

What is Color-Logic?

Color Communication • Decorative Effects • Visualization

The Color-Logic System™ was developed for brand and product managers, advertising agencies, and consumer product companies. The Color-Logic system creates eye-catching decorative effects that are easily and inexpensively incorporated into packaging, signage, displays, and collateral material, providing product differentiation at every level of a marketing campaign.



Key Facts

- Only five inks/toners are required to produce 250 new and exciting metallic colors
- Reduce your carbon footprint by printing multiple metallic/foil colors in one press pass
- Color-Logic eliminates the need to create awkward and time-consuming white ink masks
- Faster Time to market – products and marketing collateral produced without trial and error
- Education and Training for designers to create decorative effects and metallic colors in print
- No major capital expense - Print Color-Logic on your current press(es)
- Adaptive - Adapts to future substrates, inks, and coatings

Key Components

The Color-Logic system is comprised of three primary components:

Color-Logic Swatch Books™ Color Communication

Printed under license by the printer, Color-Logic Swatch Books provide an accurate color communication system for 250 metallic colors, using the substrates, inks and coatings for that print service provider.

Color-Logic Design Suite™ Decorative Effects

The Color-Logic Design Suite consists of Adobe® plug-ins and color palettes to create special effects that are produced with only five inks: CMYK plus silver ink/toner/foil or CMYK plus white ink/toner when printing on metallic substrates. When designing for foil or reflective substrates, the Color-Logic System eliminates the need to create awkward and time-consuming white separations!

FX-Viewer™ Visualization | 3D Virtual Room Environment

FX-Viewer enables graphic designers, agencies, and printers to visualize the dramatic Color-Logic effects on their monitors before proofing or going to press. *(This is a Mac only application program)*

