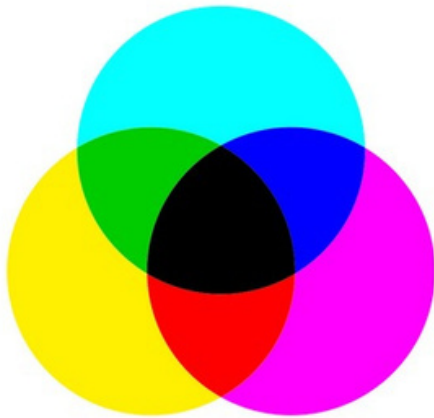


THINGS TO KNOW ABOUT COLOR

COLOR PROFILES

CMYK vs RGB

The RGB color model is designed for use on light-emitting surfaces like screens, where CMYK is meant for use in printing. Due to this, RGB colors will not look the same when printed compared to how they are viewed on a screen.

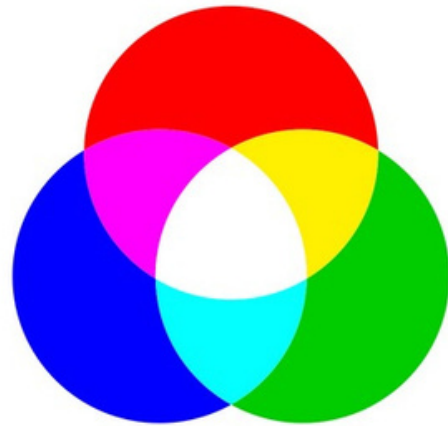


IDEAL FOR



EXAMPLE

CMYK 100 66 48 38



IDEAL FOR

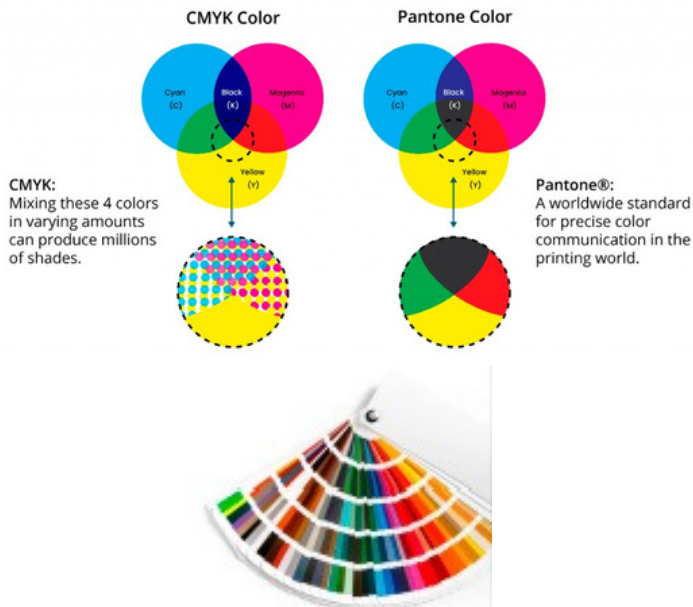


EXAMPLE

RGB 114 208 235



CMYK inks can reach roughly 55 percent of the PANTONE (or PMS) color gamut.



PANTONE® Colors

PANTONE® is a color-matching system universally used by many industries, including printing, graphic design, fashion, paint.

At Blue Label, we are able to add Orange, Violet and Green to capture even more potential with PANTONE colors.

PANTONE TIPS

Although our HP presses do not use PANTONE® inks, they can achieve accurate PANTONE® emulations up to 97% using additional HP Indigo ElectroInk Orange, Violet and Green or OGV. This extra color range allows us to provide a significantly broader gamut of color than can be achieved with CMYK 4-color process printing.

A large percentage of solid PANTONE® colors can be more accurately simulated with these additional inks.

The PANTONE® Color Bridge™ book provides an industry reference for converting Pantone Spot Colors to Process Colors or CMYK. It specifies the required CMYK tint percentages for 3010 color simulations.

Blue Label can check the viability of printing PANTONE® colors in the HP CMYK & Indichrome Plus printing guide to reference how closely Blue Label could match the colors in CMYK or in CMYK+O,G or V and which color match is most acceptable.



Color Limitations

True neon and pastel colors are outside of the color range; but that doesn't mean we can't find you an option to match your brand!

PREPARING DESIGN FILES



Adobe Illustrator

When setting up a new design file in Illustrator, the "New Document" screen will have a field labeled "Color Mode". Make sure this drop-down menu has CMYK selected.

To convert a whole document to CMYK when you're exporting it to a PDF, go to:

File > Save As > "Adobe PDF"



Adobe Photoshop

When setting up a new design file in Photoshop, the "New Document" screen will have a field labeled "Color Mode". Make sure this drop-down menu has CMYK selected.

To convert a whole document to CMYK when you're exporting it to a PDF, go to:

File > Save As > "Photoshop PDF"



Adobe InDesign

InDesign will default to CMYK when you select "Print" as the "Intent" for the document present.

InDesign does not embed images into your file, rather it links them. This means that even though your file is set up in CMYK, the linked image(s) won't automatically convert to CMYK. You'll either need to convert images to CMYK beforehand or convert them to CMYK when you export your document as a PDF.

Here's how to do that:

File > Adobe PDF Presets > "[High Quality Print]"

For all programs: After choosing File > Save As, a PDF preset window will appear. Choose the "Output" tab on the left-hand side and change the "Color Conversion" field to say "Convert to Destination". Make sure your "Destination" field says "Coated GRACoL 2006".