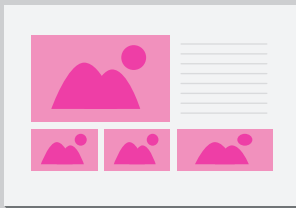


COLOUR VARIATION

INEVITABLE COLOUR VARIANCE IN PRINTING



INK TOLERANCE

Due to the ink tolerances involved in the four colour printing process, slight variance in finished printed colour is inevitable.

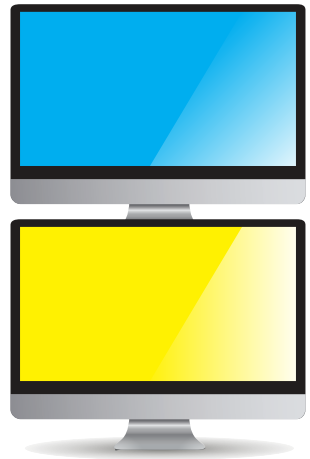
This means that although your job will be printed within the tolerance and to ISO standards, the finished colour may turn out to be slightly different to how you anticipated it, and may not be an exact match to your original colour in your design file.

On jobs with multiple setups (especially booklets) there may be a variance in colour within the job itself, but this variance will be slight (if at all) and always within tolerance. Subsequent reprints may differ in colour slightly from previous print run(s), but this is perfectly normal and again will always be within tolerance.

SCREEN COLOURS

When viewing the colours in your job on-screen you are looking at colour which is made up of red, green and blue light, and these colours cannot be exactly replicated with ink on paper. How the colours appear to you on-screen will also vary hugely depending on how/if your monitor is calibrated.

Please note that the colour/content of your PDF as it appears on-screen will vary depending on which simulation profile you are using to view it in Acrobat, so please ensure you are not using a simulation profile for a web-based press. Ensure all Spot Colours are converted to Process Colours prior to upload.



COLOUR BANDING

We recommend avoiding large areas of solid colour in your designs that consist of only Cyan, Yellow, Magenta or Black as this is prone to banding. Please try to use fills which consist of two or more of the aforementioned colours for the best print results.