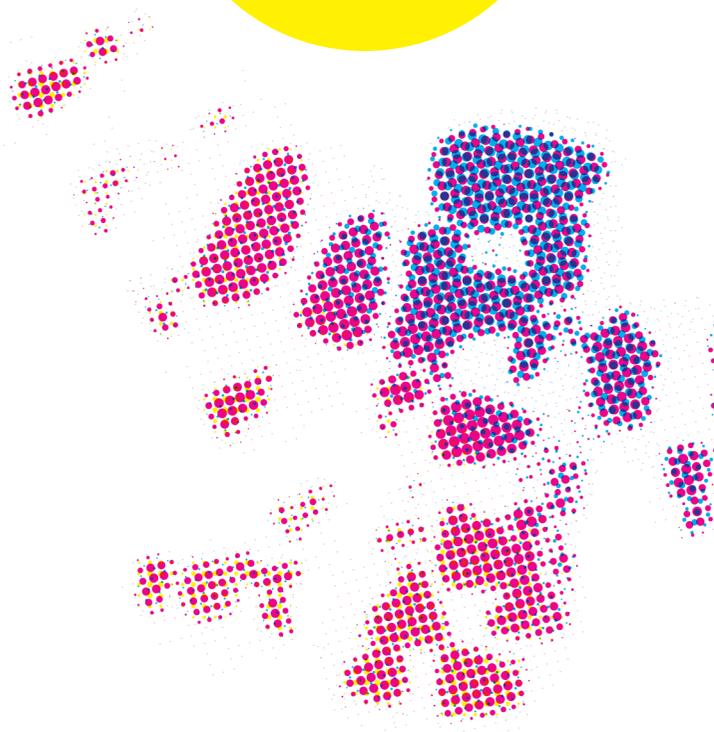
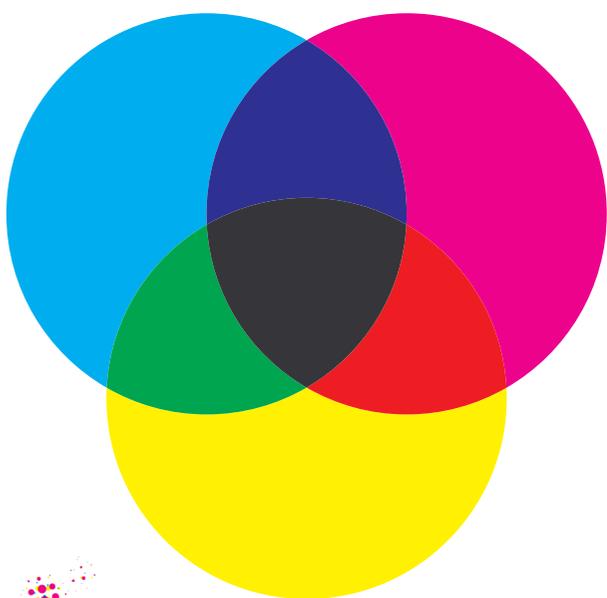
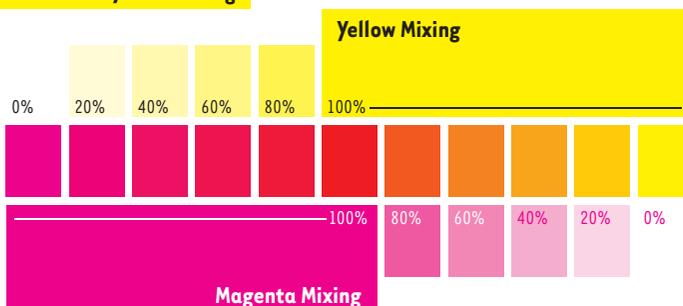
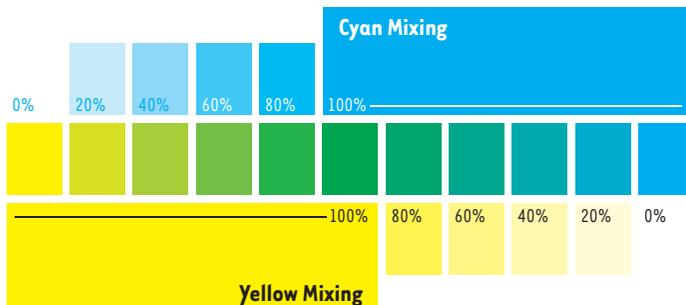


Design Guide

for printing color



Your Screen Will Lie

The middle color of the Cyan/Magenta diagram, C:100 M:100 Y:0 K:0, is called “CYMK Blue” in Adobe software despite being closer to purple. And it might even look blue on the screen! If you’re having trouble getting the right color, reference CMYK color swatches to find the closest matching mix and do test prints of problem areas.

It is the same for brightness. Without gamma correction, your screen will wash out very light colors while print will run together very dark colors.



Flat Black

Using only the black ink. This is the only black that you should use for bodies of text.

C: 0
M: 0
Y: 0
K: 100

Rich Black

A safe mix of colors for a bold and dark black. Adjust the mix to make it warmer or cooler as you need.

C: 70
M: 50
Y: 30
K: 100

Registration

A special “color” that tells the printer to print 100% of all inks. Used in offset printing to align colors.

C: 100
M: 100
Y: 100
K: 100

Common Problems

Type

In Offset Printing, inks won’t always line up. This variation can be a little or a lot, and cause issues for white text over a photo or mix of inks.

You should also be wary of printing small type in a mix of ink colors or in a light tint, as the printing process can make it unreadable. You should always do test prints before committing.



Saturation Limit

Paper has a saturation limit.

If your ink runs, bleeds through to the other side of the page, or imprints onto other pages, it’s because you over this limit on too much of the page.

The saturation limit varies by paper types and coatings, but it is usually in the range of 250-300%. You get that number by adding up the color numbers. For example, Registration Black’s ink coverage is 400% in CMYK and higher when you add spot colors.