

What is White Ink Printing?

Standard print processes use four colours (cyan, magenta, yellow and black) to create the entire spectrum of printed colours. Printing white as a colour cannot be done using these traditional methods. To achieve this, we use a spot colour printing process with specially formulated White Ink. The process involves passing your print through the presses several times to layer up the white colour until it gets its strong colour, we call this process Spot White Printing, and you can add it to Business Cards, Leaflets and Flyers and Postcards.

Crafting White Ink print is easy at Printed.com – just start by choosing your base paper stock (we've got five specially selected vibrant colours to choose from, plus rustic Kraft paper) and create your design, using our easy-to-follow steps below.

✔ STEP 1

In Adobe InDesign or Illustrator, rename the background to "White".

IMPORTANT! The software we use to print is case sensitive, so make sure the "W" is capitalised.

✔ STEP 2

Create a new colour swatch. If you're using InDesign, start by clicking on "**Window**," then "**Colour**," then "**Swatches**". In Illustrator, click "**Window**" then "**Swatches**". The Swatch Palette will appear.

✔ STEP 3

Click in the upper right hand corner of the Swatch Palette and select "**Add Swatch/Colour Swatch**".

We'll need you to do the following:

- Change the swatch name to "**White**"
- Change the colour type to **spot colour**
- Make sure the colour mode is **CMYK**
- Make the colour **100% magenta**

✔ STEP 4

Design your artwork. Make sure you are using the "**White colour swatch**" you created. Or click on the all the elements in your design once complete and then apply or fill with the "**White**" swatch.

✔ STEP 5

In InDesign, click "**Window**," then "**Output**," then "**Attributes**." Please select the artwork on your white layer and tick the box "**Overprint Fill**".

In Illustrator, click "**Window**," then "**Attributes**." Please select the artwork on your white layer and tick the box "**Overprint Fill**".

If you've used strokes in your artwork, you'll need to make sure you create an "**Overprint Stroke**" too, to ensure that no areas of your artwork are missed. Just follow the steps above and tick the box "**Overprint Stroke**".

✔ STEP 6

Save your file as a PDF using the **PDF preset (PDF/X-4:2008)**, changing the compatibility to **Acrobat 8 (PDF 1.7)**.

Under "**General/Options**" tick "**Create Acrobat Layers from Top-Level Layers**" then select "**Marks and Bleeds**" and tick "**Use Document Bleed Settings**". The "**White**" layer should be at the top with all of the rest of the artwork behind it.