

The back side of Single Reverse products will vary on color penetration based on the color build in the art provided. Darker colors will have the most penetration to the back and light colors the least.

## Vector Art

Can be spot color (PANTONE), process (CMYK or RGB) color or contain both.

## Raster Art

Can ONLY be CMYK or RGB process color.

### Spot Color (PANTONE) - VECTOR IMAGE



FRONT - Best accuracy to Pantone color match



BACK - Provides the best color penetration. Color will not match Pantone color.

### CMYK - VECTOR IMAGE



FRONT - Fewer matches to Pantone color.



BACK - Color penetration will be reduced. Color will not match Pantone color.

### CMYK - RASTER IMAGE



FRONT - Fewer matches to Pantone color.



BACK - Color penetration will be reduced. Color will not match Pantone color.



# Color Match Expectations



## Pantone Solid Coated Colors:

In order to effectively communicate color, we use the Pantone Matching System. Our calibrated digital printing system can match most Pantone Solid Coated colors. We also prefer submitted art to be built with or reference Pantone Solid Coated colors. If possible, any other colors in the artwork will be converted to the **closest** matching Pantone Solid Coated color. Choosing colors from this color library will ensure an accurate color match to fully meet your expectations.

Please note that color varies from monitor to monitor and should **never** be viewed on tablets or smart-phones. Most of these devices do not have the proper software to display printed color accurately. **Pantone colors can only be accurately matched to Pantone color guides.**

## Why pick PMS colors?

In order to effectively communicate color, we use the Pantone Matching System. Pantone color guides are the international standard used to match colors providing printed samples of expected color. Also, most popular design software provides Pantone color libraries for designing. Our calibrated digital printing system can closely match most Pantone Solid Coated colors. When using CMYK process color we can not accurately measure the quality of color to your expected color match. Please select your own Pantone colors from our Online Color Reference Chart or we can match the existing colors in your art to the closest Pantone Solid Coated colors.