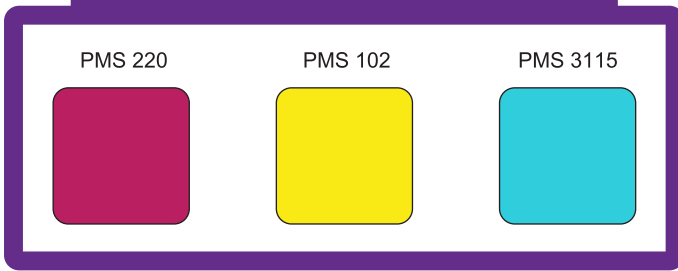


PANTONE MATCHED COLOURS



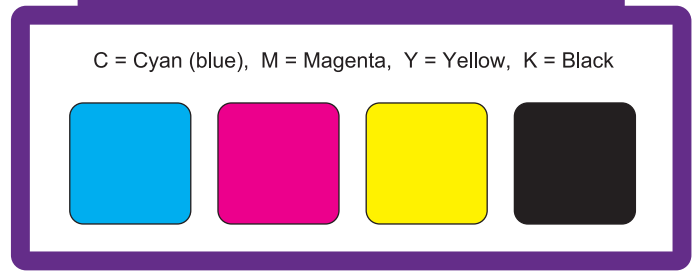
DESCRIPTION

The Pantone Matching System is a system of thousands of numbered swatches. Most corporate colors, in a logo for example, are identified with a number from this system. You'll often hear it referred to as a PMS number, which stands for Pantone Matching System. Pantone colors can also be called "spot" colours.

This is similar to picking a paint to paint your walls: You refer to swatches, choose by number and then the colour is pre-mixed before application. This is good for applications that are predominantly one or two color, such as a business card.

Printing a 1 or 2 colour job can be less expensive than a 4-color job because there are fewer printing plates made. This system also creates the most accurate colour match and the sharpest details.

CMYK COLOURS



DESCRIPTION

CMYK = Cyan, Magenta, Yellow, Black.
Also called 4-colour, or process.

CMYK refers to full colour printing. CMYK is used whenever there are full colour images, or when the number of colours makes it more practical than using PMS colours.

CMYK is also the primary system for digital printing, as specific pantone colours can not be put into an inkjet or laser printer.

For every possible shade and colour, this process determines the percentages of each of the four colours (CMYK) needed to make that colour. This is then translated into very small dots. The human eye blends these colours together to see the full spectrum.