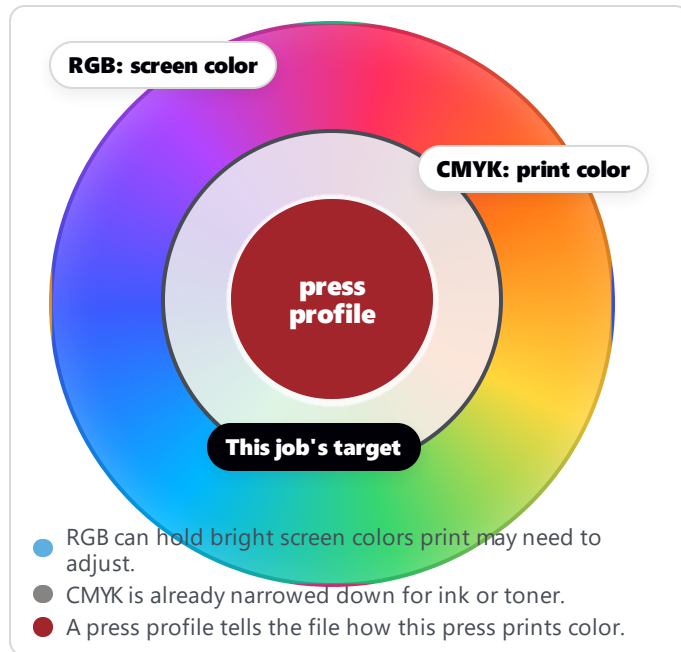




Getting the Best Color From Your Print File

Color is a little like cooking from a recipe. The same numbers can look different on a screen, a desk printer, or a press unless every device knows which “recipe” to follow.



A profile is a translator.

It tells the computer, “when this file says this color, this is what it should look like.” Without that translator, each screen or printer may make its own guess.

SIMPLE RULE

If you are not sure which CMYK profile to use, it is usually safer to keep photos in RGB and send a good PDF. We can convert it using the right print profile for the job.

ONE TRADEOFF

RGB gives the printer more color to work with, but your screen preview can be too bright unless you turn on proof preview with the right print profile.

1

DESIGN

Work in the color mode your designer understands. RGB is often best for photos and wide color.

2

PREVIEW

Use a proof or simulation profile to see a closer print preview before approving color.

3

PRINT

The file is converted for the press so color lands as close as possible on paper.

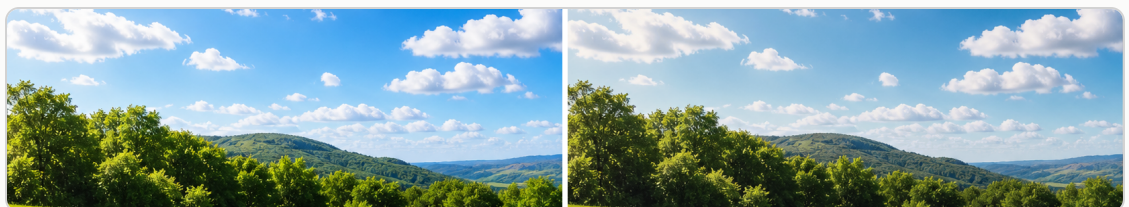
RGB vs. CMYK in plain English

- OK RGB is light.** It is how screens make color. It can be very bright.
- OK CMYK is ink.** It is closer to print, but it can throw away colors too early if the wrong profile is used.

What to expect

- OK** Bright blues, greens, and oranges may soften in print. That is normal.
- OK** A calibrated proof is the best preview. A random monitor is not a promise.

What conversion can look like





Before You Send Your File

These small checks prevent most print surprises.

F

FONTS

Embed fonts in the PDF. If a font is unusual, send the packaged files too. This keeps text from changing.

300

PICTURES

Use images around 300 pixels per inch at final size. A small web image will usually print soft or jagged.

1/8

BLEED

If color or photos touch the edge, extend them 1/8 inch past the trim. That extra area gets cut off.

T

TRANSPARENCY

Shadows, fades, and see-through effects are normal. Export a high-quality PDF and avoid flattening to a low-res image.

K

BLACK TEXT

Use plain black for small text. Four-color black can look fuzzy because every ink color has to line up.

SP

SPECIAL COLORS

Only use spot colors when they are meant to print as special inks, foils, varnish, white ink, or cut lines.

PDF

PDF EXPORT

Send a press-quality PDF with crop marks and bleed when needed. Avoid "smallest file size" export settings.

EYE

PROOF PREVIEW

Use a proof profile or ask us for one. It helps your screen preview act more like the final print.

MIX

MIXED COLOR

RGB photos, CMYK logos, and spot colors can live together, but random profiles can cause surprises. Keep profiles embedded.

?

WHEN IN DOUBT

Send the file before the deadline and ask us to check it. A quick preflight is easier than fixing color at the end.

**Need
color to
match?**

Tell us what matters most. Brand colors, skin tones, product photos, and past printed samples all help us aim the file correctly. If color is critical, ask for a hard proof before the full run.