

IMAGE INK

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In This Issue...

Spot & Process Colors
Brains Love Print
Featured Business

Dazzling Color Options

You may be surprised.



MAIN TOPIC

Spot & Process Colors

You can select colors as spot or process, which correspond to the two main ink types used in commercial printing. In your program color Swatches panel, you can identify the color type using icons that appear next to the name of the color.

SPOT COLORS

A spot color is a special premixed ink that is used instead of or in addition to process inks that requires its own printing plate on a printing press. Use spot colors when 3 or fewer colors are used and color accuracy is critical.

For best results in printed documents, specify a spot color from a color-matching system such as Pantone.

Minimize the number of spot colors you use. Each spot color

you select will generate an additional spot color printing plate for a printing press, increasing your printing costs. If you think you may want more than four spot colors, consider using process colors.

You can also use a spot color printing plate to apply a clear varnish. In this case, you use a total of five inks—four process and one spot varnish.

PROCESS COLORS

Process color printing uses a combination of the four standard process inks: cyan, magenta, yellow, and black (CMYK). Use process colors when a job requires printing color photographs.

For best results in a high-quality printed document, specify process colors using CMYK values.

If you specify a process color using RGB (or LAB, in InDesign), those color values will be converted to CMYK when you print color separations.

Use RGB colors in documents intended only for online viewing.



USE SPOT AND PROCESS COLORS TOGETHER

Sometimes it's practical to use process and spot inks in the same job. For example, you might use one spot ink to print the exact color of a company logo on the same pages of an annual report where photographs are reproduced using process color. You can also use spot color printing to apply a varnish to highlight or enhance a particular graphic or photo. It can be a way to include a subtle message or to change the surface texture from gloss to matte or dull to glossy. In both cases, your print job would be using a total of five inks—four process inks and one spot ink or varnish.



Prince gets Pantone color named in his honor

The Pantone Color Institute has officially released a shade of purple named "Love Symbol #2" to honor the late rock legend Prince. According to the advisor of Prince's Estate, "The color purple was synonymous with who Prince was and will always be. This is an incredible way for his legacy to live on forever."



Color developed by
PANTONE®

Our Brains Naturally Love Print



In 2015, Temple University neuroscientists conducted a study using fMRI brain scans to compare participants' responses to digital versus physical media. The study revealed that paper advertising activated the ventral striatum, or reward center of the brain, more than digital media. Our natural cognitive connection with print is great news for marketers.

Many savvy brands have recognized the power of print's multi-sensory experience, using it to their advantage. According to a recent study by Mequoda, 69.9% of adult Americans have read an average of 2.91 print magazines in the past 30 days. That's good news! It seems that consumers love to hold printed pieces in their hands, now more than ever.

Print packs a punch!

FEATURED

Business

If you need legal advice, look no further than **Bakke Grinolds Wiederholt Attorneys at Law**. They are obviously experts in practicing law; however, it was the expert design team at Image Printing that was able to assist in the redesign of the logo and rebranding process. Your image is everything to us. Image Printing.



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