

Color Control Myths & Mysteries



Gravure Publishing & Premedia Conference
Naples, Florida November 11-14, 2012

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MYTH 1:

You can trust your eyes
when it comes to color.

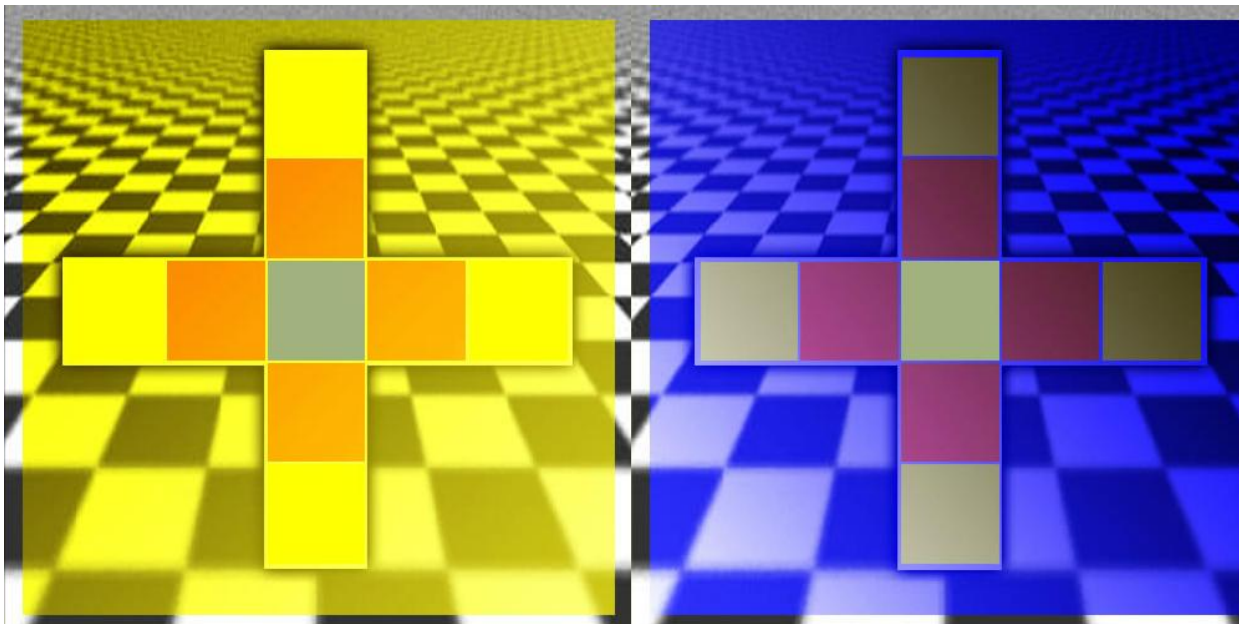


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MYTH 1:

You can trust your eyes when it comes to color.

PROBLEM



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MYTH 1:

You can trust your eyes when it comes to color.

SOLUTION

Side-by-side visual references
Instrumentation (spectrophotometer)



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MYTH 1:

You can trust your eyes when it comes to color.

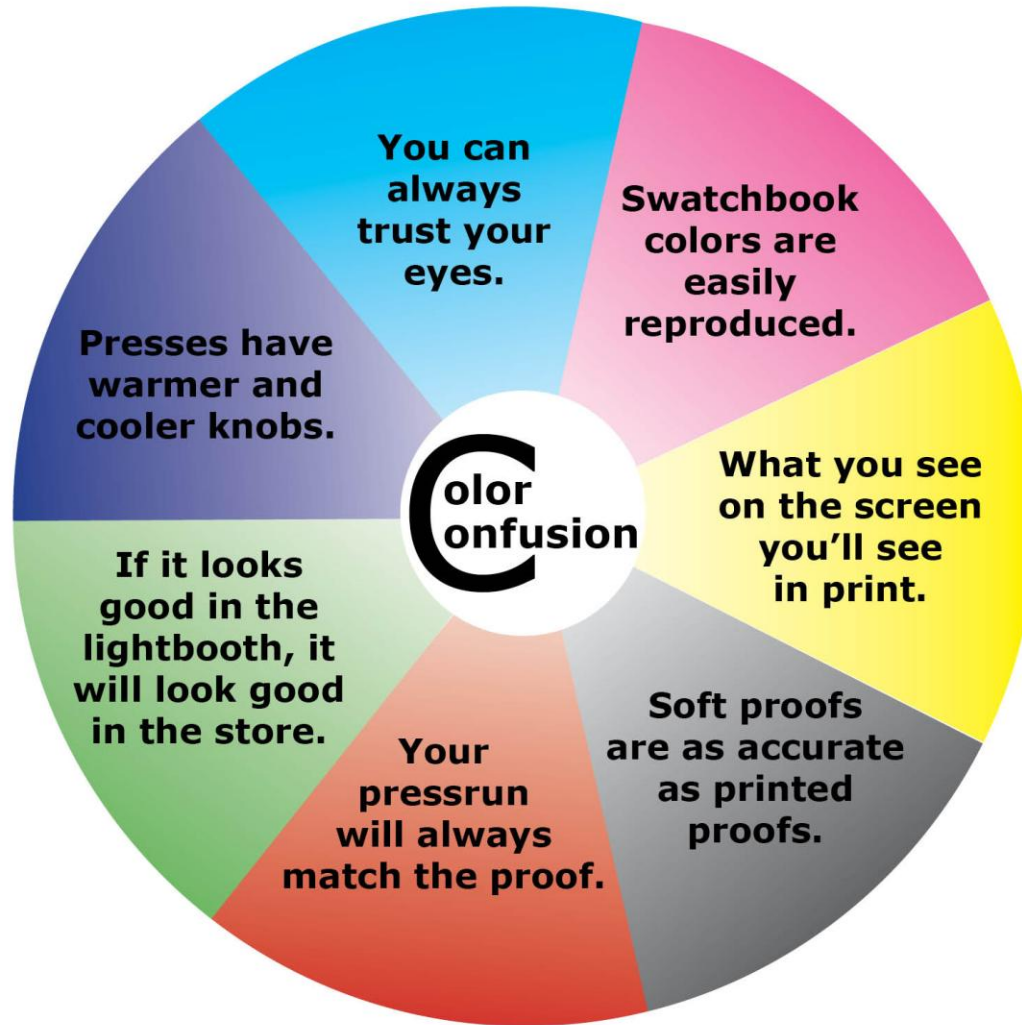
BENEFIT

Offers an assist to your eyes
Removes subjectivity



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Color Confusion



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MYTH 2:

Swatchbook colors
are easy to reproduce.



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MYTH 2:

Swatchbook colors are easy to reproduce.

PROBLEM

We print on newsprint, recycled board,
or – insert your substrate here.



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MYTH 2:

Swatchbook colors are easy to reproduce.

SOLUTION

Create drawdowns with correct ink on correct substrate for critical colors.



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MYTH 2:

Swatchbook colors are easy to reproduce.

BENEFIT

Representation of your color;
not the idea of the color.



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MYTH 3:

What you see on the screen
you'll see in print.



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MYTH 3:

What you see on the screen, you'll see in print.

PROBLEM

Colors I use in my designs
don't match the final printed product.



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MYTH 3:

What you see on the screen, you'll see in print.

SOLUTION

Monitor calibration

Press fingerprinting

Instruments (spectrophotometers)

Creating a color palette



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MYTH 3:

What you see on the screen, you'll see in print.

BENEFIT

You will be able to trust colors
on your screen to match those on your press.



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MYTH 4:

Soft proofs aren't as accurate as printed proofs.



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MYTH 4:

Soft proofs aren't as accurate as printed proofs.

PROBLEM

Soft proofs (monitor proofs) we receive from the printer don't help us resolve color issues.



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MYTH 4:

Soft proofs aren't as accurate as printed proofs.

SOLUTION

Use appropriate hardware
(display & calibrator) and software
for soft proofing.



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MYTH 4:

Soft proofs aren't as accurate as printed proofs.

BENEFIT

Creatives, prepress and printers
can all see the same proof
simultaneously and collaborate
when necessary.



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MYTH 5:

Your press run
will always match the proof.



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MYTH 5:

Your press run will always match your proof.

PROBLEM

I have two pages that have a different blue brand color on the same press form and my printer cannot match both at the same time.



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MYTH 5:

Your press run will always match your proof.

SOLUTION

Press calibration & ICC profiles



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MYTH 5:

Your pressrun will always match your proof.

BENEFIT

Hard copy proofs will provide a better representation of what to expect from the pressroom.



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MYTH 6:

If it looks good in the lightbooth,
it will look good in the store.



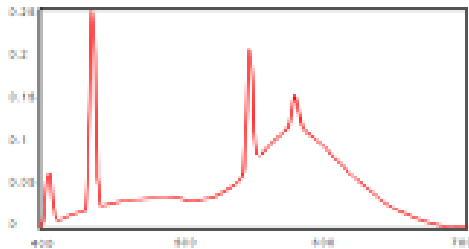
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MYTH 6:

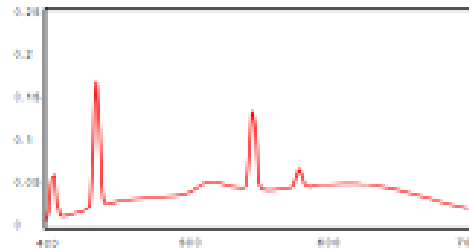
If it looks good in the lightbooth, it will in the store.

PROBLEM

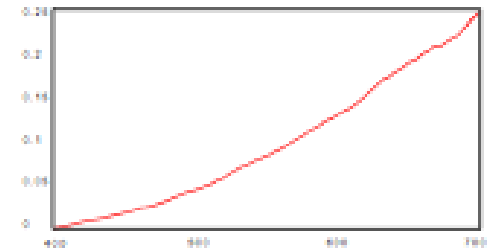
Commercial Fluorescent
"Store Light"



Daylight Fluorescent
"Daylight"



Incandescent
"Home Light"



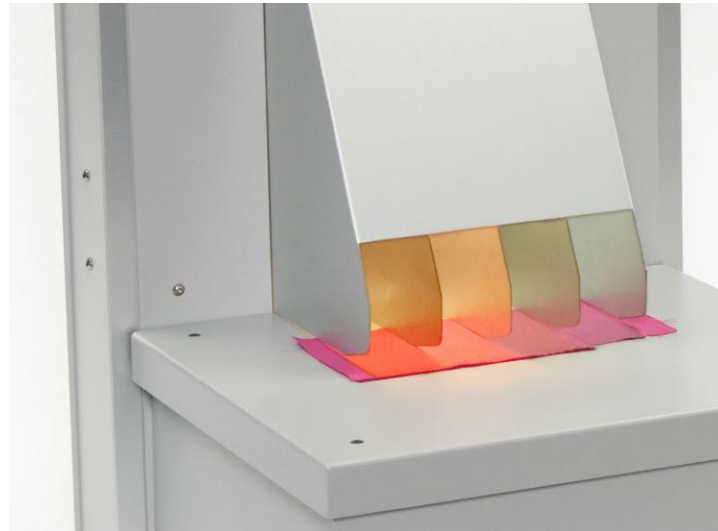
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MYTH 6:

If it looks good in the lightbooth, it will in the store.

SOLUTION

Work with ink vendor to test ink under various light sources.



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MYTH 6:

If it looks good in the lightbooth, it will in the store.

BENEFIT

Your product looks accurate under multiple lighting conditions.



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MYTH 7:

Presses have warmer
and cooler knobs.



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MYTH 7:

Presses have warmer and cooler knobs.

PROBLEM

Creatives have different terminology than pressrooms. When I try to tell my printer I need a warmer color, we have different interpretations.



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MYTH 7:

Presses have warmer and cooler knobs.

SOLUTION

Communication & Training



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MYTH 7:

Presses have warmer and cooler knobs.

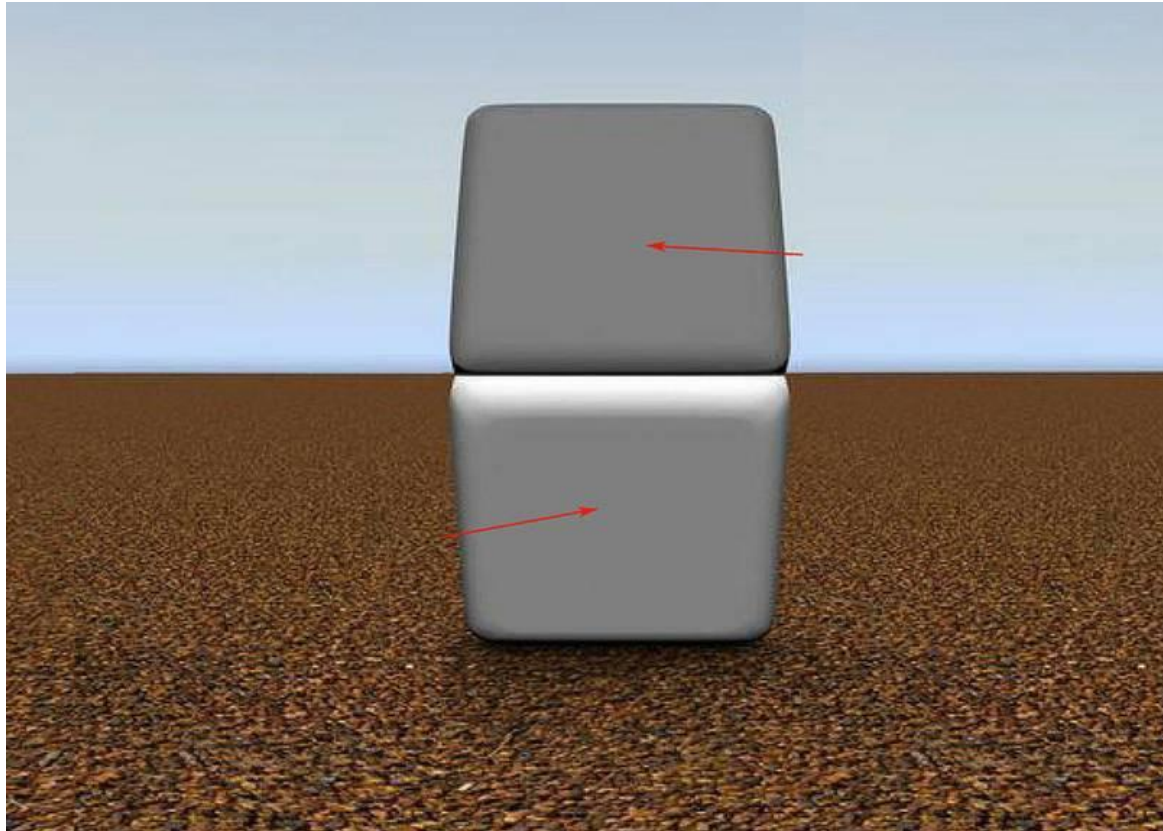
BENEFIT

Quicker color approvals
because creatives and pressrooms
are speaking the same language



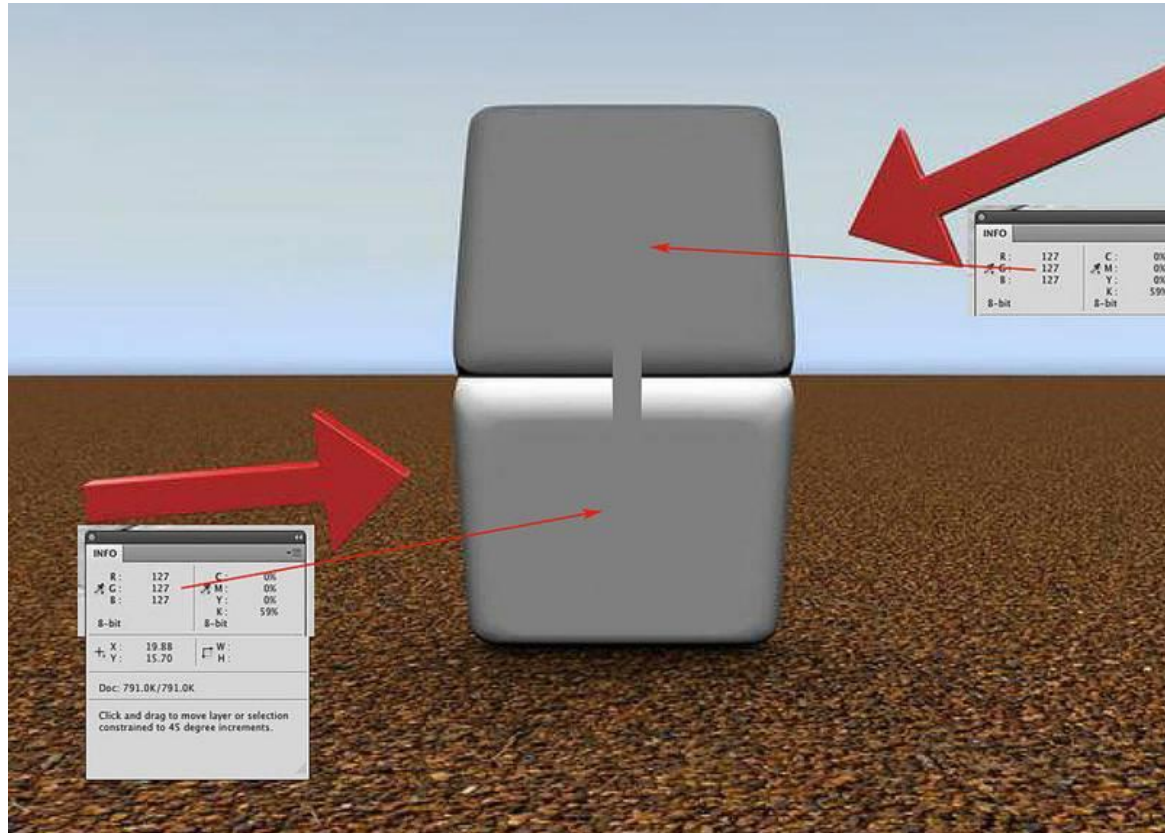
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So can you trust your eyes?



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Join us for our breakout session
at 3 p.m. today.



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