

How to make a Spot Color ad in Photoshop

If the client wants to make a Duotone, have them look at the Duotone steps in the manual.

To make a spot color ad that is not a Duotone, follow these steps:

1. Open a new file in CMYK with Transparent Background Contents.
2. Go to -Window menu and select Channels. Note: It used to be you would work on layers, but for the spot color ad you will work on channels.
3. With the Channel tab active in the palette, click on the little black arrow on the right and select New Spot Channel.
4. A little dialogue box pops up. Click in the little square at the bottom left next to Color:.
5. The Color Picker opens up. Click on Custom and select from the list Book: Pantone Solid Coated.
6. Type the pantone color you want. You do not have to have the cursor in any box here, just start typing the number, like 185, and it will show up.
7. Click OK and type PANTONE 185 C in the Name: field of the New Spot Color dialogue box. Note: The color will not show up on the channel. It will show up as white or black but not red like PMS 185. Once you start using it you will see the color.
8. Near the bottom of the tools palette is the foreground/background control where you can switch to foreground or background. This will remain black and white also. The black is the foreground color and it should be in front.
9. Draw a rectangle and then use the bucket tool and it will fill that rectangle with your Pantone color.
10. Repeat steps 3 and 4. When the Color Picker opens it probably is still in the Pantone area. Click on Picker. At the bottom right, type in the following values: C: 0%, M: 0%, Y: 0%, B: 100%. Photoshop will automatically name this black. Now you have your second color for the spot color ad.
11. The file can be saved as a Photoshop file. Then save it as a DCS 2.0 EPS with the Sopt Colors box checked.
11. Click on the Text tool, have the Black channel you just created highlighted, and have black as the foreground color, and start typing.
12. Switch to channels when you want to move type or images around.
13. Drag channels when you want to move something in back of something else.