



LETTERMARK™
COLORS

PRINTING ON COLOR PAPER

A BEST PRACTICES GUIDE

Not sure how to use color paper in your next project? Don't let that stop you. Using color paper is an effective and inexpensive way to grab your audience's attention. Applying these tips and using the Lettermark™ Colors paper collection guarantees your next printed piece will make a big impact.

THINGS TO CONSIDER WHEN DESIGNING FOR COLOR PAPER

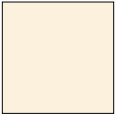
- ◆ You're not limited to black or grayscale images and graphics when printing on color paper. Vibrant art and images can impact your work in cool new ways.
- ◆ Certain colors are associated with specific emotions. Choose a paper color that reflects the tone of your subject matter and enhances the palette.
- ◆ Any white space or highlights in your design will be the color of the paper. If highlights are desired in your design, consider using a lighter pastel color paper to achieve the desired result.
- ◆ Since CMYK inks are transparent, the paper color affects the ink color. If this effect is not desired, adding an opaque white under the printed areas of your design will allow the full color to come through.
- ◆ In some cases, you may need to tweak your art by adjusting the color or increasing saturation if colors are muddy or getting lost.
- ◆ If printing on a home or office printer, make sure to test before printing the full run.
- ◆ Work closely with a trusted printer to make sure you are choosing the best color paper and printing method for your project.

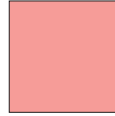


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CMYK VALUE CHART

Want to know how color paper will affect your design? Use these CMYK color values as a background layer in your artwork to represent the Lettermark™ Colors papers.

					
Blue	Canary	Cream	Goldenrod	Gray	Green
C:42 M:1 Y:3 K:0	C:2 M:9 Y:59 K:0	C:1 M:8 Y:20 K:0	C:0 M:28 Y:66 K:0	C:13 M:12 Y:6 K:0	C:35 M:0 Y:32 K:0

				
Manila	Ivory	Orchid	Pink	Salmon
C:2 M:12 Y:31 K:0	C:1 M:9 Y:24 K:0	C:27 M:32 Y:1 K:0	C:0 M:30 Y:0 K:0	C:0 M:47 Y:30 K:0

DESIGNER'S TIP:

Set your art layer to "Multiply" over the colors above to get a truer sense of how the inks will interact with the paper color. Be sure to remove the base layer prior to printing.

COLOR PAPER EXAMPLES

Choosing to print on color paper can be a great way to add an interesting look and feel to your design without using more costly printing techniques.



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