath it on the CMYK pass.

Getting familiar with Fluorescent Toners



Get ready to glow.

Create stunning specialty effects with Fluorescent Toners:



Catch more eyes with Fluorescent spot colors:

Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow can be used on their own or layered with Grayscale imagery to grab—and hold—attention.



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: Unlike using Vivid Toners, there are 2 ways to design for the Fluorescent Toner Kit.

1 “Spot” 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



DESIGNING WITH FLUORESCENT SPOT COLORS

Add more intrigue with real fluorescence.

Make your designs stand out with Fluorescent spot colors.

Spot effects are stunning in their simplicity.

Specifying a spot (or spots) of Fluorescent Cyan, Fluorescent Magenta, or Fluorescent Yellow adds vibrant elements to any design, easily. Boost the effect by including Black elements within a design.

Note: Some Fluorescent colors pop more than others. Always be sure to test your jobs to be sure they are printing as expected.

For brightest outcomes, specify uncoated high fluorescent dye papers (e.g., 98 Bright White). The dull clay gloss coatings in traditional coated stocks can mute fluorescent colors.



DESIGNING WITH FLUORESCENT SPOT COLORS

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.

FLUORESCENT CYAN



Specify as 100% Cyan
and name “FCyan”

SAVE AS A
SPOT COLOR

FLUORESCENT MAGENTA



Specify as 100% Magenta
and name “FMagenta”

SAVE AS A
SPOT COLOR

FLUORESCENT YELLOW



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.”

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.

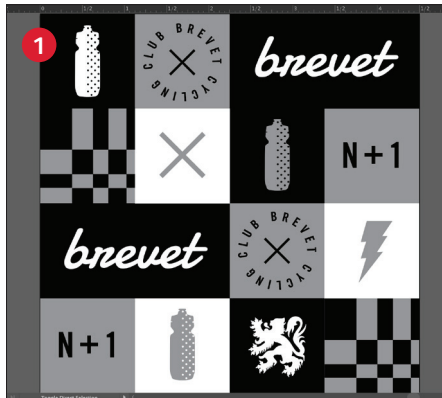
This example uses:



DESIGNING WITH FLUORESCENT SPOT COLORS

Add a spot effect to graphics or text.

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



1 IMPORT OR CREATE YOUR GRAPHIC

Open your art you wish to turn into a Fluorescent application.

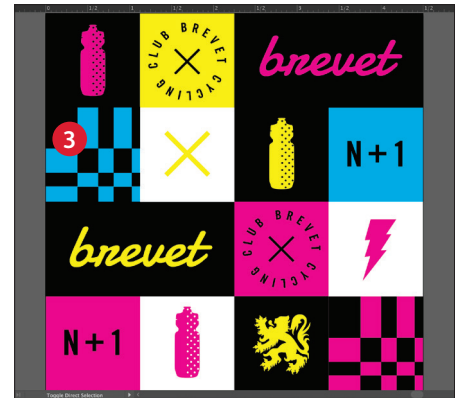


2 CREATE FLUORESCENT SPOT COLORS

Open the Swatch Palette and create your Fluorescent colors:

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

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



3 FILL YOUR OBJECTS

Next, select the elements you wish to be Fluorescent and fill them with the appropriate **Spot colors**.



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 Toner Kit.

They will need to have the Xerox® Adaptive CMYK+ Kit.

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

4 USE BLACK EFFECTIVELY

Black provides excellent contrast against the Fluorescent Toners.

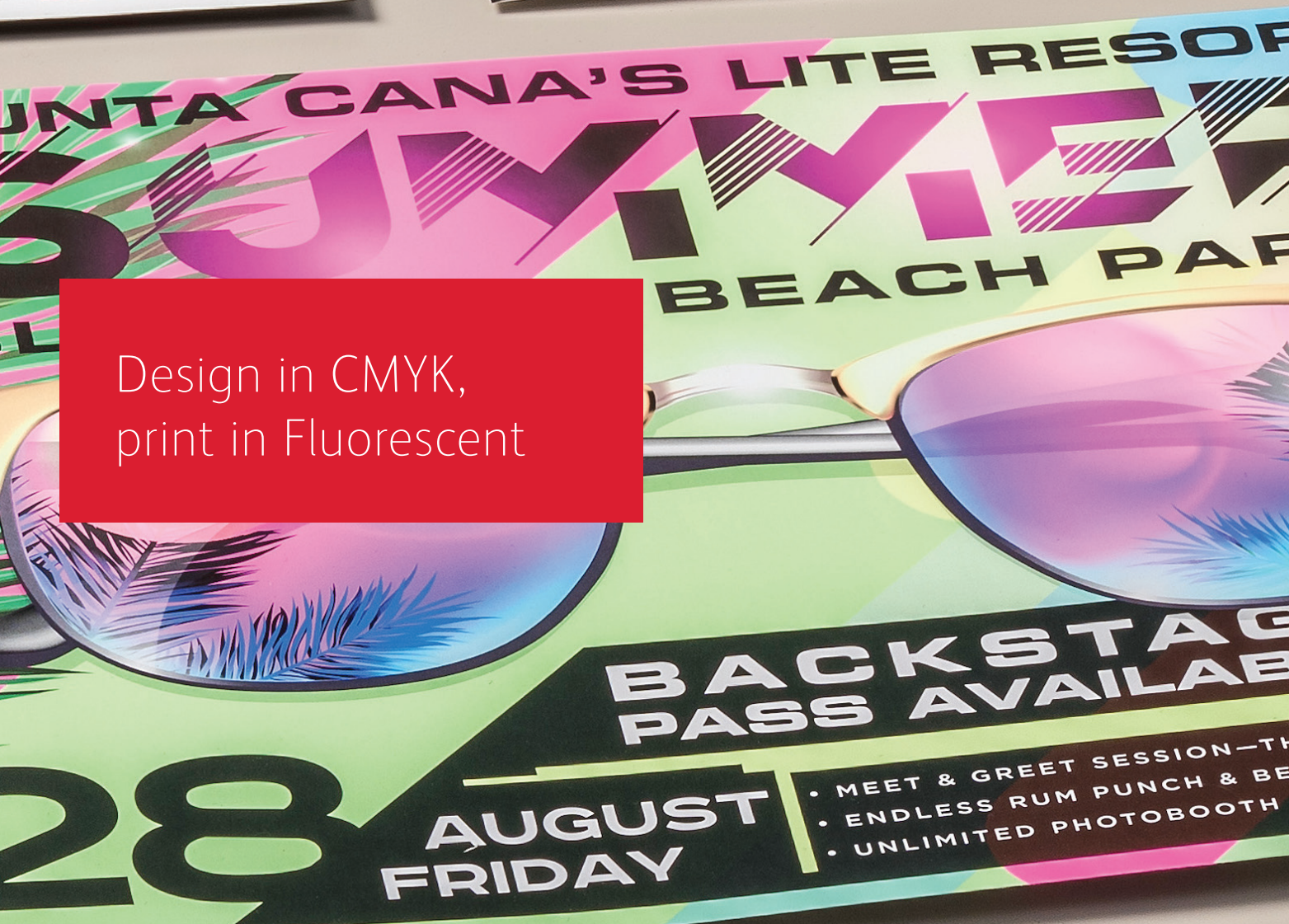
To use it to its full effect, specify Black as **100% K**—do not include any C, M, or Y.

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.

Design in CMYK,
print in Fluorescent



DESIGN IN CMYK, PRINT IN FLUORESCENT

Give your art new “glow” in print.

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

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

With the Fluorescent Toner Kit (containing Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow) along with Black, you can print process CMYK images with an intriguing pop and glow in a single pass.

The Fluorescent Toner Kit is different from the Vivid Kit in that the colors can be blended together, just like with CMYK process printing.



DESIGN IN CMYK, PRINT IN FLUORESCENT

Maximize impact with minimal design effort.

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



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.



3 PRINT WITH FLUORESCENT TONERS

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



TIP:

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

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



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 Toner Kit.

They will need to have the Xerox® Adaptive CMYK+ Kit.

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



Workflow settings
for print production

Set yourself up for success.

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

EFI Server:

Any new or in-field Versant 80-page-per-minute press running EFI Fiery® software FS200 or FS200 Pro and higher is compatible with this technology.

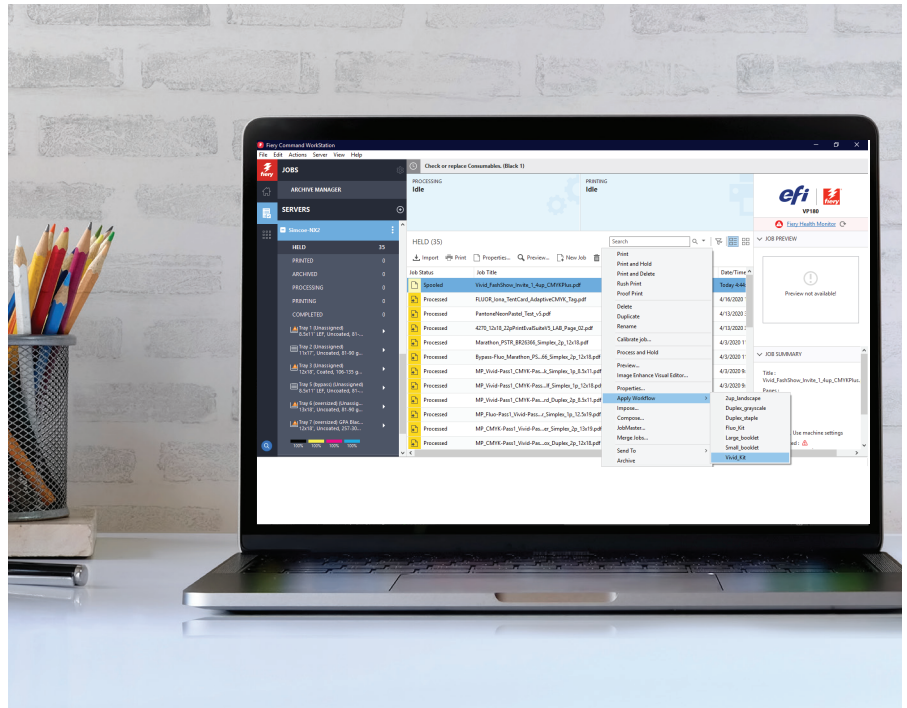
Note that the Xerox® FreeFlow Print Server is not an option for the Xerox® Adaptive CMYK+ Kit.

Be sure you activate the relevant settings prior to running a Vivid or Fluorescent Toner Kit job:

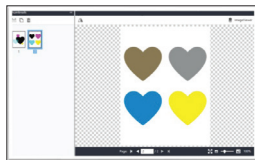
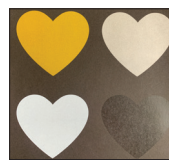
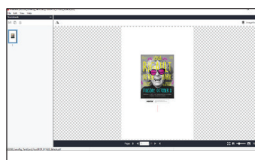

- Workflow/Preset: Vivid_Kit or Fluo_Kit
- Server/Toner Set: Vivid, Fluorescent, or Standard



To mitigate issues with White and Clear Toner on certain stock (e.g., detailing on Black stock):

- Set the fuser temperature as high as you can through Custom Paper Settings.
- Set the paper type to Embossed, then up your GSM until White and Clear yield desired results.



Color breakdowns across the workflow, from design to print:

Vivid Toners	Designer View: Adobe Cloud Display	Printer View on EFI Server: Preview (processed job)	EFI Preflight Report	What you'll see	
White	Set up as Spot Color: 100% Cyan and named SWhite	Displays as Cyan	Spot Color: SWhite	 <p>Preview: To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.</p>	 <p>Printed Output</p>
Gold	Set up as Spot Color: PMS 871C and named SGold	Displays as Gold	Spot Color: SGold		
Silver	Set up as Spot Color: PMS 877C and named SSilver	Displays as Grey	Spot Color: SSilver		
Clear	Set up as Spot Color: 100% Yellow and named SClear	Displays as Yellow	Spot Color: SClear		
Spot Wow Fluorescent Toners Workflow	Designer View: Adobe Cloud Display	Printer View on EFI Server: Preview (processed job)	EFI Preflight Report	What you'll see	
Fluorescent Cyan	Set up as Spot Color: 100% Cyan and named FCyan	Displays as Cyan	Spot Color: FCyan	 <p>Preview: To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.</p>	 <p>Printed Output</p>
Fluorescent Magenta	Set up as Spot Color: 100% Magenta and named FMagenta	Displays as Magenta	Spot Color: FMagenta		
Fluorescent Yellow	Set up as Spot Color: 100% Yellow and named FYellow	Displays as Yellow	Spot Color: FYellow		

Blended Fluorescent Toners Workflow	Designer View: Adobe Cloud Display	Printer View on EFI Server: Preview (processed job)	EFI Preflight Report	What you'll see	
Fluorescent Cyan	CMYK or RGB blends as used in the design	Blends as used in the design	Cyan	 <p>Preview: To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.</p>	 <p>Printed Output</p> <p>Note: The CMYK or RGB blends in the design will be created using the Fluorescent Specialty Toners and black toner.</p>
Fluorescent Magenta	CMYK or RGB blends as used in the design	Blends as used in the design	Magenta		
Fluorescent Yellow	CMYK or RGB blends as used in the design	Blends as used in the design	Yellow		

INSIDER INSIGHTS

The Xerox® Adaptive CMYK+ Kit is an innovative accessory kit that lets your print provider swap out their Xerox® Versant® Press'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 press after the toners are swapped. Planning for this with designs that allow for registration variation will help you maximize the technology's benefits.



INSIDER INSIGHTS

Using White as an underlay.



NO WHITE UNDERLAY

VS.



WHITE UNDERLAY

Keep in mind:

Using White Toner as an underlay for Gold and/or Silver over a CMYK image will help the metallic colors print with more pop. The White will provide a clean, neutral base for the Gold and Silver, making them appear shinier.

TIP:

It is recommended to add an underlay of White to your file vs knocking a white area out the CMYK image. Since these jobs run with two manual passes, the Vivid Toner elements will not perfectly register to a CMYK knockout area. However, White Toner and Gold/Silver Toners will register very well to each other since they are in the same toner set.



Why does registration variation occur?

Running paper through any digital press twice introduces variables.

Paper dimensions change during the fusing process.

The temperature and pressure that are applied to the paper can cause subtle changes and affect the registration of a second print pass. Fusing performance can also be affected on a second print pass, impacting image quality.

Design intentionally to account for registration variation between the first toner set and the second.

Do not expect a second pass to achieve “perfect micro-alignment” between objects. Using different toner sets on different pages can add the value of Beyond CMYK without impacting design.

Additional ways for mixing different color sets into a single job:

Business Cards

Run side one as CMYK

Run side two as Silver and Clear for second side embellishment

Postcard Mailers

Run side one postcard with CMYK

Run side two as Fluorescent CMY to pop promotional content

Gala Invitations

Run side one as CMYK

Run side two as Gold for second side embellishment

University Booklets

Run booklet as CMYK

Run a campus map as Fluorescent then use Post-Fuser Inserter to integrate the Fluorescent print into the center of the booklet

Design for registration variation when you're planning on using more than one toner set in a job:

- CMYK plus Vivid
- CMYK plus Fluorescent
- Vivid plus Fluorescent



**Intentionally overlap
and set to Multiply**



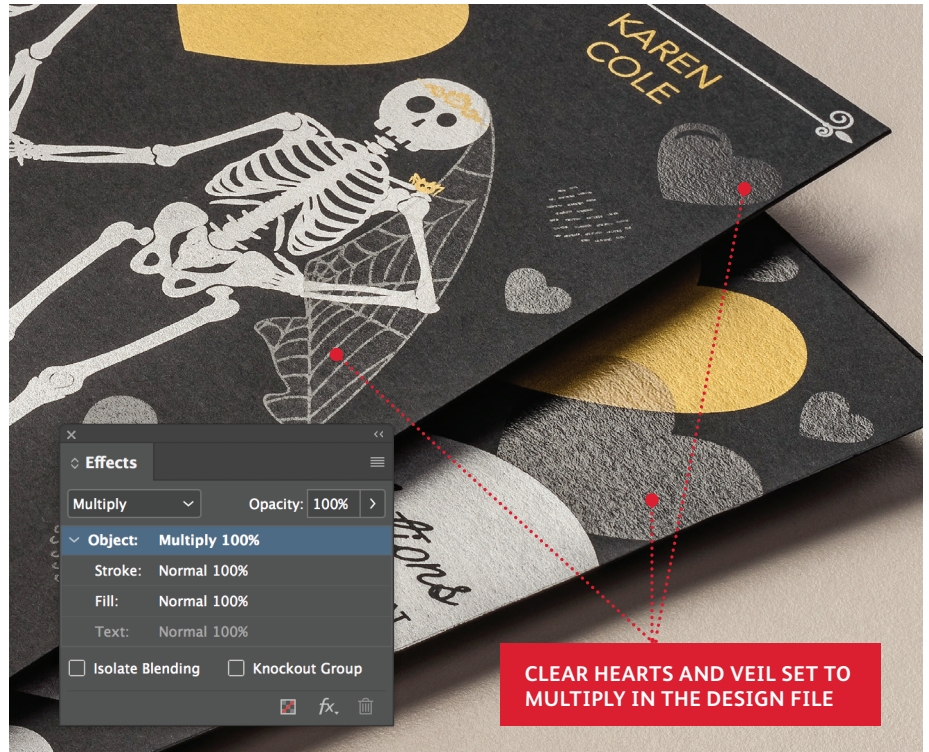
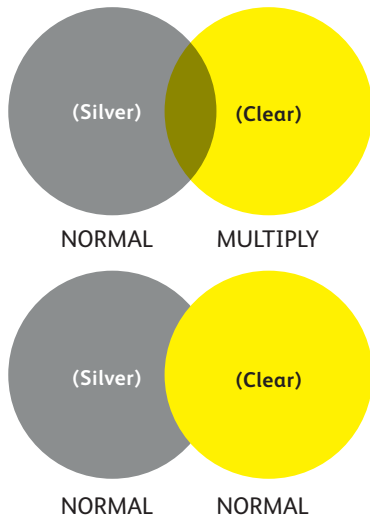
OR

Leave ample white space

Clear Specialty Toner.

When using Clear, always set to Multiply:

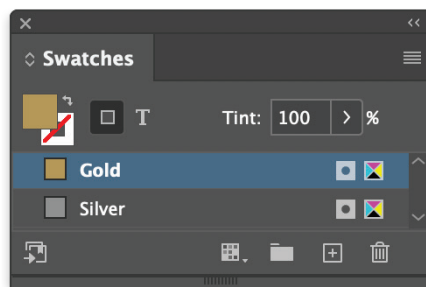
Clear objects should always be set to Multiply in the Effects/Transparency palette within your design file. Multiplying Clear will ensure the objects below it show through as intended.



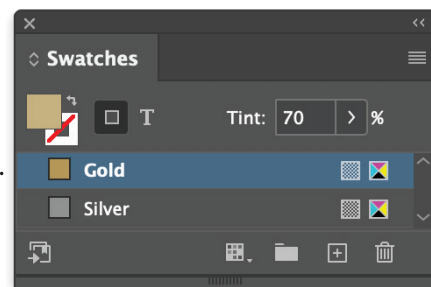
Metallic Gold and Silver.

Adjusting the tint values of Gold and Silver can amplify shine.

When using Gold and Silver, it is recommended to use a 70% Spot color. This lower area coverage produces a lighter and more visually appealing metallic.



VS.



Adding White under a metallic spot color can also boost impact.

If you are running metallics on colored or dark stocks and not getting the impact and shine you want, try adding a White underlay. White will provide a more neutral base on challenging stocks, and will register perfectly under Gold and Silver in single pass, Vivid Toner-only designs.



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 with 11 colors and a million possibilities for high-end specialty enhancements using the Xerox® Versant® Presses. Glowing Fluorescents. Glimmering Golds. Eye-catching Silver. A versatile layer of White. Plus, elegant Clear accents.

Our exclusive Adaptive CMYK+ technology means designers have more freedom to explore. More opportunity to bring ideas to life. And more ways to be sure print pieces get noticed.

For more information, visit [**Xerox.com/creative**](https://www.xerox.com/creative)