

## Color

### Colors

Fewer than 60% of the Pantone colors can be matched to a CMYK process color. If you need help determining if you should print as a Pantone color or a process color, consult your sales representative.

### Color Mode

Corporate Graphics is operating within the GRACoL color space. Files that go through our shop will have the GRACoL color space applied to them at some point. If you wish to utilize this color management process, please contact us and we will supply you with the GRACoL\_2006 profile. By doing this, you will have control of what the final CMYK readings of your file will be. However, if you choose to let our system handle it, you may continue to send as normal. Our system will take your tagged and untagged CMYK files and convert them to the GRACoL color space. RGB images will be assigned to the Adobe RGB (1998) color space, then converted into the GRACoL. This is the recommended way of translating an RGB image into a CMYK, GRACoL image. Index and LAB color are not recommended.

### Consistent Color Naming

If you are using Pantone (PMS) colors in either a vector-based program or Photoshop, be sure to name them exactly the same as they would appear in your layout program. If the names are different, they will appear as two separate colors. We suggest outputting separations of your file to ensure the color separations are done correctly.

### Grayscale Artwork

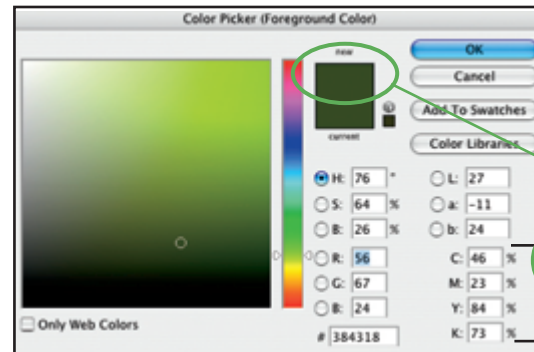
If grayscale artwork cannot be created in a vector-based program, make sure it is created only in a grayscale mode or appears only on the black plate. Frequently we see grayscale images that are processing into a 4-color gray.

### Rich Black

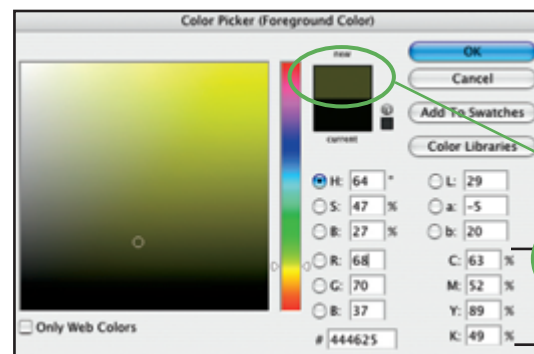
A large black solid will look deeper in color when a rich color combination is used. CG suggests the color combination of 40% Cyan, 30% Magenta, 0% Yellow and 100% Black (Rich Black). It is not recommended to use a Rich Black for small text, as it will be harder to register. Instead, use 100% black.

### Ink Coverage

Color with greater than 240% total ink coverage is not recommended. It becomes muddy and saturated with ink, which may require more dry time. A relatively close color, usually with less ink, can be achieved by clicking on the “Color Library” in Illustrator or Photoshop—this will convert to a Pantone color. Then select “Picker” to convert back to the CMYK value.



226% Ink Coverage



253% Ink Coverage