

Color Design Tips

How to make sure blues do not come out purple:

When using a blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values.

100% C 100% M 0% Y 0% K

On Screen



After Printing



Blue is close to purple in the CMYK spectrum. Remember, use a low amount of magenta whenever using high amounts of cyan to avoid purple.

Example: C-100 M-70 Y-0 k-0

How to get grayscale image in CMYK document:

Grayscale images that are converted to CMYK will have a color shift in the final print. That shift may be green or yellow.

Always check the CMYK values of your grayscale in the final CMYK document. If there are other values other than K in your grayscale image, there is a chance that the color will vary.

To eliminate all values other than K, use your Channel Mixer (adjustment layer) in Photoshop, then click "Monochrome" and adjust accordingly.

What is "rich black" and how can I get it?

Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone. If you print black alone as 100% K, the resulting black may not be as dark as you might like.

100% K on screen



100% K after print



We recommend using
C 60 M 40 Y 40 K 100
This will give you a deep, dark, rich black.

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