Color Matching

Whether you are creating original artwork on your desktop, or providing artwork to a manufacturer, you need to understand the limitations of the technology, and what you can expect.

COLOR: What you see on your computer monitor, your proof from a desktop printer, and what you will get when your project is produced will all be different.

Rule 1: Color Calibration is a myth. Each output device and all print media have their own color characteristics. The same image output on bond paper will be totally different when output on vinyl or photographic glossy paper. Each batch of ink, each roll of paper, heat, cold and humidity all will affect the color of an image. Each person perceives color differently. Sunlight is different than office light which is different than incandescent.

Rule 2: You can only color correct part of an image. Because each paper and output device have color shifts at different parts of the spectrum, adjusting a logo to reduce the amount of magenta or cyan may make the logo appear exactly accurate, however, other areas of the image will also be affected and may shift in unanticipated ways. Unless the vendor is able to manipulate individual components of the image, matching one part of the image may prove disastrous to the overall image.

Rule 3: Your file won't work. This is more of a *Murphy's Law* than a rule. Anticipate problems by providing the file in different file formats. Provide a color proof so that we will know what the job should look like.

Rule 4: Select the correct output methodology and materials for your job. Each output methodology and material has it's limitations.

If there are logos involved or areas of exact color matching required, please include the Pantone Color (PMS) numbers.