

How can I avoid my blues coming out as purple?

When using blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values. Blue is very close to purple in the CMYK print spectrum. Use as little amounts of magenta as possible. What seems to be blue on the screen might print out as purple. Consult a Pantone® color chart for accurate print colors.

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



Same colors 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

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

What is rich black and how do I create it?

Rich black is a mixture of all CMYK colors. This results in a darker shade of black, than 100% black ink alone would get. We recommend using C=60%, M=40%, Y=40, K=100% for a rich black.



Rich Black



100% Black