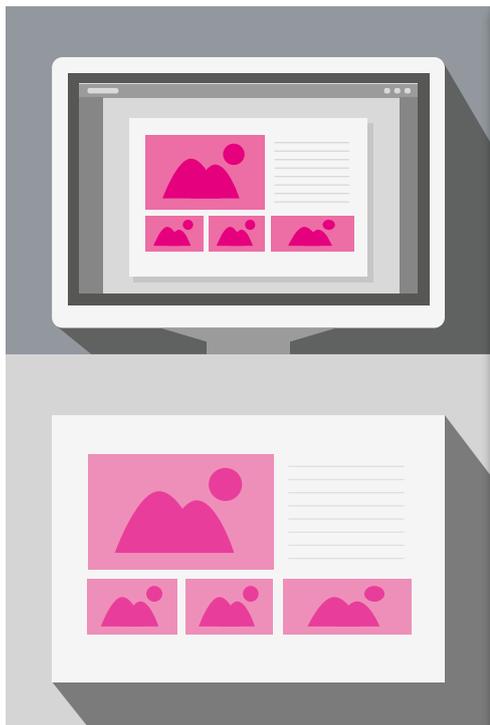


Colour

A guide to print and colour variances



Colour accuracy

Due to the natural variations in the four-colour (CMYK) printing process, slight shifts in finished colour are normal.

While your project will be printed to strict ISO industry standards, the final result may differ slightly from how it appears on your screen or in your digital design file.

On orders with multiple items, you may notice very minor colour variations within the job itself, though these will always remain within a very close range.

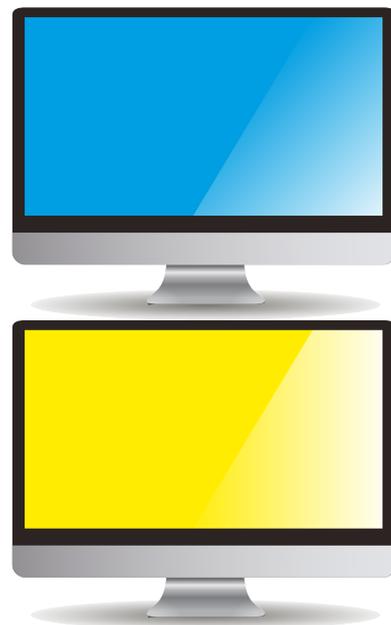
Additionally, subsequent reprints may vary slightly from previous runs. This is a standard process and is to be expected within professional printing.

Screen vs Print colours

When viewing your design on-screen, you are looking at colours created by light (RGB), which can never be perfectly matched by ink on paper. The way these colours appear can also change significantly depending on your monitor's settings and calibration.

Please be aware that your PDF may look different in Acrobat depending on your viewing profile; ensure you are not using a "web-based" preview setting.

Note: RGB, Spot and pantone colours must be converted to Process (CMYK) colours before you upload your file.



Cyan

Magenta

Yellow

(K) Black

Colour banding

Banding appears as visible streaks or lines across solid areas of print. To prevent this, avoid using large blocks of colour made from just one ink (such as 100% Black or 100% Cyan). For the smoothest results, use "rich" colours composed of two or more inks.

For example, instead of using a standard black (C:0 M:0 Y:0 K:100), use a 4-colour "Rich Black" to ensure a deep, consistent finish:

Rich black for digital print: **C:20 / M:20 / Y:20 / K:100**

Rich black for lithographic print: **C:30 / M:30 / Y:30 / K:100**