

OVERVIEW

A spot matte varnish is used to achieve a unique effect on the final printed piece and add a new dimension to your product. Its use is generally aesthetic and can be utilized to highlight a certain graphic element such as text or images. It can also “flood” the page coating it entirely as to produce a softer finish while maintaining the brilliant color profile of a coated stock. In many ways, a spot varnish is very much like adding a spot color to your design, except that it adds a finishing effect instead of actual color. It also requires the output of a fifth lithographic plate just as a spot color would.

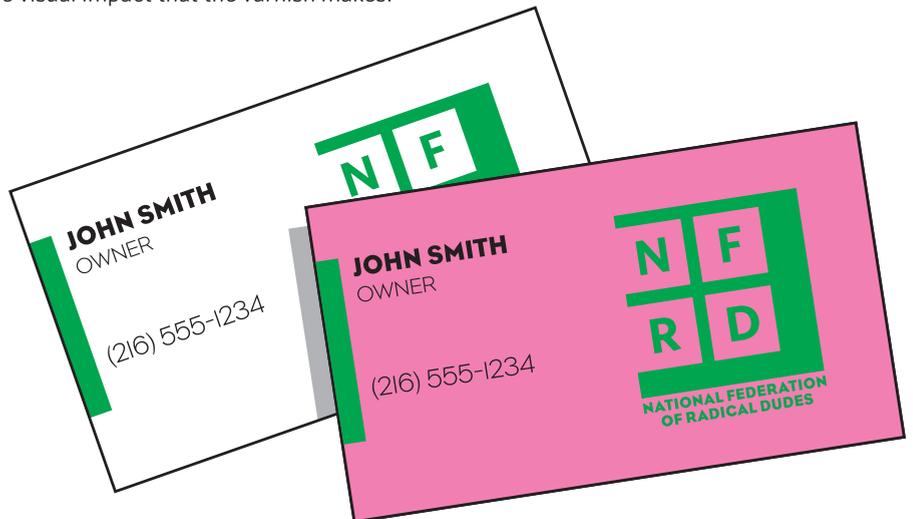
The applied varnish is completely transparent and overprints on top of all other inks, which can be done without any shift in color. You will see the most dramatic results by applying this varnish to a coated gloss stock. The contrast between the matte and gloss areas will be quite apparent, therefore intensifying the visual impact that the varnish makes.

When building a file with a matte varnish, you will need to pick a place-holder color. Because the varnish itself is transparent, there is no way to depict the varnish on your computer monitor. This is why we need a place-holder. It is recommended to make the place-holder color stand out from the rest of your document. For example, if you have designed a business card that has a primarily green color palette, a good choice for your matte varnish place-holder would be solid magenta. Generally, bright and bold colors work the best. This way, there is no confusion as to where the varnish will go.

Finally, remember that the varnish goes onto the area to be *matte*, not glossy. This mistake is made quite often because of the general familiarity with spot UV coating or gloss varnish. Matte varnish will produce a similar result, but must applied in opposite fashion from these other gloss treatments.

▶
*A standard business card layout.
No varnish has been applied.*

▶▶
*The same layout with a spot matte varnish
applied. Magenta was used as the place-
holder color. In this instance, the entire
white of the card will appear matte on the
final product, while all graphics and text
will appear glossy.*

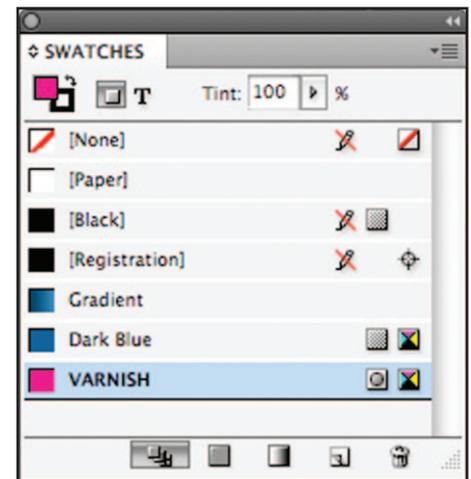


SETUP

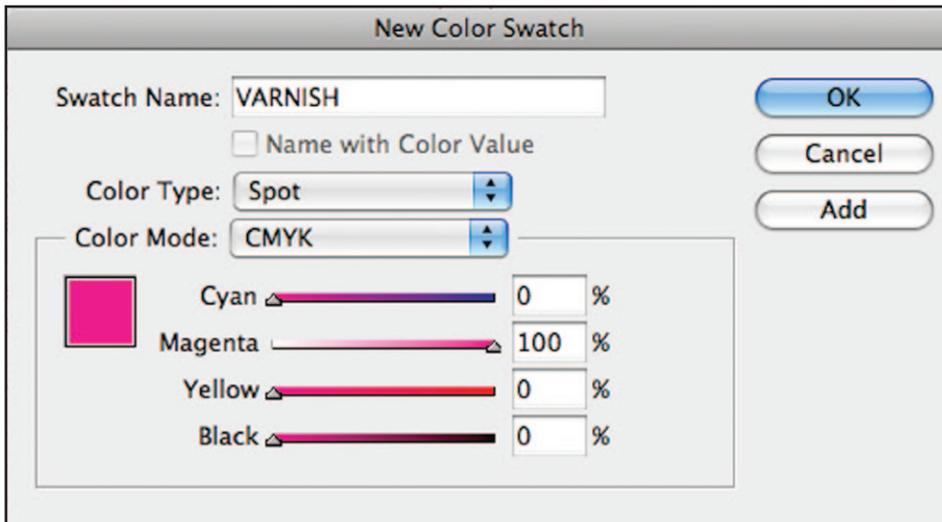
Now that you understand what the varnish does and how it is used, we can go over the steps needed to add one to your files. You will first need to establish separate layers for both your artwork and your varnish. Do this in the layers palette. You can also name these layers accordingly to avoid any confusion. This is not necessary to do before you begin designing your project because you can add and adjust layers at any time. The next step will be to create a special color swatch that will represent the varnish.

To create your swatch, go to your Swatch palette. If the palette is not open, you can find it under Window > Swatches. Enter the palette submenu and select New Swatch. This will bring up a small window in which you can specify the color and swatch type. Name the swatch "VARNISH" and adjust the color type to spot. Next, you will need

to choose the place-holder color. This will be the color in which the spot varnish is depicted on the computer monitor. Remember, this color will be swapped out with the clear varnish when your files are printed.



▲ The Swatches palette showing a spot varnish swatch and several process color swatches.

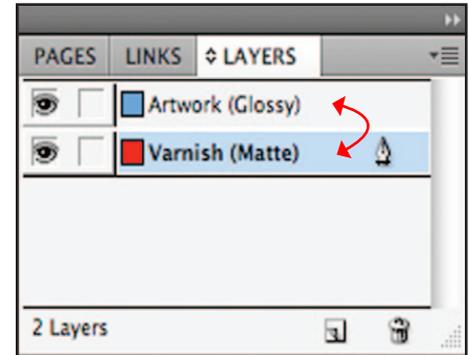


◀ The Swatch Options window. This is where the attributes of a color swatch are set. For the varnish swatch in this project, magenta is used as the place-holder color.

ADDING VARNISH

Once you have created your varnish layer and swatch, you can then add the varnish to your project. The way you implement the varnish depends on what areas you want to appear glossy and which you want to appear matte. You will notice the best results if objects that are meant to stand out are kept glossy while the negative space is applied with varnish. This will allow the graphics to “pop” off the page and subdue the areas which are less important. A very simple way to achieve this effect is by drawing a shape that will encompass the entire area of the art board, including bleed.

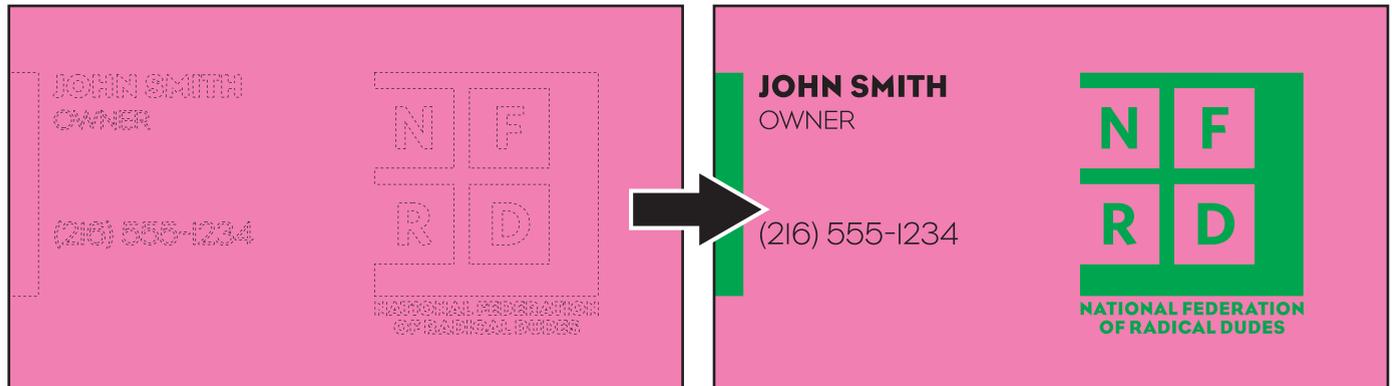
You will notice that doing this covers up all of your artwork, but you can remove varnish coverage on all graphic elements by rearranging your layers. You can place your varnish layer behind the artwork layer by clicking and dragging it to the desired location on the Layers palette. This layer order will keep the artwork uncovered while having the varnish on the white of the paper.



▲ Switch the varnish layer to be below the artwork in the stacking order.

▼▼ All artwork is covered by the varnish layer. Bringing this layer below the artwork will expose the artwork and remove application of the varnish.

(Artwork outline added to show placement under varnish)



ADDING VARNISH, CONT.

If you decide to place varnish over any areas with graphic elements, you will need to make sure that the varnish is set to overprint. You can do so by selecting the varnish shape and then accessing the Attributes palette through the Window menu. On the palette, there are two check boxes. If your varnish consists of only a fill color, check Overprint Fill and if only a stroked object, check Overprint Stroke. If your varnish has both a fill and stroke, make sure both boxes are checked. Setting your varnish object to overprint will make sure that your file prints correctly and everything placed under the varnish remains intact. To view the varnish overprint in your file, you can turn on Overprint Preview under the View menu.

The specific placement of the varnish is up to you. There are many different possibilities that can be used to enhance your designs. Below are some examples of various varnish setups. Of course, if you are unsure of anything discussed in this tutorial or if you have any other questions about the varnish setup process, you can give us a call and we will gladly help.

▶ *Black text on a white card. The spot varnish adds a new dimension to the design. The birds will appear glossy on the final product. Their shape is dictated completely by the varnish.*



▶▶ *The varnish placement, overprint preview, and unvarnished artwork compared. The arcs and brackets around "Cerulean Industries" appear only in the varnish layer and will be glossy on the final product.*



SAVING & ORDERING

Once you are happy with the placement of the matte varnish, you can save out your file(s). Choose one of three file formats — EPS, PDF, or an INDD package. Any one of these will keep your art in vector layers, which means the files will not be flattened and will print at the highest quality. Make sure that your files are saved with a full 1/8" bleed and that all placed images, if any, are embedded into the document. You will also need to outline all fonts if you do not plan to include the font files separately.

From here you can place your order and upload your files. When entering the product information, it is important to choose 5/0 or 5/5 ink option to let us know there will be a 5th spot plate in your project. In the Spot Ink field, enter "Spot Matte Varnish" so we know that is what you would like included. It's also recommended that you request a digital proof that can be sent to you for your approval. This ensures that the varnish is placed exactly as you intended.

Product information. Refer to the product pages for available options. You will be a

*Product: Business Cards

*Stock: 12pt. Gloss Cardstock (heavy)

*Quantity: 500

*Finished Size: Width: 3.5 Height: 2 (refer to product pages for sizes)

*Inks Side 1: Full Color + Spot Color (5) Spot Ink(s): Spot Matte Varnish

*Inks Side 2: One Side Only (0) Spot Ink(s):

*Proofs: Select a Proofing option

\$10 Discount: Yes No
Would you like to save \$10 by allowing us to include a tag with our web address a small 5pt text.
Example: "Printed by :: www.jakprints.com - 877.246.3132" We will not tag "Sta reserves the right to decline tagging

- ▲ Jakprints order form set to order a one-sided business card with a 5th spot ink—in this case, the spot matte varnish.