

Building a better print file: page 2



SPOT COLOR

Spot Color goes by several names, spot color, pms or pantone. These all refer to the same color system known as the Pantone Matching System. *This is used when the desired color must be an exact match.* This is a more expensive process as the spot color requires its own plate, an extra printing station and a special purchase of the specific ink. When designing for single or multicolor pantone color printing, make sure all graphical elements use only the required pantone colors. Do not convert that color to CMYK. As well, make sure you do not have multiple definitions for the same pantone color. For example, 123C is not the same as 123U. In this case, two separate plates for PMS 123 will print out.

However you can avoid the extra cost by using the process color version of the Pantone color. Every Pantone color has a CMYK value.

For example:
Pantone 072 U converts to
C:100, M:95, Y:5, K: 0

Next Month-
Rich Black