



www.FullColorResources.com

440-377-0248

Color Accuracy and Matching

We will go to great lengths to match your colors as close as possible to transparencies, photos, or supplied electronic digital layouts that you supply. We view CMYK printed color by NAPL standards under a 5000K light source on press, but because of the limitations such as the ink needs of other images placed on the same press sheet, we cannot guarantee to match color and density exactly, but print to very pleasing color standards.

We accept no responsibility for color variations between submitted images and the actual artwork or product they represent. Our printing process is highly specialized using highly skilled craftsmen and state-of-the-art equipment to ensure quality is at its finest. Should you require a much closer color match to photos or color proof, we strongly recommend you submit your order as a custom quote, so we can print your job individually on its own press sheet, giving it a better chance to result in the exact CMYK colors you are requiring. Submitting a custom job, will cost more money (up to 100% more) and also take longer to turnaround.

Online PDF Proofs:

Online PDF proofs viewed by the customer on a computer monitor use a color space called RGB. RGB stands for red, green, blue which are the primary colors of light used to display color images on your monitor. Offset printing presses produce full color images using a four color ink process called CMYK. CMYK stands for Cyan (blue), Magenta (red), Yellow, and Black.

We print to a pleasing color standard through the use of standard ink densities. While RGB color may look good on a computer screen or desktop printer, it may not produce the results desired when printed on an offset printing press. This is due to the wide variations in color spaces,

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technologies, and calibrations of different displays and printing devices.

Orders include ONE FREE online pdf proof. If a client must make changes to their supplied file and the order requires more than one PDF proof each subsequent proof will be \$35. If we must do any design work or type changes the cost will be billed at \$50/hour with a 1/2 hour minimum. If there is a mistake in the initial pdf proof you receive and it is our fault the change will be made and a new proof uploaded at no charge to the client.

Does the PDF Proof 100% Guarantee that what I am seeing will print?

YES & NO? The PDF proof that you view is generally guaranteeing what is going to print. But, when clients use certain features of softwares that force different things to happen once a job gets ripped to plates for printing on press, then we cannot be held responsible for that change that is undetected by preflight checks that we take our client electronic files through. For instance, if you are working in Adobe InDesign, and you have "Overprint Fill" or "Overprint Stroke" checked for the color of white, then you will view the image as White knocked out of the background. But when the job RIPS to be plated for a Press run, the actual end result will be more of a blend of the color that is under it. EXAMPLE: If you have set in your design the words "FREE" knocked out of a red background to print white, and you have "Overprint Fill" or "Overprint Stroke," the actual end result when RIPPING the electronic file to be filmed or plated for running on press will be a screen of the color Red, thus making it a pinkish color blend and NOT WHITE.

The above example is not viewable on any PDF Proof or a Digital Printed Proof, but only becomes apparent after the fact, and is unavoidable.

So, we suggest that all clients thoroughly understand the ramifications of providing designs to Full Color Resources and also understand the ramifications of making choices when using the individual software filters and how that choice can affect FINAL PRINT PRODUCTION OUTCOMES. Although we put client supplied files through a preflight checklist to alert us to the most common mistakes and pitfalls, there is no way to check the above type of client supplied errors, and WE CANNOT BE HELD RESPONSIBLE when this type of situation arises, when final print production does not match the approved PDF Proof. Although the above situations are rare, it does happen, so please take extra effort to understand your softwares pitfalls.