

**For best results convert all images to C M Y K**

Your computer creates images using just three colours: Red, Green & Blue (RGB) but for best results on how your job will look and due to the printing process all printers require images and documents to be converted to CMYK (Cyan, Magenta, Yellow & Black) for full colour printing, which causes a slight colour shift.

All Pantone® Spot colours must be changed to "Process Colour" and converted to their CMYK equivalent before your file is sent to us.

Conversions of your images are best done using Adobe Photoshop, if you don't perform this conversion yourself, our process will apply an industry standard profile RGB to CMYK conversion meaning certain colours may not print as expected.



**For best results using C M Y K**

You'll get the best results from colours that are made up from one or two inks (i.e. Magenta & Yellow etc). When using lighter shades try to avoid tints that contain less than 5% of either Cyan, Magenta, Yellow or Black as these would print much lighter than they appear on your screen.

For best results use tints containing 5% to 30% if possible.

Colour variation is inherent in any print process and you should not expect a perfect match to your chosen colour.

**BLUE**

To avoid a "Purple" blue, ensure the difference between Cyan and Magenta is at least 30%.

**G100%  
M50%**

**G100%  
M70%**

**G100%  
M100%**

**GOLD & SILVER**

Achieving a satisfactory "Gold" or "Silver" can be tricky, especially on screen. These values provide good results.

**C 5%  
M 0%  
Y 0%  
K 20%**

**C 0%  
M 0%  
Y 0%  
K 25%**

**C 10%  
M 25%  
Y 100%  
K 25%**

**C 0%  
M 35%  
Y 100%  
K 30%**

**BLACK: if your design uses large areas of solid black then using a black composed of 100% Black, 30% Cyan, 30% Magenta, 30% Yellow will result in a richer black.**

**Please note: Using fonts and finer areas should remain as 100% black to avoid mis-registration.**

**Ink Coverage**

Try not to exceed 300% ink coverage in any of your chosen colours in your artwork, work out the total percentage by adding the C, M, Y, K values together. High ink coverage can result in set-off (colour from one side of your job getting transferred on to the other side of your job leaving a mark) and a delay to your job.

**Overprint**

If you accidentally set a fill or line to overprint, the final printed job will NOT look as it does in your artwork design, since all inks are transparent.