

COLOR CORRECT

THREE REMINDERS ABOUT COLOR

1. Use the colors posters in the kit.

- The colors you see on your screen will not be the same colors that print on your yearbook pages. Trust the formulas on the poster. The colors on your screen are created by mixing red, green and blue light (RGB). Ink on paper is entirely different. The colors on your yearbook pages are created by mixing tiny printed dots of four colors – cyan, magenta, yellow and black (CMYK).

2. Watch your screens.

- When a color is at 100 percent you know what it's going to look like, but when you change the transparency even a little bit, the color changes. Reds become pink, for example.

3. Be careful of BLURPLE.

- What's blurple? It's when a nice blue on your screen actually prints as purple. To avoid this, make sure there's at least a 30 percentage point difference between your cyan and magenta values.



C100 M87 Y0 K7
will look blue on
screen, but will
print as purple

C100 M70 Y0 K7
will look blue and
print blue

For darker blue,
add more black
C100 M70 Y0 K24