



COLOUR GUIDELINE

Please create and supply artwork in CMYK only.

WHAT IS CMYK?

CMYK is an acronym for CYAN, MAGENTA, YELLOW and KEY. 'KEY' actually means black. It's called key because it's the main colour used to determine the image outcome. Black ink provides depth and shading, whereas the other colours create different colours on the spectrum depending on how they are mixed.

WHY CMYK?

Like most printers, our printing equipment is set-up to print in CMYK.

Have you ever printed something out on your home or office printer and noticed the colour look a little off to the colours you were seeing on the screen? Before you start thinking you're going crazy, don't worry – this can happen if you're using the wrong colours profile.

Your computer screen works in RGB; RED, GREEN & BLUE – NOT CMYK. You might think this doesn't make a difference to the final product when you're redesigning something, but it does.

WHY DO PRINTERS USE CMYK?

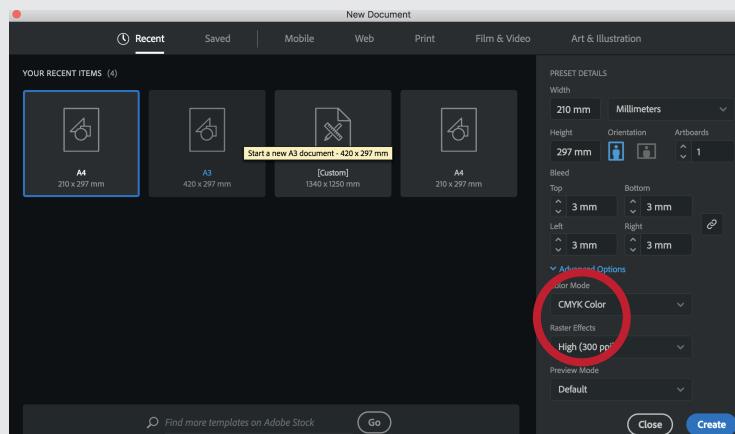
This is because CMYK is easier to standardise. The RGB spectrum is much larger than CMYK. There are so many minute variations possible in RGB that is near impossible to guarantee, one, consistency of colours across a print run and two, between different printing presses (even if they are identical models).

CMYK can be monitored using a Spectrophotometer and related software. This allows each printer to be calibrated to produce a standard colour, regardless of each machine's individual characteristics. This is why commercial printers like ourselves use CMYK. It enables us to ensure consistency of colour across print runs and also across machines.

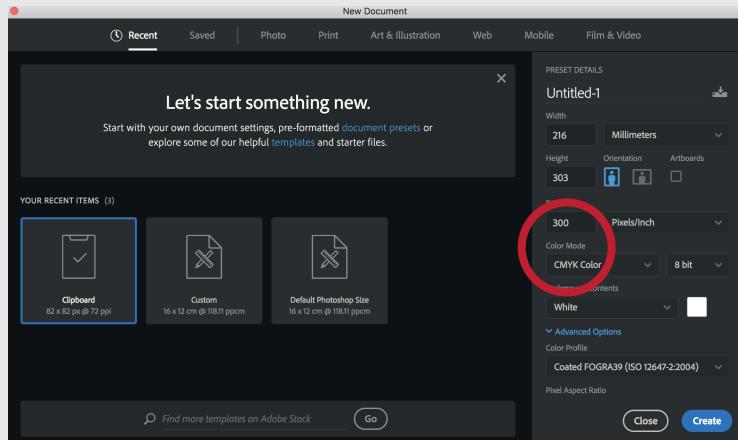
Creating files in CMYK

The easiest way to design artwork for print is to set-up and design the whole document in CMYK. This will save any problems trying to adjust colour afterwards, which with some applications, can be quite difficult. At this point it's important to note that not all software programs have the ability to create files in CMYK colour e.g. Microsoft Word and PowerPoint. This is why we don't accept these file formats.

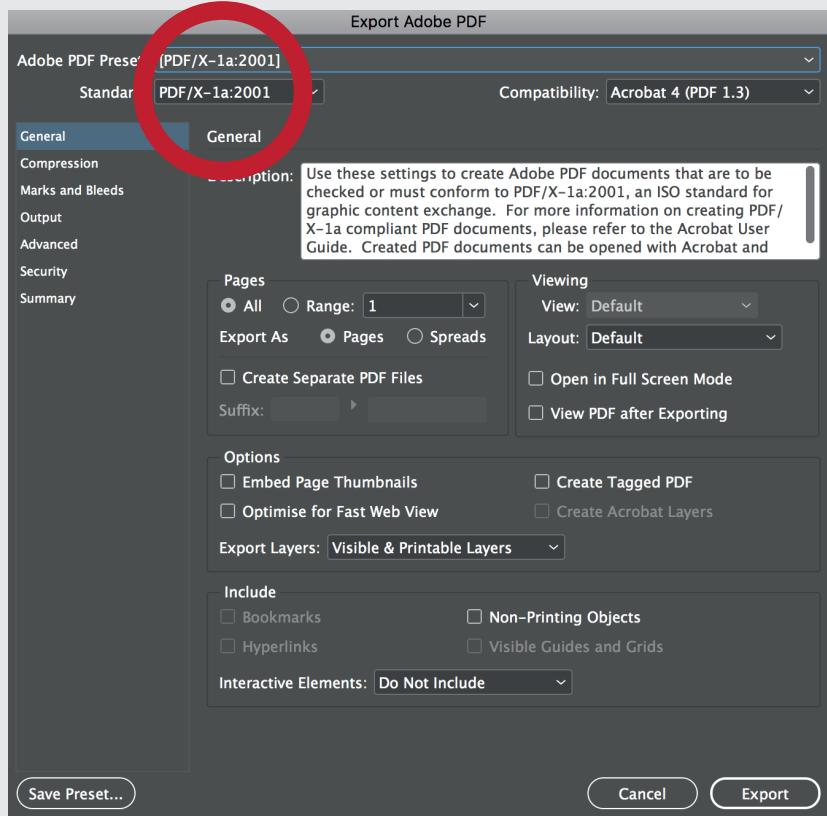
1. Adobe Illustrator



2. Adobe Photoshop



3. Adobe InDesign



4. Other software

If you're using any other kind of software, your key setting to make sure you've got set up are:

- o Colour Mode: CMYK (sometimes called process colours)
- o Colour Profile: Fogra39 (ISO 12467-2:2004)
- o Where possible export as: PDF/X-1a:2001

USE OF COLOUR

It's best to avoid solid colours of only one ink (i.e. pure cyan, magenta, yellow or black) as these can be susceptible to slight "banding".

Also, any greyscale images should be converted to CMYK.

USE OF BLACK

Printing uses more than one type of black ink, so you" need to make a few extra considerations when creating your designs.

RICH BLACK

For print that needs a large area of black, like a background, rich black is the best kind to use. In CMYK, a mix of all colours produces the richest black you can get for solid areas of colour. Although 100% Black (C:0 M:0 Y:0 K:100) may appear black on your RGB screen, it is not the best black you can achieve and may appear washed out or even grey. By adding cyan, magenta and yellow underneath the black ink, we can give it a much deeper tone.

Please use the following CMYK values for Rich Black:

Small Format: C:30 M:30 Y:30 K:100

Large Format, Displays & Decor: C:30 M:30 Y:30 K:100

For any of our illuminated displays please use Backlit Black: C65 M:65 Y:65 K:100

This will make your blacks richer and keep the total ink coverage within recommended guidelines of our Printing Presses.

BLACK TEXT

Rich black (above) is created from a mix of CMYK inks. When printing, there will always be a slight shift or movement. This can be noticeable in rich black text, so make sure all black text is 100% black only.

Please use the following CMYK values for Black text:

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

That way there's no risk of registration errors.

and we'll be happy to help.

FAQ's

What happens if I've already designed my artwork in RGB?

If you're using software like Photoshop, you can choose to convert colours to CMYK. If you're using RGB elements, it's worth converting these into CMYK and then re-balancing the colours should you wish to.

If you have created your artwork using our recommended method, ***Adobe InDesign or Illustrator***, when exporting your file to PDF format, export the file at 'High Quality Printing' which will automatically convert all elements in your artwork to CMYK.

I can't convert my artwork to CMYK? What happens if I upload artwork in RGB?

Files supplied to us in an RGB format will be automatically converted to CMYK. As outlined, this is likely to cause variations in colour, so we recommend that you set up your design software to create artwork in CMYK from the outset.

If you have any questions about colour settings for online printing, feel free to email us at artwork@5studio.co.uk