



# BRILLIANT 2 COLOR DESIGN

## Brilliant 2 Color Design:

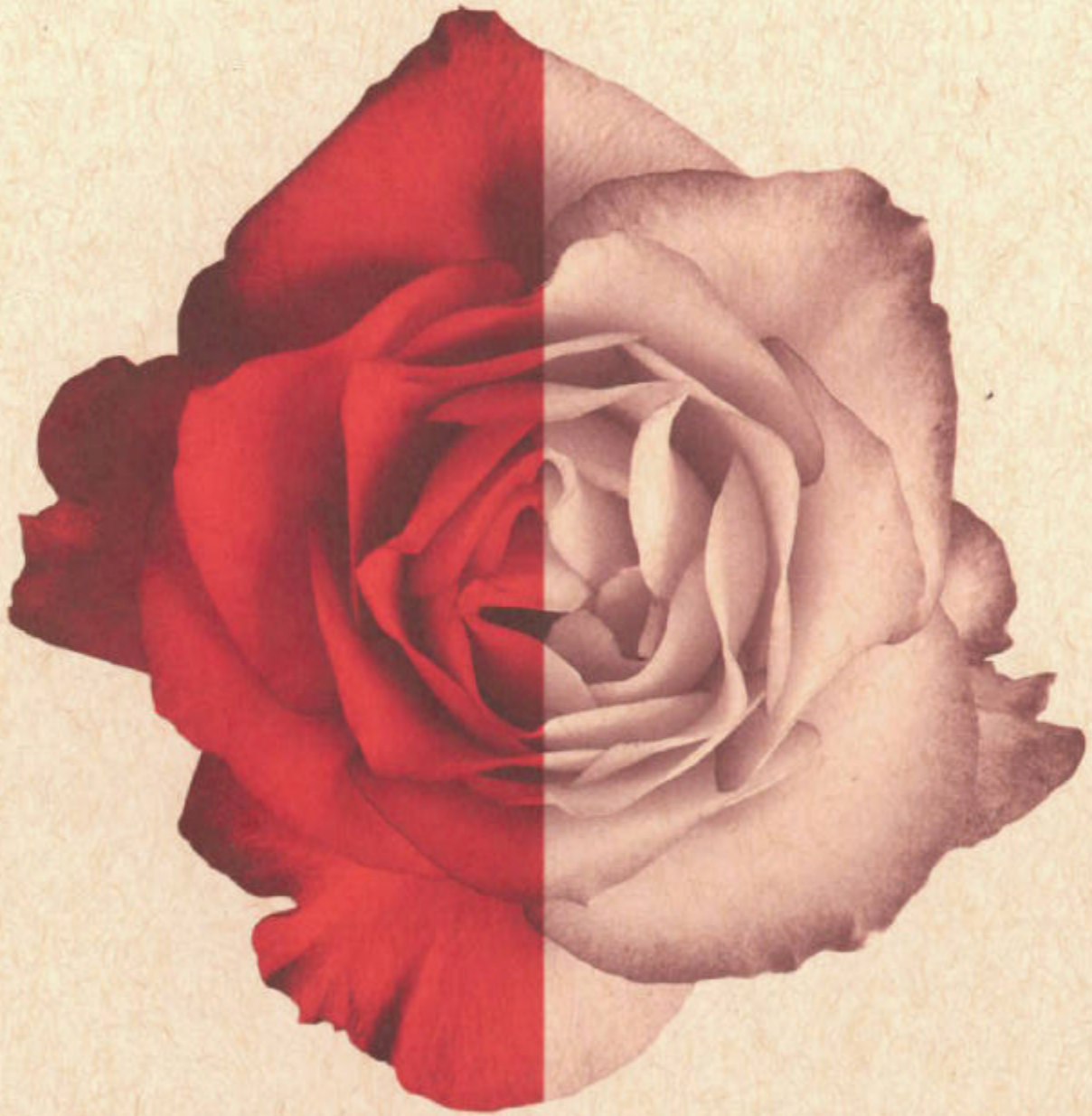
You can save a significant amount of money by staying on a 2 color press but that does not mean you have to sacrifice inspiring design. By utilizing creative duotone, faux duotone, and paper techniques, you can have a product that wows your audience while minimizing cost.

A duotone is printing a black and white image using 2 halftones of that same image. You use 2 colors, one is used as the conventional one color image and the other is used for the highlights or midrange tones. By mixing various combinations, you can get a wide variety of effects.

By incorporating textured or colored papers, you basically add that much more dimension and even an additional “color”.

Please click on this PDF link for a little inspiration. We basically scanned a few cards from a great promotional piece by Domtar Paper Company called Domtar Answer Pack D, “On Black & White”, that shows a few different techniques and how they were accomplished. If you would like to see the actual piece for best effect and further examples, you can order the entire pack from [www.domtar.com](http://www.domtar.com) or call your TVL rep and ask to have one brought by your office.

15



**15.D** Roses are red, violets are blue, duotones are fake unless they are true. The left half of this rose is, in fact, a “fake duotone” because the red is a solid shape underneath the black halftone. It creates the illusion of a four-color image since our mind’s eye sees it as a red rose. The right half is a combination of red and black halftones creating a true duotone. Notice how the paper color shows through the highlights.

*Stock* Domtar Proterra smooth, kraft, 80 lb.cover

*Inks (Sequence)* front: 3 total: dense black + Red 185  
+ spot satin varnish

18

**18.D** Black & white can be positively negative! The left half of this halftone appears to be a negative, even though it's a positive, while the right half was made as a negative, making it appear positive. When you print light colors on dark paper, all the rules get reversed!

*Stock*

Domtar Feltweave, eggplant, 80 lb.cover

*Inks (Sequence)*

front: 2 total: 2 hits of opaque white

16

**16.D** When working with black and white images, it's easy to let the paper be part of the party. Here, the color of the paper, gingko (light green), makes up the highlights in the rose. By making the background around the rose a darker color, the highlights appear brighter. The black halftone adds shape and shadow making this simple two-color printing look like much more.

*Stock*

Domtar Solutions smooth, gingko, 80 lb.cover

*Inks (Sequence)*

front: 3 total: dense black + 306 Blue  
+ spot satin varnish

17

**17.D** Black & white photography often has subtle characteristics which can be exploited with selective use of color. By printing the halftone of this rose in a slightly darker color than the paper, the rose becomes a whisper of an image. This also creates an illusion that the highlights in the rose are lighter than the paper color, even though they're the same color..

*Stock*

Domtar Sandpiper vellum, oat, 80 lb.cover

*Inks (Sequence)*

front: 3 total: dense black + custom spot color  
+ spot satin varnish