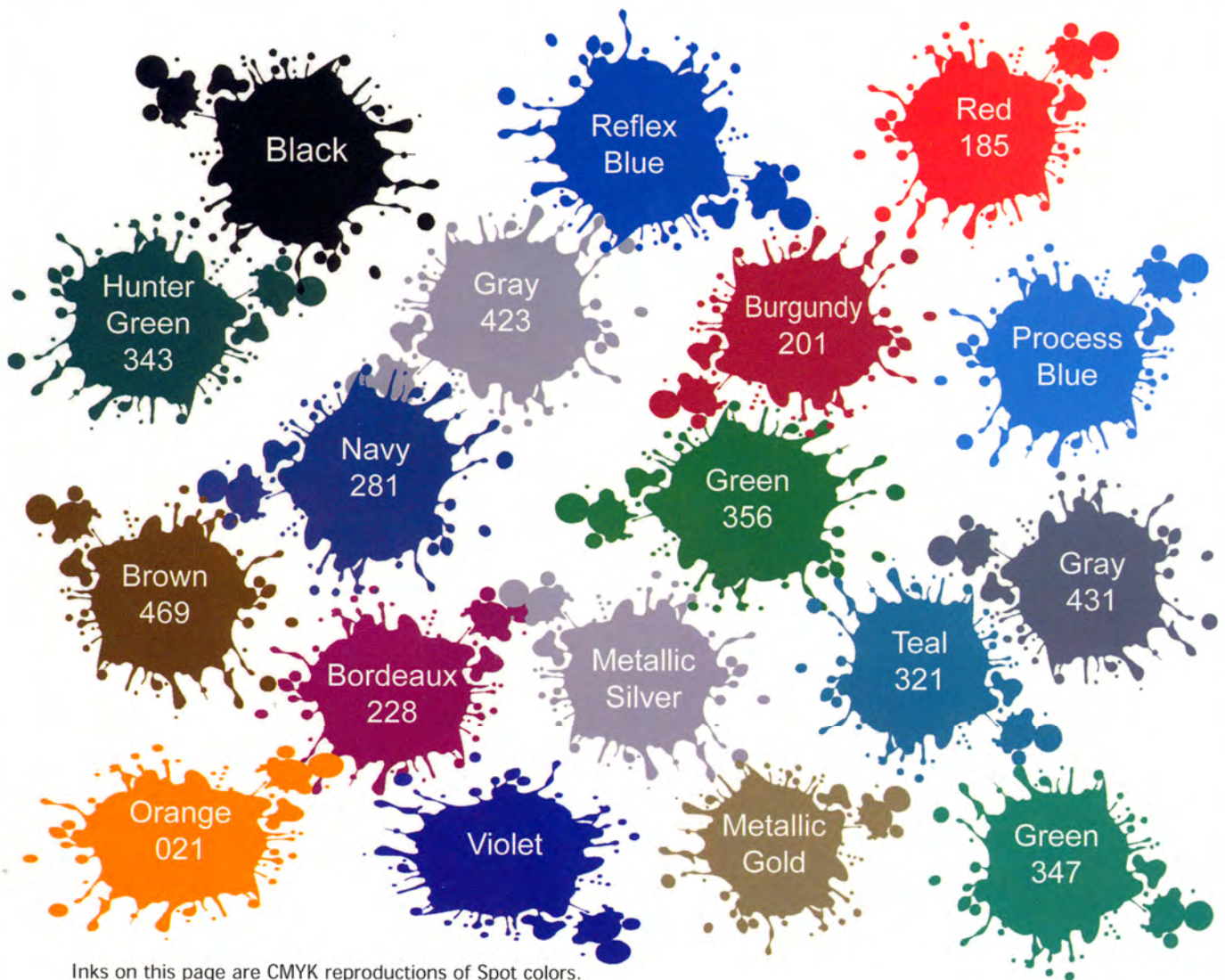


STANDARD INKS



Inks on this page are CMYK reproductions of Spot colors.

SPOT COLORS

Colors created without screens or dots, such as those found in the PANTONE MATCHING SYSTEM®, are referred to in the industry as spot or solid colors. Some spot colors will be cleaner and brighter than if they were created in the four-color process. Spot colors are commonly used in corporate logos and identity programs, and in one, two or three-color jobs.

PROCESS COLORS

This method of achieving color in printing is referred to as CMYK, four-color process, full color, or even just process. Four color process printing is a system where a color image is separated into 4 different color values, Cyan (C), Magenta (M), Yellow (Y) and Black (K), by the use of filters and screens. The four color printing process is universally used in the graphic arts and commercial printing industry for the reproduction of color images and text.

CONVERTING SPOT COLORS TO PROCESS COLORS

Often times, a spot PANTONE MATCHING SYSTEM Color is requested when creating a four-color process piece. To save money, the spot color should be evaluated to see how it will look if printed in CMYK. While some colors can be simulated well, there are many that look quite different.

Spot Color Production Schedule

- **Daily:** Single color Black, Red, Reflex & Burgundy
- **3 Days:** All other Standard Colors (2 colors max)
- **Friday Only:** Orange & Violet