

Color Interaction

When composing the type and shapes of a design, bring to bear a knowledge of color theory and designing with color. Remember that colors interact, and visual perception is affected when ink and colored papers are combined.

Be aware that colors can be capricious: the light under which they are seen affects their appearance. This phenomenon is called “**metamerism**” and involves the affects of light on objects and color. Generally, two colors can match when viewed under one light source and can be quite different when viewed under different conditions. Moreover, the degree to which the surrounding field (or the interaction of the colors) affects perception of color is quite important. For instance, color hues will appear darker when surrounded by dark colors and lighter when surrounded by light colors. Hence, if the color stamped is yellow ochre on black paper it will absorb the darkness but that same ochre will appear to be a much lighter hue if stamped on white paper.

True Metallics

Metallic inks are available for use in engraving. Particularly rich and vibrant, these inks contain actual metallic particles. They are available in gold (created from brass), silver (created from aluminum), bronze, copper, and an infinite number of combinations.

A glossy appearance—unique to engraving—can be achieved by a second pass through the press to burnish the surface of metallic ink. **Burnishing** forces the metallic particles to flatten and reflect more light (figure 2.15, bottom). It can also reveal extremely subtle details within the engraved image. Or, the metallic ink may be left unburnished for a rougher, more antique appearance (figure 2.15, top).

Burnishing forces the metallic particles to flatten and reflect more light.



Metallic Pastels & Fluorescents

In addition to making the standard metallic inks, Buzz Sales Company, Crystal Lake, IL, manufactures metallic pastels.

These inks can be mixed to match Pantone metallic colors. Although metallic pastels do not contain metallic particles, they can still be used to create similar effects as traditional metallic inks.

In need of a screaming bright color? Engraving inks are available in a broad range of fluorescent hues.

Jeff Kohnke at Buzz Sales Company, reminds us to carefully examine the interaction of ink hues with the color of the paper and the colors of a printed image below the engraving. Testing colors is essential to the success of the process and design happiness.



V.P.B.



V.P.B.



figure
2.15

LOGO
STUDIO: Sandstrom Partners
DESIGNER: Steve Sandstrom
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CLIENT: St. Germain Liqueur
PROCESS: Top: One-color engraving, unburnished metallic gold
Bottom: Two-color engraving, burnishing, screening, embossing
PAPER: Mohawk Loop, Antique Vellum, Iris, 80 Cover