

# BASIC COLOR GUIDE FOR CMYK PRINTING

**Below you will find some tips to assist in the final production of your job. Your colors need to be calibrated for print rather than screen. If you are using an RGB mixture instead of a CMYK mixture you will see color shifts. This may result in you not being satisfied with your print job. (We are not responsible for your final product if not designed correctly for print.)**

If you send us an RGB file, there is a chance that a color shift may occur (This is an unpredictable change, as the printers can translate the same color from the same file in 2 different ways during a single run, or on a second run.):

## THESE COLORS ARE IN RGB



## THESE ARE THE SAME COLORS BUT IN CMYK



### How can I make sure my blues do not come out purple?

When using a blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values.

Most common on screen mixed blue: 100% C 95% M 0% Y 0% K

On Screen



After Printing



Blue is very close to purple in the CMYK spectrum. To avoid purple tones, use a low amount of magenta when using high amounts of cyan. **Example: C-100 M-70 Y-0 k-0**

### What is rich black and how can I get it?

Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone. If you create black as 100% K, the resulting black may not be as dark as a rich black mixture.

100% K ON SCREEN



100% K AFTER PRINT



**We recommend using C 60 M 40 Y 40 K 100**

This will give you a deep, dark, rich black.

You may notice that the colors on your screen and the colors that you print look different; for example, blue becomes purple and red becomes orange. This is not a problem with your printer driver, Computer, or with your printer.

Many color printer drivers were designed using the cyan-magenta- yellow-black (CMYK) color model. The CMYK model uses subtractive primary colors rather than additive primary colors. The most common additive model is red-green-blue (RGB). An additive model adds colors together to create the desired color. For example, to create white, RGB adds all the colors together. To create black, RGB adds no colors, leaving the screen (or whatever media) black.

The CMYK model subtracts cyan, magenta, yellow, and black to create the desired color. So, to create black, CMYK uses all the colors. To create white, it uses no colors. This method is well-suited to printing on paper.

Because your computer monitor is using RGB and your printer is using CMYK, the results will differ. To better print primary colors, like blue or red, choose cyan or magenta respectively. For other colors, some experimentation may be necessary.