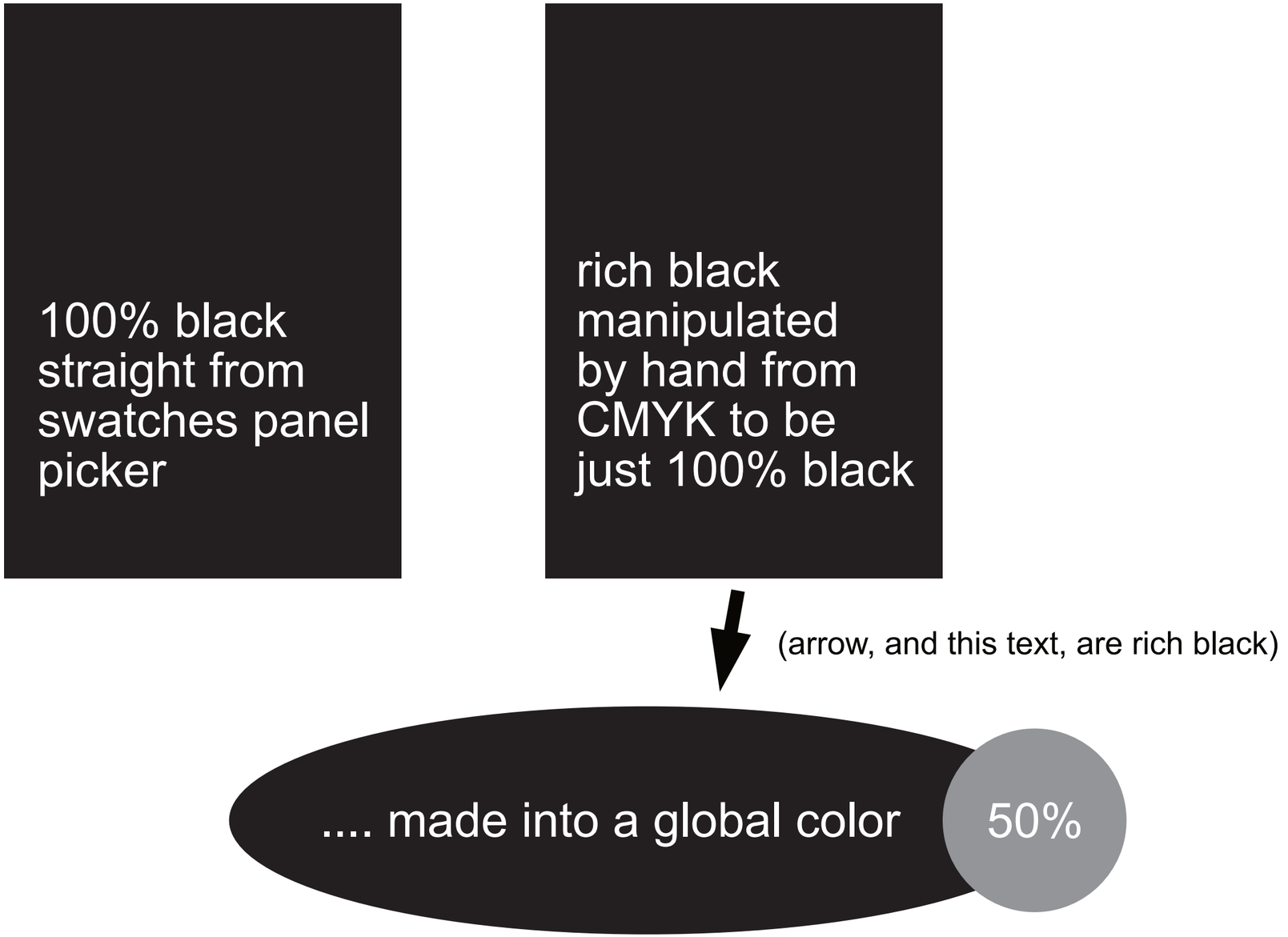
100% black straight from swatches panel picker
rich black manipulated by hand from CMYK to be just 100% black
(arrow, and this text, are rich black)
.... made into a global color
50%