







CMYK VALUE COLOR GUIDE: The purpose of this guide is to help you refine color values in your document to ensure accurate color reproduction when printing in our Unlimited Color programs. Depending on your monitor or printer settings, colors may appear differently than they will be reproduced. Opening your image in an image editor and sampling the specific colors in question can allow you to view the values and edit accordingly. This guide contains good target values to follow, but is not definitive.





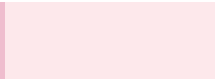



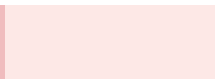

REDS:

Red hues can easily turn orange or rust colored if not balanced. Best practices are even Magenta and Yellow values while using Cyan to darken. Using Black can muddy the final print colors.

| | | | | |
|---|---|--|---|---|
|  |  |  |  |  |
| C:0 M:100 Y:100 K:0 | C:0 M:70 Y:70 K:0 | C:0 M:50 Y:50 K:0 | C:0 M:30 Y:30 K:0 | C:0 M:10 Y:10 K:0 |
|  |  |  |  |  |
| C:20 M:100 Y:100 K:0 | C:15 M:70 Y:70 K:0 | C:10 M:50 Y:50 K:0 | C:5 M:30 Y:30 K:0 | C:2 M:10 Y:10 K:0 |
|  |  |  |  |  |
| C:50 M:100 Y:100 K:0 | C:35 M:70 Y:70 K:0 | C:25 M:50 Y:50 K:0 | C:15 M:30 Y:30 K:0 | C:5 M:10 Y:10 K:0 |
|  |  |  |  |  |
| C:70 M:100 Y:100 K:0 | C:50 M:70 Y:70 K:0 | C:35 M:50 Y:50 K:0 | C:20 M:30 Y:30 K:0 | C:10 M:10 Y:10 K:0 |

PINKS:





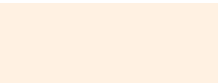




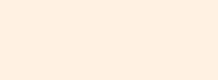




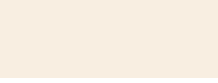




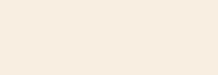




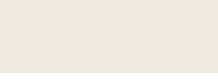















Pink hues have very high levels of Magenta and low levels of other inks. Too much Yellow turns it red while too much Cyan leans purple. Using Black can muddy the final print colors.

| | | | | |
|---|---|--|---|---|
|  |  |  |  |  |
| C:10 M:100 Y:0 K:0 | C:10 M:70 Y:0 K:0 | C:5 M:50 Y:0 K:0 | C:3 M:30 Y:0 K:0 | C:0 M:10 Y:0 K:0 |
|  |  |  |  |  |
| C:10 M:100 Y:40 K:0 | C:15 M:70 Y:20 K:0 | C:5 M:50 Y:10 K:0 | C:3 M:30 Y:5 K:0 | C:0 M:10 Y:2 K:0 |
|  |  |  |  |  |
| C:10 M:100 Y:50 K:0 | C:7 M:70 Y:35 K:0 | C:5 M:50 Y:25 K:0 | C:3 M:30 Y:15 K:0 | C:0 M:10 Y:5 K:0 |
|  |  |  |  |  |
| C:10 M:100 Y:70 K:0 | C:7 M:70 Y:50 K:0 | C:5 M:50 Y:35 K:0 | C:3 M:30 Y:20 K:0 | C:0 M:10 Y:10 K:0 |

VALUES BELOW 12% MAY APPEAR FAINT AND SHOULD BE AVOIDED

ORANGES & BROWNS:

These hues run the same risks red faces. Imbalance can cause colors to look like rust to deep greens. Best practices are 1-part Magenta to 2-parts Yellow. Using Black can muddy the final print colors.

| | | | | |
|---|---|--|---|---|
|  |  |  |  |  |
| C:0 M:50 Y:100 K:0 | C:0 M:30 Y:70 K:0 | C:0 M:20 Y:50 K:0 | C:0 M:15 Y:30 K:0 | C:0 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:0 M:70 Y:100 K:0 | C:0 M:50 Y:70 K:0 | C:0 M:35 Y:50 K:0 | C:0 M:20 Y:30 K:0 | C:0 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:20 M:70 Y:100 K:0 | C:15 M:50 Y:70 K:0 | C:10 M:30 Y:50 K:0 | C:5 M:20 Y:30 K:0 | C:2 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:20 M:50 Y:100 K:0 | C:15 M:35 Y:70 K:0 | C:10 M:25 Y:50 K:0 | C:5 M:15 Y:30 K:0 | C:2 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:50 M:50 Y:100 K:0 | C:35 M:35 Y:70 K:0 | C:25 M:25 Y:50 K:0 | C:15 M:15 Y:30 K:0 | C:5 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:50 M:70 Y:100 K:0 | C:35 M:50 Y:70 K:0 | C:25 M:35 Y:50 K:0 | C:15 M:20 Y:30 K:0 | C:5 M:5 Y:10 K:0 |
|  |  |  |  |  |
| C:70 M:70 Y:100 K:0 | C:50 M:50 Y:70 K:0 | C:35 M:35 Y:50 K:0 | C:20 M:20 Y:30 K:0 | C:10 M:10 Y:20 K:0 |
|  |  |  |  |  |
| C:70 M:50 Y:100 K:0 | C:50 M:35 Y:70 K:0 | C:35 M:25 Y:50 K:0 | C:20 M:15 Y:30 K:0 | C:7 M:5 Y:10 K:0 |

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YELLOWS & GREENS:

Equal levels of Cyan and Yellow produce vibrant green hues. Darkening yellow can quickly turn orange or green. Using Black can muddy final print colors.

| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| | | | | |
| C:0 M:10 Y:100 K:0 | C:0 M:5 Y:70 K:0 | C:0 M:5 Y:50 K:0 | C:0 M:3 Y:30 K:0 | C:0 M:0 Y:10 K:0 |
| | | | | |
| C:0 M:30 Y:100 K:0 | C:0 M:20 Y:70 K:0 | C:0 M:15 Y:50 K:0 | C:0 M:10 Y:30 K:0 | C:0 M:2 Y:10 K:0 |
| | | | | |
| C:20 M:30 Y:100 K:0 | C:15 M:20 Y:70 K:0 | C:10 M:15 Y:50 K:0 | C:5 M:10 Y:30 K:0 | C:2 M:5 Y:10 K:0 |
| | | | | |
| C:20 M:10 Y:100 K:0 | C:15 M:5 Y:70 K:0 | C:10 M:5 Y:50 K:0 | C:5 M:3 Y:30 K:0 | C:2 M:0 Y:15 K:0 |
| | | | | |
| C:50 M:30 Y:100 K:0 | C:30 M:20 Y:70 K:0 | C:25 M:15 Y:50 K:0 | C:15 M:10 Y:20 K:0 | C:5 M:3 Y:10 K:0 |
| | | | | |
| C:70 M:30 Y:100 K:0 | C:50 M:20 Y:70 K:0 | C:35 M:15 Y:50 K:0 | C:20 M:10 Y:30 K:0 | C:10 M:5 Y:10 K:0 |
| | | | | |
| C:50 M:10 Y:100 K:0 | C:35 M:5 Y:70 K:0 | C:25 M:7 Y:50 K:0 | C:15 M:3 Y:30 K:0 | C:5 M:0 Y:10 K:0 |
| | | | | |
| C:70 M:10 Y:100 K:0 | C:50 M:5 Y:70 K:0 | C:35 M:5 Y:50 K:0 | C:20 M:3 Y:30 K:0 | C:5 M:0 Y:10 K:0 |
| | | | | |
| C:80 M:0 Y:80 K:0 | C:55 M:0 Y:55 K:0 | C:40 M:0 Y:40 K:0 | C:25 M:0 Y:25 K:0 | C:10 M:0 Y:10 K:0 |
| | | | | |
| C:80 M:20 Y:80 K:0 | C:55 M:15 Y:55 K:0 | C:40 M:10 Y:40 K:0 | C:25 M:5 Y:25 K:0 | C:10 M:2 Y:10 K:0 |
| | | | | |
| C:80 M:50 Y:80 K:0 | C:55 M:35 Y:55 K:0 | C:40 M:25 Y:40 K:0 | C:25 M:15 Y:25 K:0 | C:10 M:5 Y:10 K:0 |

VALUES BELOW 12% MAY APPEAR FAINT AND SHOULD BE AVOIDED

BLUES:

These hues require balanced color mixtures or can appear purple to green in color. Using Black can muddy final print colors.

| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|---------------------|
| | | | | |
| C:100 M:50 Y:0 K:0 | C:70 M:35 Y:0 K:0 | C:50 M:25 Y:0 K:0 | C:30 M:15 Y:0 K:0 | C:10 M:5 Y:0 K:0 |
| | | | | |
| C:100 M:50 Y:20 K:0 | C:70 M:35 Y:20 K:0 | C:50 M:25 Y:10 K:0 | C:30 M:15 Y:5 K:0 | C:10 M:5 Y:2 K:0 |
| | | | | |
| C:100 M:50 Y:50 K:0 | C:70 M:35 Y:35 K:0 | C:50 M:25 Y:25 K:0 | C:30 M:15 Y:15 K:0 | C:10 M:5 Y:5 K:0 |
| | | | | |
| C:100 M:50 Y:70 K:0 | C:70 M:35 Y:50 K:0 | C:50 M:25 Y:35 K:0 | C:30 M:15 Y:20 K:0 | C:10 M:5 Y:5 K:0 |
| | | | | |
| C:100 M:0 Y:30 K:0 | C:70 M:0 Y:20 K:0 | C:50 M:0 Y:15 K:0 | C:30 M:0 Y:10 K:0 | C:10 M:0 Y:3 K:0 |
| | | | | |
| C:100 M:20 Y:30 K:0 | C:70 M:15 Y:20 K:0 | C:50 M:10 Y:15 K:0 | C:30 M:5 Y:10 K:0 | C:10 M:2 Y:3 K:0 |
| | | | | |
| C:100 M:50 Y:30 K:0 | C:70 M:35 Y:20 K:0 | C:50 M:25 Y:15 K:0 | C:30 M:15 Y:10 K:0 | C:10 M:5 Y:3 K:0 |
| | | | | |
| C:100 M:70 Y:30 K:0 | C:70 M:50 Y:20 K:0 | C:50 M:35 Y:15 K:0 | C:30 M:20 Y:10 K:0 | C:10 M:5 Y:3 K:0 |

VALUES BELOW 12% MAY APPEAR FAINT AND SHOULD BE AVOIDED



| | | | | |
|-----------------------|----------------------|----------------------|----------------------|---------------------|
| C:70 M:100 Y:0 K:0 | C:50 M:70 Y:0 K:0 | C:40 M:50 Y:0 K:0 | C:25 M:35 Y:0 K:0 | C:5 M:10 Y:0 K:0 |
|-----------------------|----------------------|----------------------|----------------------|---------------------|

PURPLES:

Best practice for bold purples is 3-part Magenta to 2-part Cyan. Using Black can muddy final print colors.



| | | | | |
|------------------------|-----------------------|-----------------------|----------------------|----------------------|
| C:75 M:100 Y:20 K:0 | C:50 M:70 Y:15 K:0 | C:40 M:50 Y:10 K:0 | C:25 M:35 Y:5 K:0 | C:10 M:10 Y:3 K:0 |
|------------------------|-----------------------|-----------------------|----------------------|----------------------|



| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| C:75 M:100 Y:50 K:0 | C:50 M:70 Y:35 K:0 | C:40 M:50 Y:25 K:0 | C:25 M:35 Y:15 K:0 | C:10 M:10 Y:5 K:0 |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|



| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| C:75 M:100 Y:70 K:0 | C:50 M:70 Y:50 K:0 | C:40 M:50 Y:40 K:0 | C:20 M:30 Y:20 K:0 | C:10 M:10 Y:10 K:0 |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|

BLACKS & GRAYS:

For strong vibrant blacks, use the settings for Rich Black, for pure grays, use only percentages of Black as it can quickly shift from blues to reds.



| | | | | | |
|-------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|
| Rich Black | C:60 M:50 Y:50 K:100 | C:0 M:0 Y:0 K:70 | C:0 M:0 Y:0 K:50 | C:0 M:0 Y:0 K:30 | C:0 M:0 Y:0 K:12 |
|-------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|

For the most vibrant colors in CMYK printing, these mixtures are a great start!

WARM TONES:



| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| C:0 M:100 Y:100 K:0 | C:0 M:60 Y:100 K:0 | C:0 M:30 Y:100 K:0 | C:0 M:12 Y:100 K:0 | C:5 M:100 Y:0 K:0 |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|

COOL TONES:



| | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|---------------------|
| C:100 M:0 Y:100 K:0 | C:100 M:15 Y:0 K:0 | C:100 M:70 Y:0 K:0 | C:60 M:100 Y:0 K:0 | C:0 M:30 Y:0 K:0 |
|------------------------|-----------------------|-----------------------|-----------------------|---------------------|

VALUES BELOW 12% MAY APPEAR FAINT AND SHOULD BE AVOIDED