

AVOIDING PURPLE-ISH BLUES

Anything high in magenta and high in cyan will print purple. If you want a more true blue color we recommend keeping cyan and magenta 30% apart from each other to create a blue.



100 Cyan 100 Magenta 0 Yellow 0 Black
(Left) is how this color appears on screen
(Right) is how this color prints on press

PANTONES

The majority of printing is done in CMYK. If you use Pantone colors in a job that will print CMYK, your job might print with undesirable colors. We convert Pantone colors to CMYK using the conversion process from the file's native program. There may be some unintended variations between on-screen files and corresponding printed output. We highly recommend that customers convert all their files to CMYK before uploading their art. We are not responsible for product that has experienced a color shift during the conversion to CMYK format.

BLACK TEXT

For best results, black text should have a CMYK breakdown of 0 Cyan, 0 Magenta, 0 Yellow, 100 Black. We cannot guarantee the quality of 4 color black text.

RICH BLACK

For best results on printing **large black areas, rich black (30 Cyan, 30 Magenta, 10 Yellow, 100 Black) should be used**, for uniform ink coverage.

Using only 100 Black can result in uneven ink coverage, and a black that is not as dark as it could be.

Using a higher value mix such as 75 Cyan, 68 Magenta, 67 Yellow, 90 Black can result in high ink coverage, causing ink to smear.

TRANSPARENCY ISSUES

Sometimes using shadows, glows or other transparency effects on top of a spot color creates white boxes or other unwanted results.



(left) what you see on screen
(right) after file is printed

The best way to avoid issues like this is to convert all spot colors to CMYK before sending artwork in.



