



# GETTING THE BEST OUT OF CMYK

You'll get best reproduction from colours that are made up from one or two inks (i.e. magenta and cyan etc).

When using lighter shades, **avoid tints that contain less than 10% of either Cyan, Magenta, Yellow or Black**, as they usually print much lighter than they appear on screen and you may be disappointed with the outcome. For best results, use tints containing 15% to 30% where possible.



When you submit your artwork, you should outline any specific Pantone colours used and we will show you a swatch chart to ensure correct matching. The colours in these charts will give you the closest approximation to how your finished job will look, although some variation may occur.

Try to avoid large areas of the same colour too – that's where colour variation becomes most noticeable. Best to use textures or images instead. And vignettes, or gradient fills are best avoided – they have a tendency to show 'banding' and look unprofessional.

## A NOTE ABOUT PROOFING

As part of the service we will supply you with a colour proof. This is not colour accurate and is produced on a colour laser printer. The proof acts as a guide as to how the finished print will look, and should only be used to check that text hasn't reflowed and no items are missing.



Our proofs cannot be relied upon to spot items such as objects set to overprint, hairlines and JPEGs/RGB/ Duotone images (which may proof in colour, but print in black and white).

If you need a more accurate proof, ask for details. You'll get best reproduction from colours that are made up from one or two inks (i.e. magenta and cyan etc).

