COLOR

20%

PANTONE 186 C
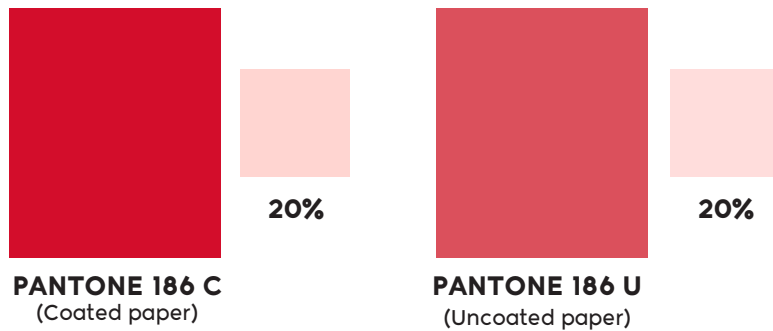(Coated paper)

20%

PANTONE 186 U
(Uncoated paper)

PANTONE SPOT COLOR

REQUIRED FOR PRINTING COLOR ON PRESS - unless full color (CMYK) job.

Inks that are pre-mixed to produce a flat, solid color. No dot pattern (unless a TINT of a spot color is used - i.e. 20% 186 Red). When picking a color from the Pantone Books, it's important to know if the piece will be printed on a Coated paper or an Uncoated Paper. Note the swatches above. There should be PANTONE BOOKS in Business Development. If not, they are available in Art for your viewing.
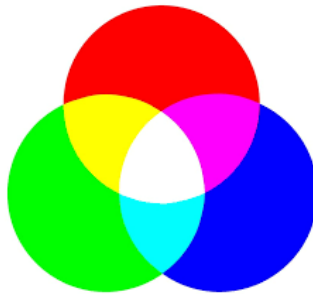

CMYK

Cyan (**C**), Magenta (**M**), Yellow (**Y**), Black (**K**)

4 Process Inks mixed together to give the perception of full color. If you look at a printed color image under a magnifier, you'll see blends of the 4 color dots. **REQUIRED FOR PRINTING FULL COLOR ON PRESS, DYE SUBLIMATION, AND MOST DIGITAL COLOR COPIES*.**

*Our Digital Press prints with CMYK toners, but can Color Match a Pantone color.
Neon Pink, Neon Yellow & Clear Coat are also available for the Copier at additional cost.

RGB

Red - Green - Blue

WEB USE ONLY**

NOT INK COLORS, but colors that view in pixels on a monitor. Colors appear very vibrant on a monitor and usually cannot be replicated in print. This is due to having a wider color space gamut than CMYK - You don't have to know all the details, but good to know.

** Some Vendors require RGB color for printing of certain items.

Color use is dependent on which product is being produced:

• Press • Digital Press • Apparel • Promo Items • Web

We understand that all the variences in color can be difficult to comprehend, so feel free to see the Designers in Art if you would like more detailed information and demonstrations.