

Double Hit

What we know about this job:

- This file contains a logo colored 40% PANTONE 485 spot color then duplicated and placed on top of the original
- The duplicate's color was changed to be 100% PANTONE 485 2nd Hit spot color and set to overprint
- A 40% screen adheres better to the paper when printed
- The 40% (screened) spot color needs to be pulled under using the solid color

The image shows the word "Kodak" in its signature red, bold, sans-serif typeface. The letters are thick and closely spaced, with a slight shadow or depth to the characters. The logo is centered horizontally on the page.