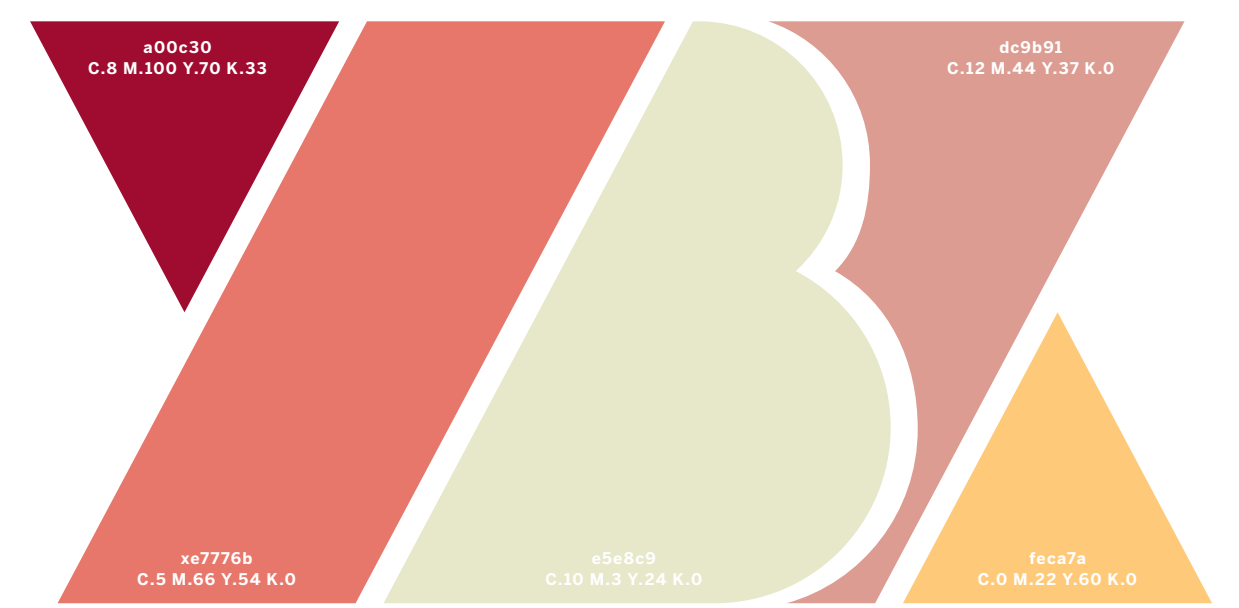
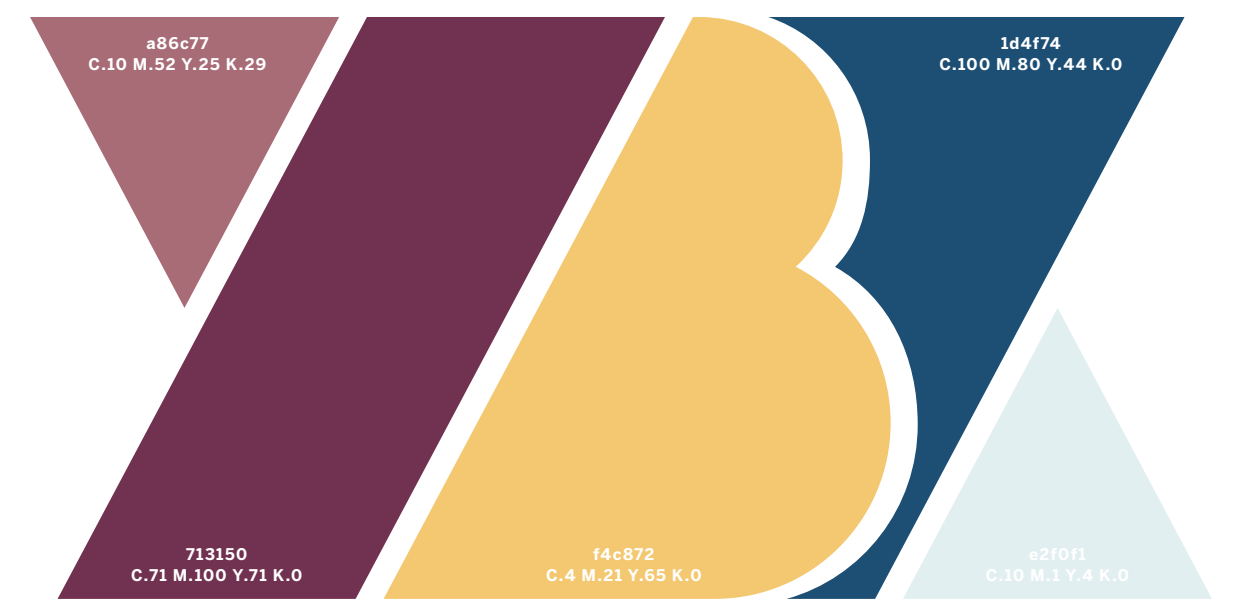
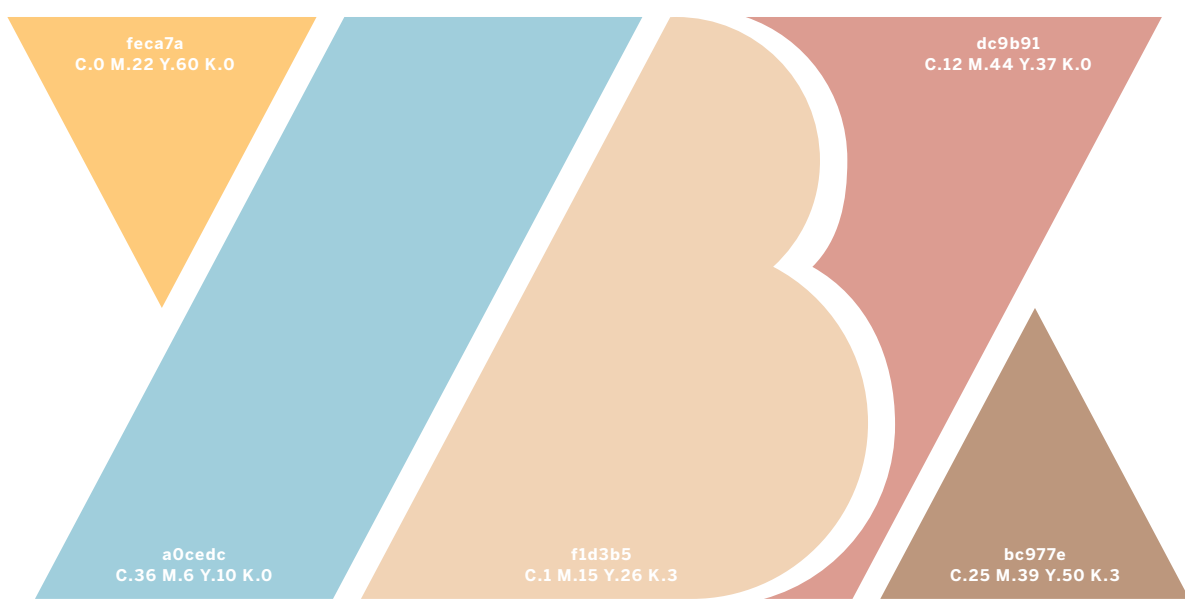
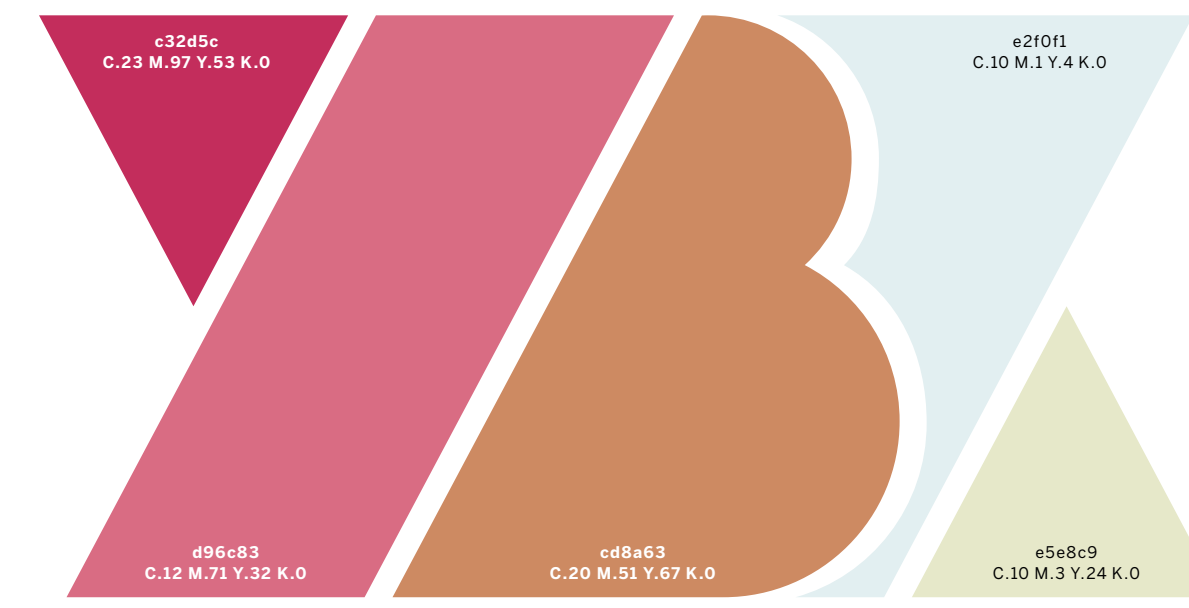
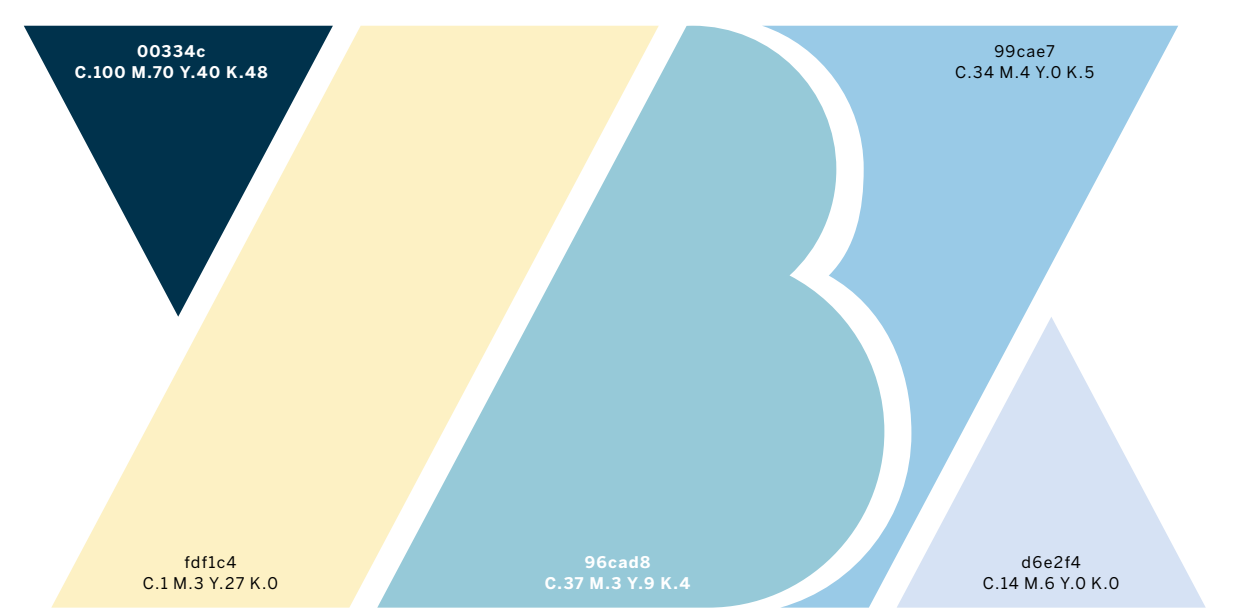


PICK YOUR *palette*

In the same way you select a font that echoes the mood and tone of your theme, it's important to choose CMYK codes that capture that same feeling. From the cover of your book to the palette you create to accent headlines and stories, pigment is an important and dynamic part of your message. The background of every photo acts as a visual canvas, so be mindful of how neutrals and dark tones help make vibrant hues stand out.



CHOOSING AND MANAGING SWATCHES INSIDE eDESIGN

The purpose of this poster is to show you exactly how color blends will print. Take note of the type of paper used for this poster. If your book is printed on different paper (matte vs. gloss), the colors will vary slightly. The pre-loaded colors shown here can be selected in eDesign Settings and loaded as the swatches that display as you are working on pages. You can also add your own color blends and name them.

SELECT SWATCHES IN SETTINGS

1. Go to **eDesign Settings**.
2. Click on **Design Styles > Colors**.
3. **SELECT A PRE-LOADED COLOR:** Click the **checkbox** next to the color in the Activated column. To remove a color, deselect the checkbox.
4. **ADD A SWATCH:** Click the **Add** button. Enter the CMYK values for the desired color and enter your own custom name for the color, if you wish. Click **Add Color** to save it.
5. **EDIT A SWATCH:** Click the **Edit** button. Select your swatch and adjust your CMYK values as needed. Click **Apply Color** to save changes.

CREATE SWATCHES IN PAGE DESIGN

1. Click on the **Fill Color icon** in the top Control Panel.
2. Click **Add Swatch** in the Fill Color modal that opens up.
3. Enter the CMYK values for the desired color. Add the name you want for the color.
4. Click the **Add Swatch** button to save it.

More help is available inside eDesign. Just click **Help** and search for "color".

It's always better to base your color choices on a printed sample like the ones on this poster, as colors can appear different on screen than in print, and each screen displays differently.

The hex codes included alongside the CMYK formulas will help you match web-generated colors with the printed ones. Graphics and text generated in Canva may look slightly different than CMYK printed colors — even the black is different.

Reach out to your local rep or your CSA for additional assistance with CMYK blends.