

## Advanced: Pantone, Rich Blacks and Creating Magazines

We have our own fully equipped in-house Design Studio and every day we encounter common problems with supplied artwork so we are keen to share and highlight some of these and hopefully answer some of the questions that occur. By doing this we can help our customers improve their artwork and ensure that we are able to produce the best work possible.

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### PRODUCING RICH BLACKS

Litho printing inks are not fully opaque, so Designers sometimes like to achieve a 'denser' black by creating a Special Black made out of the **CMYK palette**.

This can be achieved by increasing the black's density by adding a small percentage of Cyan, Yellow and Magenta to the 100% Black. This creates an overlay of CMYK colours, adding to its density but more importantly, without creating an overly large amount of ink on the sheet; which would cause poor ink drying and offset problems.

The 'Special Black' needs to contain all four of the colours in the CMYK range and can be easily created in most design packages. Our suggestion is that you create a colour called Special Black and add these tint colour values **Cyan = 60% Magenta =30% Yellow =30% and Black = 100%**

Swatch Options

Swatch Name: C=60 M=30 Y=30 K=100

Name with Colour Value

Colour Type: Process

Colour Mode: CMYK

Cyan 60 %

Magenta 30 %

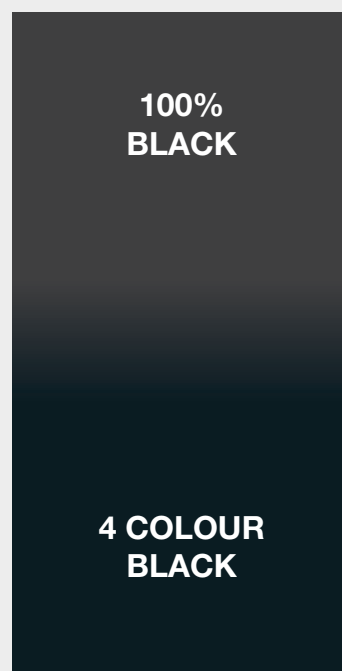
Yellow 30 %

Black 100 %

OK

Cancel

Preview



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### DO NOT USE SPECIAL BLACK FOR TYPE OR THIN LINES

Special Blacks should be reserved blocks of colour so avoid using this for text or thin lines. Keep these in the normal 100% Black only, otherwise your small text and lines will have a halo effect as they will lose their sharp edge found in a 100% of just black.add these tint colour values Cyan = 60% Magenta =30% Yellow =30% and Black = 100%

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### USING 'SPOT' OR PANTONE COLOURS

Many customers have special Pantone colours as a feature of their branding or image, sometimes in their logos. These colours have been given a unique Pantone code number.

Pantone colours are a huge range of colours created by the Pantone (USA) organisation and have for many years been the de-facto colour range for Print and Design professionals. These colours are still the choice of many to achieve exact colour matching on a great number of substrates across their marketing range. Whilst a large amount of Pantone colours can be switched to the basic CMYK range, there are some colours that when converted to CMYK, do not resemble the designated Pantone colour to the trained eye. Pantone Orange or Reflex Blue are good examples of this but there are many others.

Spot colours are again unique colours that cannot be created by using the CMYK spectrum. Metallic Silver or Gold are examples of Spot colours.

If you want to print in only Pantone colours - this is straightforward, the fun starts when you want to mix four colour (CMYK) with Pantone colours or Spot colours. How we would handle the combination of CMYK and Pantone or Spot, is to print the CMYK and then print the Pantone or Spot colour in a separate pass on the machine. This is commonly called a 5th colour, although of course you could have more than 5 colours in your job.

When creating your artwork use the CMYK colours as normal but add a fifth colour (for example Pantone Orange) to your design. Your PDF file should also contain this Fifth Colour. add these tint colour values **Cyan = 60% Magenta =30% Yellow =30% and Black = 100%**



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### CREATING MAGAZINES OR BOOKS WITH MULTIPLE PAGES

We have an automatic pagination programme which will format your document into the correct layout for multipage printing; this will ensure all the pages will print in their correct order. Please number your pages as it helps us tremendously. Remember that we print in 2 or 4 page sections, so your pages must be divisible by 2 or 4 (i.e. 48). The cover, which will consist of a front and back cover and inside front and inside back cover, can be given to us either with the text (but in the correct order front cover, first page, back cover, last page) or as a separate PDF. If you have a large number of inner pages you will need to allow for a Spine between your cover pages. This should also be given to us as a separate document, please contact us and depending on the stock weight of the paper required for the inner pages, we will advise you of the depth of the **spine** you need to create in order to accommodate the thickness of the pages. Remember to include 3mm Bleed on all pages as everything will need to be trimmed to finished size.



#### Marquee Moments in History 1985

The first commercially successful machine for creating fast movable type was the Linotype Simplex Typesetter and was installed in the New York Tribune in 1886.