

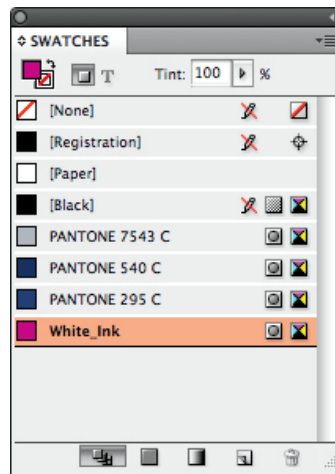
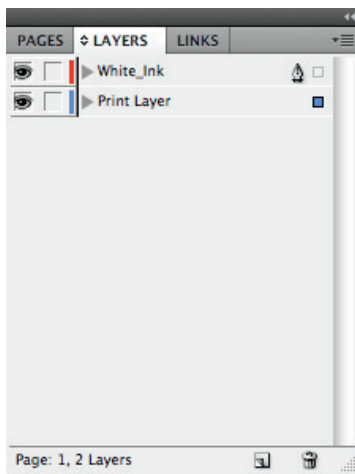
# SUTTLE STRAUS HOW-TO

## FILE PREPARATION FOR WHITE INK

Spot White Ink is used in a number of applications in Wide Format projects. Most notably it is used to provide an ink surface on colored or darker substrates. It can be used on transparent substrates as well to provide ink surface or to provide contrast between opaque and semi-transparent images. While flood coats of White Ink require no additional file preparation, spot applications do.

**White Ink set up using Adobe Illustrator:** (works similarly in InDesign)

- Create a spot color and name it “White\_Ink”; generally we define it as 100% magenta
- Create a layer called “White\_Ink” and move to the top
- Use a combination of tools to create fills, strokes or pixel-based imagery on top of your base art  
**Often you will copy and paste your base art items onto this White\_Ink layer and begin to modify**
- Convert any text to outline
- Pixel based images can be placed as long as you can define them in this White\_Ink color
- Apply “White\_Ink” to all fills, strokes and images as needed to match your base art



### Defining overprints:

- Once you have White Ink defined the next process is to define an overprinting attribute to these elements by selecting each and checking the overprint fill (or stroke) in the attributes palette. Optionally you can apply a multiply transparency.
- Save as High Quality Print PDF and review the resulting PDF – White\_Ink should be transparent



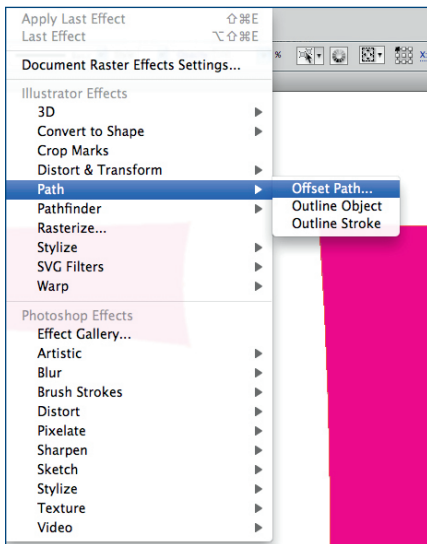
The White Ink layer will actually print below the image unless your intent is otherwise. Communicate any custom requirements to your Sales Representative.

- Ensure your overprint preview settings in Adobe Acrobat are set to “Always”. To check this, go to Preferences / General / Page Display.



## Creating White Ink pullbacks:

- In many cases it may be necessary to undercut your White\_Ink so it does not “peek out” from beneath the art. If you are unsure how to accomplish this, build your White\_Ink shapes and hand the file off to Suttle-Straus. We’ll take care of the rest.
- If you would like to complete the undercut. The following is the most common:
  - Select your White Ink shape and go (under the effect menu) to Path/Offset path. Set the offset to -0.007 inches (or 0.5 points); the end result is that the White\_Ink object will be slightly smaller than the art; you can review this in Illustrator as well as the resulting PDF.



If you have any questions about White Ink, please contact your Suttle-Straus Sales Representative.

