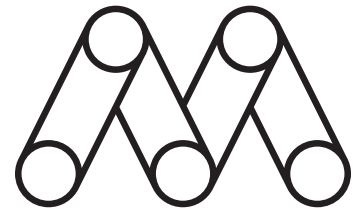


# COLOR MANAGEMENT TIPS



**mohawk**

Working in color is all about managing your expectations, because the colors you see on the computer screen will never be quite the same as the colors that are printed on the press. The little dots on the monitor are like that of the television screen: red, green and blue (RGB) light emitting diodes. The little dots printed on paper are made up of four pigmented inks, cyan, magenta, yellow and black (CMYK) that combine to reproduce a photograph or illustration. The term “four color process” is this combination of CMYK which is the basis for all printing processes, including digital.

To make matters more complex, the gamut of colors available to printers is much less than the gamut of colors available to computer monitors. Consider the difference between what the eyes see (20 millions colors), what the monitor displays (16.7 million colors), and what a printing press can produce (2-4 thousand colors).

Color management is a way of making sure everyone at every stage in the production cycle sees the color in the same way. In a color managed workflow, the profile and its settings are the mechanism for consistent color control. Theoretically, if everyone at every stage in the process uses the same profile settings, they’ll be working with the same colors. Here are a few color management rules:

## MANAGE YOUR WORK ENVIRONMENT

View colors in a color-corrected environment such as a viewing booth with a 5,000OK (Kelvin) color-corrected bulb. Both office light bulbs and daylight-corrected bulbs can skew colors. You may also want to get your eyes tested. You and the pressman may actually be seeing different colors and believe it or not, eyes may view color differently in the morning versus late in the day.

## CALIBRATE YOUR DESKTOP MONITOR

Use a software program to calibrate the color gamut on your desktop monitor so it meets industry standards. Calibration equipment is available that will bring your CRT or LCD monitor into calibration for color, brightness and contrast. Make sure every monitor that will display the job goes through the same process and calibrate them regularly--weekly is best.

## ADJUST YOUR ENVIRONMENT

Keep your monitor in a room with no sunlight and with walls painted a neutral color. If possible, consider replacing the overhead lightbulbs in your office with 5,000OK color-corrected bulbs.

## WORK WITH YOUR PRINTER AND PREPRESS SUPPLIERS

Calibrate your monitor to your supplier’s standards as every printer has their own profile. You can actually build monitor profiles for several of your suppliers in Photoshop. Check with your printer before making color conversions--some printers prefer to do color conversions themselves; others like designers to do it.

continued

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## RESOURCES

Ask questions to other users at the user-to-user message board at [www.adobeforums.com](http://www.adobeforums.com)

Apple® offers free online color management seminars at [www.seminars.apple.com](http://www.seminars.apple.com).

Microsoft® also has a color management system (Windows® Image Color Management) that complies with ICC color profiles. Tutorials are available at Microsoft’s web site.

International Color Consortium:  
[www.color.org/](http://www.color.org/)

Agfa®, X-Rite and other prepress vendors also have books and pamphlets on color management.

*Color management tips, continued*

### **PROBLEM COLORS**

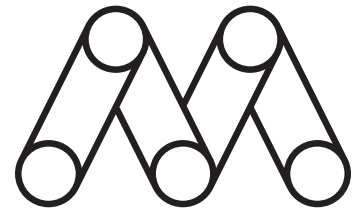
Remember, four-color process can only represent a fraction of the colors that computer screens display. That means there are an untold number of colors your computer software lets you produce that can't be easily reproduced in print.

Here are some colors that are hard to reproduce with standard four-color process inks:

- > rich greens, hot purples, deep reds
- > bright greens, oranges and purples
- > fluorescent yellow, pink or turquoise

Printers have ways to get around the challenges associated with these colors. They can add a touchplate with a custom ink that matches the color you're after if it can't be produced with CMYK. They can also add a percentage of fluorescent yellow and magenta to the process colors.

Paper merchants can help by showing you different color examples on your paper of choice. Please call your local paper merchant or Mohawk at 1-800 the mill for more information.  
[www.mohawkconnects.com](http://www.mohawkconnects.com)



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