

# LARGE FORMAT COLOUR VARIATION

## LARGE FORMAT DIGITAL PRINTING VS. LITHO PRINTING



### Digital

Digital printing uses toners on a press where the ink sits on the surface of the paper.



### Litho

Litho print uses printing plates and wet ink that soaks into the paper material.

Large Format printing utilises a different print technology to lithographic print. This means colours may not be an exact match to your litho jobs.

If your job is to be printed digitally or is a large format poster or banner, please bear in mind that the final printed colours may not match exactly to the same colours printed using the litho process (standard jobs on a printing press). This is because large format digital printing uses an entirely different printing process and different type of ink.

So if you are submitting jobs for both litho and large format digital, with designs containing common colours, please be aware of this slight variance in colour between the two processes.



PLEASE NOTE ARTWORK PRINTED DIGITALLY FOR LARGE FORMAT PRODUCTS WILL NOT BE AN EXACT COLOUR MATCH TO LITHO JOBS