



Color Matching

Made Easy.

Guide



Book

Providing the information and tools for accurate document setup to achieve optimum color.

DigiCOPY[®]
Custom • Variable • On Demand



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Accurate, Consistent Color

At DigiCOPY, we take seriously our commitment to provide you with high quality on demand prints that exceed your expectations. Our state-of-the-art color matching technology combines the power of digital print with the effectiveness of consistent color.

Color Accuracy

From the start, we work with you to establish your brand colors and build a consistent family of documents for your company. Our goal is to meet your deadlines while still providing you with a stunning finished product.

Proofing

Printed proofs are always complimentary and we even offer free local delivery to make the proofing process more seamless.

Color Expertise

Our experienced co-workers are trained in color matching technology and can assist you during the color matching process. Gain access to helpful tips and advice to enhance your print materials.

Online Ordering

Our custom-built online ordering storefronts allow you to organize and maintain your company marketing materials. Your color profile can be built into customizable templates such as business cards to ensure optimum brand color output.

Understanding Color



Pantone Color

The Pantone Matching System (or PMS) is a standardized color matching system used primarily in the printing industry. Each Pantone color is assigned a number used to identify that color in design software and printer platforms.

Traditionally, printing presses would match Pantone colors by mixing specific combinations of ink. Since digital printers produce ink on paper by CMYK color process, Pantone colors could not always be achieved. But due to recent advances in digital print technology, the Pantone color matching system can now be combined with the power of digital, on demand print.



CMYK

Digital printers use a combination of four toner colors (Cyan, Magenta, Yellow, and Black) to achieve print on paper. CMYK color mode should always be used for print documents.



RGB

RGB (Red, Green, Blue) is a color mode which uses combinations of Red, Green, and Blue to create color on screen. There are RGB color combinations (particularly very bright colors) that cannot be reproduced using CMYK process. RGB color mode should only be used for screen viewing purposes, such as website creation.

Brand Colors

Successfully “owning” a color is a big deal. Your company brand color is part of your identity and it’s important to provide your audience with a consistent family of documents to create brand awareness.

Brand colors are typically the colors used within your company logo (which is usually one or two colors). If your company has a brand guide, your brand colors should be outlined there. Often a company will select a Pantone color and a CMYK value equivalent. Both of these color values are essential to the color matching process and should be provided to DigiCOPY.

If your company does not have a brand guide, the person who originally designed your logo should be able to provide brand color information.

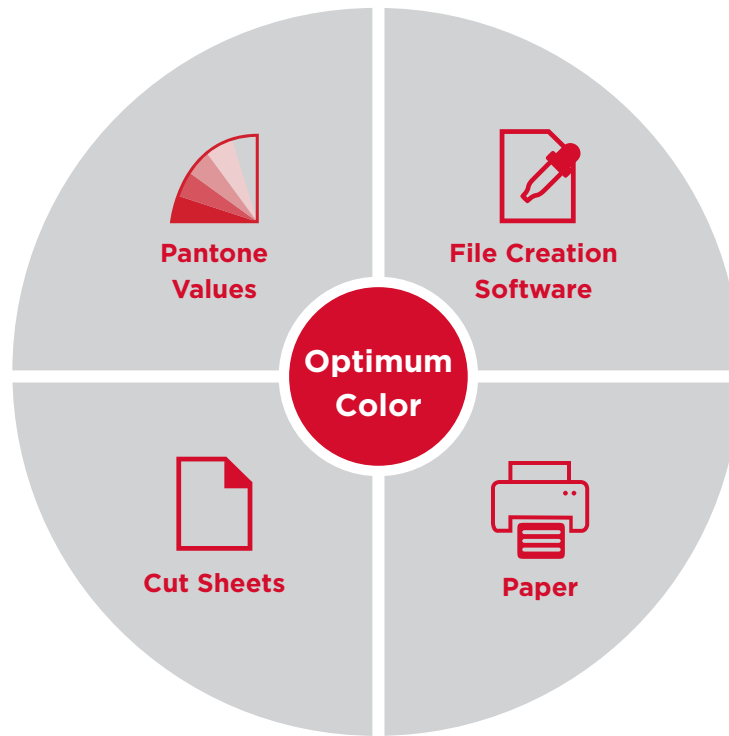




Understanding Color

Optimum Color

Optimum color ensures that your brand color is reached on a consistent basis. Note that all of the following are factors in reaching optimum color output for your print project.



Pantone Values

Pantone color values must be called out in native files for all applicable graphics and text. The use of Pantone values is the only way to ensure your brand color is matched consistently.

File Creation Software

Adobe Illustrator, InDesign and Photoshop are the only softwares that support Pantone color values. Thus, your documents must be created using one of these programs. For step-by-step instructions on how to call out Pantone values using each of these programs, see page 6.

Cut Sheets

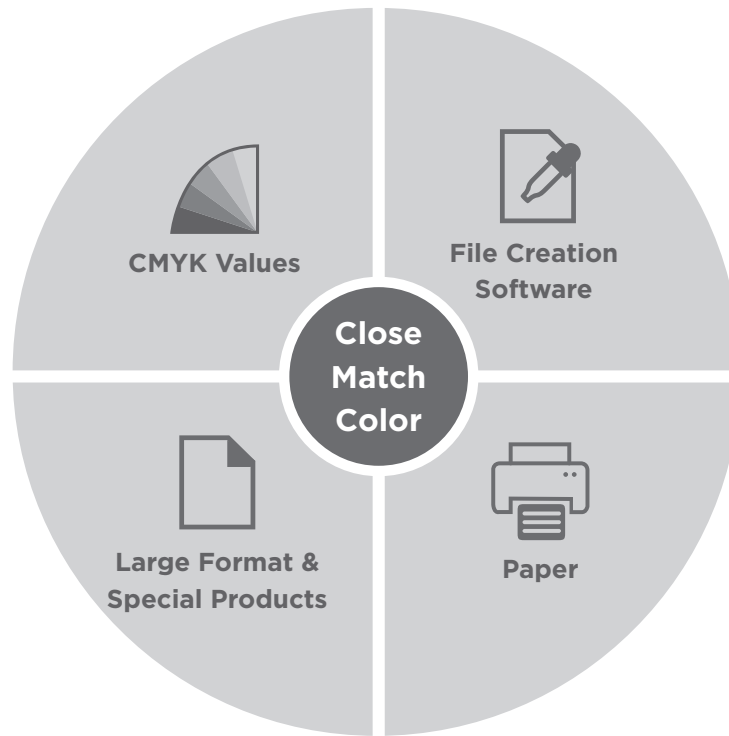
Our color matching software integrates with equipment that outputs cut sheets such as 8.5x11, 11x17, 12x18, and 13x19. Products that fall under this category include business cards, postcards, brochures, flyers, books, magnets, and small posters.

Paper

Subtle differences in paper can greatly alter the appearance of color print. When selecting a paper for your project, choose a white paper to achieve optimum color output. However, keep in mind that even the difference between a coated or uncoated white paper can change how color print will appear.

Close Match Color

Close match color is not guaranteed to be an exact match to your brand color. Note that if any of the following applies to your print project, you can expect close match color output.



CMYK Values

CMYK color values are called out in native files for all applicable graphics and text.

File Creation Software

Microsoft Word, Excel, or Publisher support CMYK color values. For step-by-step instructions on how to call out CMYK values using each of these programs, see page 7.

Large Format & Special Products

Large format and special product printing use different output processes than our digital presses. Therefore, close match color applies to these products, which include large format signs, banners, plastic cards, CDs and DVDs.

Paper

If an off-white or colored paper is used, it may alter the look of color print.

Document Setup

Adobe Creative Suite

Correctly specifying color information in your files is critical to accurate color output. Follow these guidelines when using Adobe Creative Suite software to specify Pantone values in your document.



Adobe
InDesign

Step 1: In the Swatches panel, select “New Color Swatch”

From the Color Mode drop-down, select “PANTONE + Solid Coated”. Type the Pantone number in the box provided and click “Add”.

Step 2: Select your text or object

From the Swatches panel, select the swatch that you just added to apply to your text or object.



Adobe
Illustrator

Step 1: In the Swatches panel, select Open Swatch Library > Color Books > PANTONE + Solid Coated

In the “Find” field, type the Pantone number in the box provided and select “Add to Swatches” from the upper right drop-down.

Step 2: Select your text or object

From the Swatches panel, select the swatch that you just added to apply to your text or object.



Adobe
Photoshop

Step 1: Select your text or object and click the Color Picker icon

Step 2: Click the “Color Libraries” button

From the “Book” drop-down, select PANTONE + Solid Coated. Type the Pantone number in the box provided. Click the “Picker” button and then select “Add to Swatches”. You will be prompted to name your swatch if desired. You can now select your swatches from the Swatches tab.

Document Setup

Microsoft Office

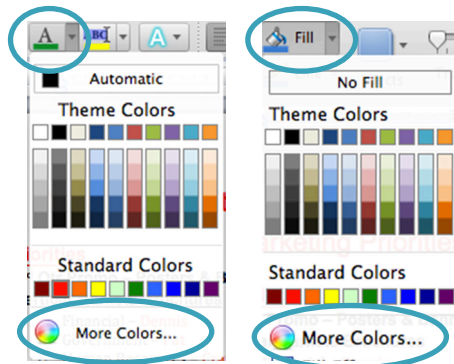
Pantone colors are not supported by Microsoft Office software. However, specifying CMYK equivalents for your brand colors is critical to close match color output. Follow these guidelines when using Microsoft Office software.



Step 1: Select your text or object

Step 2: Open the Color Selection window

Click on the icon for “Font Color” (if text is selected) or “Fill Color” (if object is selected) drop-down and select “More Colors...”

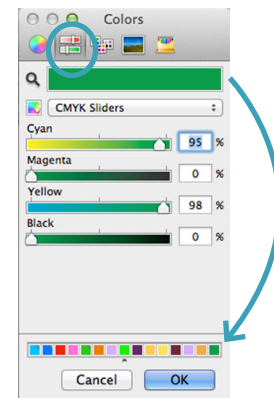


Step 3: Click on the “Color Sliders” icon (second from left) and make sure “CMYK Sliders” is selected from the drop-down

Enter the appropriate CMYK values

Add the color to your swatches

Click and drag the color bar at the top of the window down to the swatch bar at the bottom of the window. Click “OK”. You will now be able to select this swatch from the Color drop-down.





Color Profile

Building Your Color Profile

What We Need From You

Your color profile is simply a management tool used to map colors in a document to colors within the gamut of a printer's output capabilities. In order to build your color profile into our color matching software, we must collect the following:

- Pantone and CMYK values for all brand colors
- A sample file with brand colors called out (PDF preferred)
- A printed sample of your brand color

After collecting your brand color information, we establish your color profile at any DigiCOPY location you request. This profile will recognize any called out colors in your documents and match them to the appropriate Pantone or CMYK value.

What You Can Expect From Us

Combining your color profile with accurate document creation will produce consistent color output. It is our ongoing practice to ensure the accuracy and consistency of your print materials utilizing our state-of-the-art equipment and co-worker expertise.



Color Matching

Made Easy.

At DigiCOPY, we want to be an extension of your business. That's why we continually strive to offer the latest technology, products and services to help you manage your business, maintain effective communication, and establish brand awareness. We are your partner in propelling your business forward.

➔ Paper Selection

We offer a wide variety of environmentally friendly papers and can even special order a specific stock for your print materials.

➔ Products & Services

We are always adding new products and services to enhance the effectiveness of your materials.

➔ Fast Turnarounds

We're fast. It's part of what makes us stand out from other printers. We bend over backwards to meet your deadlines and never up charge for tight turn times.

➔ Convenient Hours

Most of our locations are open early, late and weekends.

➔ Free Pickup & Delivery

We offer free local pickup and delivery and also ship via Spee-Dee, UPS, and Fed Ex.

➔ Online Ordering

Manage and streamline your company materials by utilizing a custom-built online ordering site that is tailored to your needs.

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8 Statewide Locations

Eau Claire, Green Bay, La Crosse.
Milwaukee, Stevens Point & Wausau



www.dcopy.net