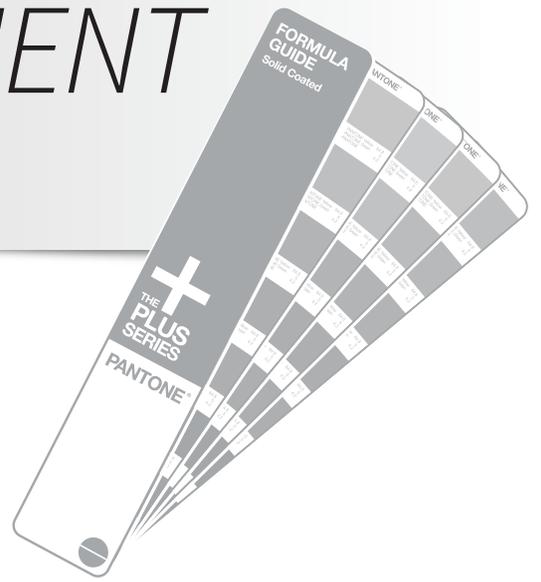# COLOUR MANAGEMENT
Finding that Perfect Match

One of the most important aspects of print production is the ability to accurately reproduce colours on paper. There are several things to take into consideration such as the type of media, ink, use of spot colours and much more.

Different material, different colour

Some of the factors that will affect the ability to accurately reproduce colours will be such things as the texture of the paper, the paper's colour, whether or not the paper is coated or uncoated, the type of ink used, the lighting in your environment and more. If you are unsure about how your design will print on our material feel free to give us a call before you build your file.

Every monitor is different

Every monitor has its own brightness, contrast and colour levels, and that means your PDF proof will look different on every computer you show it on. Imagine working to remove a green cast from your photos only to discover that the green was being generated by your display – after editing, they may look terrible on any other computer. To be certain ask for a **hard copy proof**. This will ensure your final printed piece is exactly what you were wanting.

Be consistent

Make sure your brand colours are consistent. Believe it or not, there are a million different colours out there, including hundreds different variations of your colour. Therefore, it's important to have a colour reference for each colour in a logo or brand. Having a colour guide such as the Pantone Matching System (PMS) makes the printing process easier and accurate. Ultimately, the best way to ensure sure your colour looks right is to ask for a hard copy proof.

PANTONE® 382 C

PANTONE® 1915 C

PANTONE® 151 C

PANTONE® 7672 C

What is a Pantone colour?

The **Pantone Matching System (PMS)** is the definitive international reference for selecting, specifying, matching and controlling ink colours. The Pantone Formula Guide, a two-guide set consisting of 1,677 solid PANTONE Colours on coated and uncoated stock, shows corresponding printing ink formulas for each colour. For more information check out www.pantone.com

GIVE US A CALL
For More Information - 604 940 8110