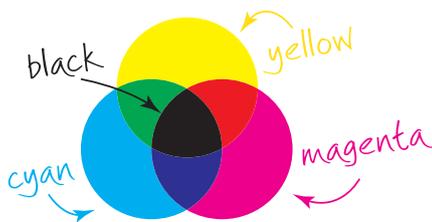


Colour for print Explained

RGB screen colours



CMYK print colours



CMYK red



The red colour is made up of 100% yellow and 100% magenta

SPOT colour red



PANTONE
Red 032 C

PRINTING IN COLOUR

Colours shown on your monitor will be a lot brighter and different from those in print. There are several reasons for this; firstly your screen is lit from behind like a torch; secondly your monitor displays in RGB colour as opposed to that of CMYK in print; and finally your screen is subject to balance and contrast adjustments like that of a TV.

Similarly, a proof from your desktop inkjet or laser printer will not provide a true reflection of the colour of your professionally printed artwork. This is because they don't have the capacity to be calibrated at the sophisticated level provided by professional print technologies.

There are 2 colour processes used in the print industry, CMYK and Pantone®/Spot colours. The CMYK process is a method of printing colour by using four inks — cyan, magenta, yellow, and black (*similarly used in household printers*). Pantone®/Spot colours on the other hand, are pre-made inks made up of 15 base pigments mixed in specified amounts. This allows for many special colours to be produced, such as metallics and fluorescents. Pantone® colours are often more vibrant than CMYK colours, some of which cannot be simulated with CMYK, therefore if you want any specialist colours or an exact match each and every time that you print, it is advisable that you use a specified Pantone® colour.

PREPARING YOUR COLOUR ARTWORK FOR PRINT

CMYK (not RGB)

- Please ensure that all embedded images are CMYK files. Although RGB images look very vibrant on screen, final output to print is CMYK, which can alter the colour composition quite significantly.
- If you have any large areas of black on your artwork, using black alone can result in a dull and somewhat dirty looking finish. Instead we recommend that you use a 'Rich Black' (this is made up of 100% Black and 40% Cyan) which will produce a richer and cleaner end result.
- Please ensure that you have used the correct number of colours on your artwork (e.g. a postcard that is full colour on the front, but only requires black text on the reverse).

PANTONE® Colours (aka spot colour)

- Please ensure that any Pantone®/Spot colours within your artwork are clearly marked with their colour reference (i.e. Pantone® 032 C) and the colour values have been set to 'SPOT' as opposed to 'PROCESS' colour.

Please note: Pantone®/spot colours are not supported by Microsoft applications.