

# *cassette* File Preparation Guide

## COLOUR

Follow the steps inside to ensure an easy transition from artwork to print. You can also download our distiller and preflight settings to assist with your file preparation. If you are unsure at any stage, please ask an account manager for help.

*Note: This guide is based off CS5 on Mac.*

## COLOUR

# CMYK Colour Process



Set up your document as CMYK (Cyan, Magenta, Yellow and Black (or Key.) No RGB colours are to be used in the document.

### WHY DOES MY FILE NEED TO BE CMYK?

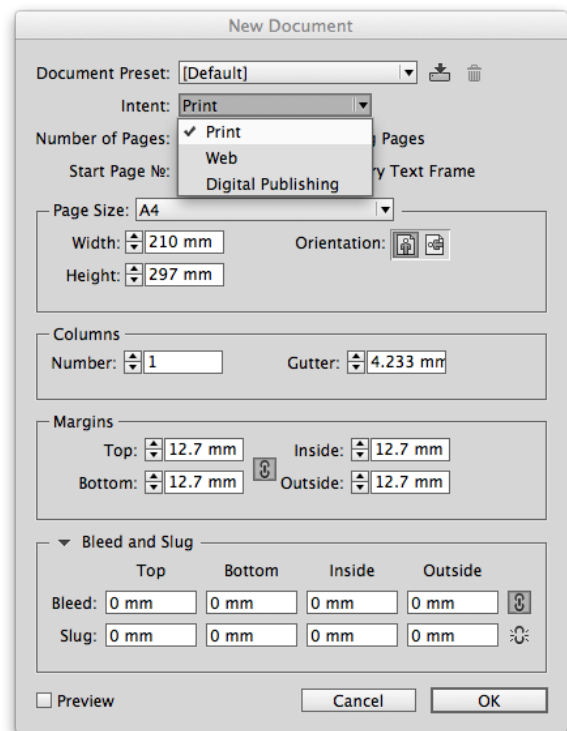
All documents for print need to be set up in CMYK. Cyan, Magenta, Yellow and Black are the four primary ink colours used in print. The main format for on-screen and other digital applications, is RGB. Failing to setup files in CMYK (i.e. supplying RGB images) will cause colour values to change and variations to occur in your printed product.

### How do I set up my document as CMYK?

#### INDESIGN:

- In the menu select  
> **File > New > Document**
- Under the Intent drop down menu select  
> **Print** (See Fig. 1)
- NOTE: If you are placing RGB items in the document they must be individually edited in Photoshop and converted to CMYK. See *Converting Images to CMYK* (pg 22)

FIG.1 - InDesign



## ILLUSTRATOR:

- In the menu select
  - > File > Document Colour Mode
  - > CMYK Colour (See Fig.1.1)

## PHOTOSHOP:

- In the menu select
  - Image > Mode > CMYK Colour(See Fig.1.2)

FIG. 1.1 - Illustrator

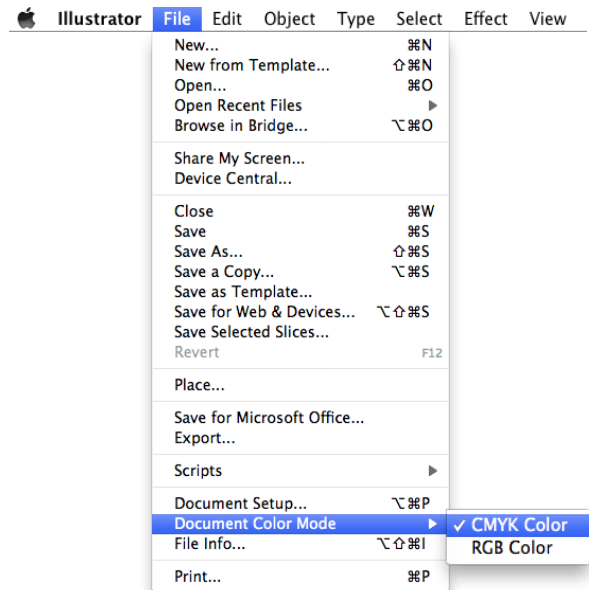
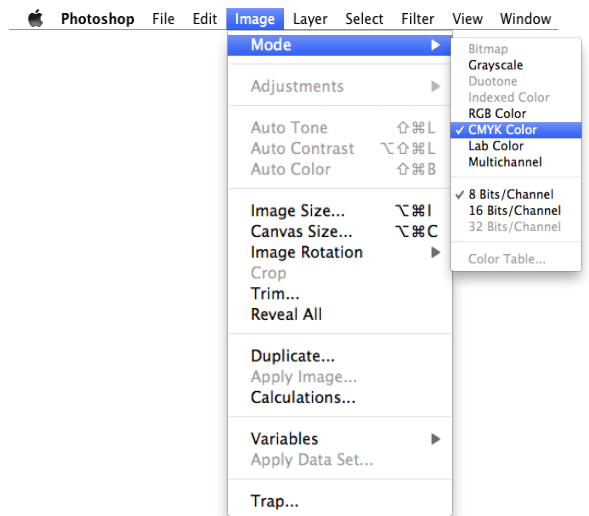


FIG. 1.2 - Photoshop



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## CONVERTING PANTONE (PMS) OR SPOT COLOURS TO CMYK

For various reasons, you may need to reproduce Pantone (PMS) also referred to as a spot colour in CMYK. Please note: When a spot colour is converted to CMYK it WILL often appear different.

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### How do I convert an existing Pantone or Spot colour to CMYK?

#### INDESIGN & ILLUSTRATOR:

- Go to > **Window > Window > Colour > Swatches** and double click the swatch colour you would like to correct
- Double click the swatch colour you would like to convert under > **Swatches**
- A screen will appear. In the Colour Mode drop down menu select > **CMYK** (See Fig. 2)
- Under Colour Type select **Process Colour** (See Fig. 2.1)
- Rename the swatch if necessary

FIG. 2 - Illustrator

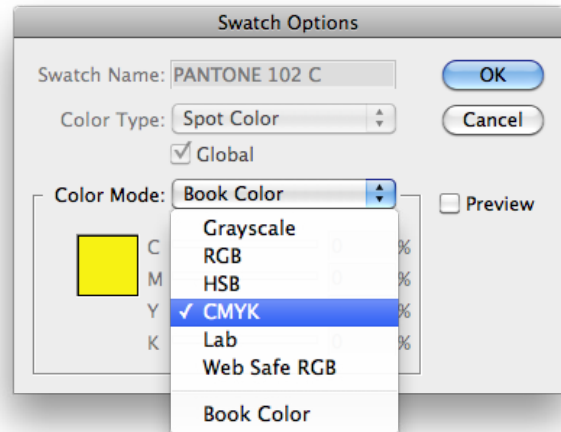
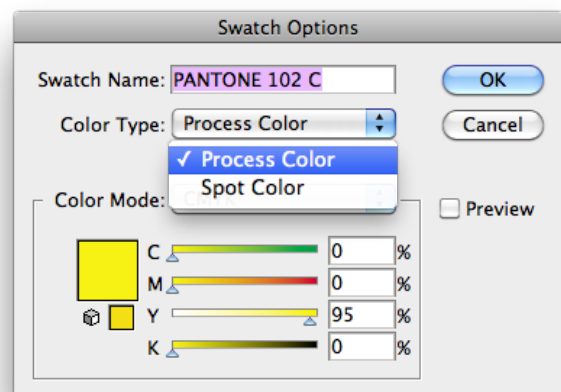


FIG. 2.1 - Process Colour & Rename



## COLOUR

# Pantone or Spot Colours



Pantone or spot colours are available, however they are classified as a specialty job and must be quoted with an account manager.

### WHY USE PANTONE OR SPOT COLOURS?

Pantone colours are specially mixed and matched to the Pantone swatch books. There are a wide range of colours including specialty fluoro and metallic inks. Pantone colours may be required when producing corporate logos, and jobs which require colour consistency over multiple products. Speak to one of our account managers about how to use Pantone colours.

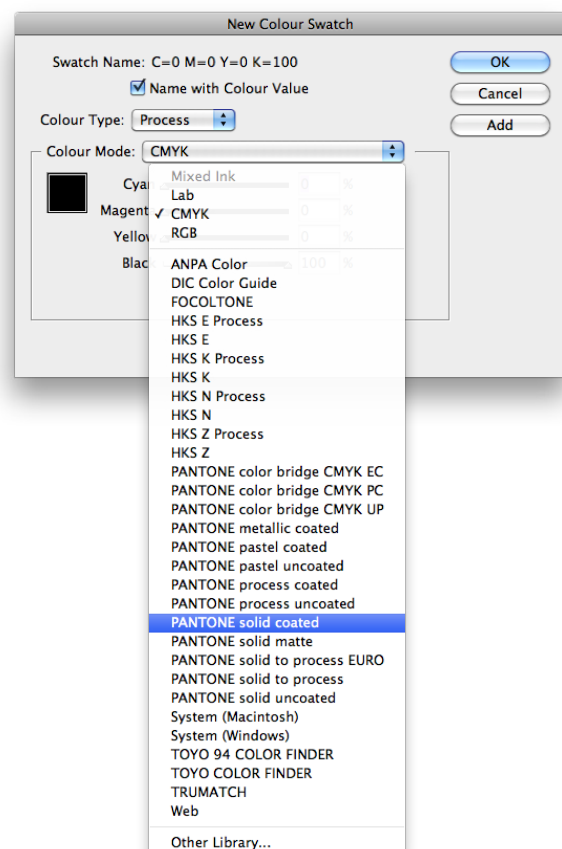
## STEP 1:

### Adding Pantone or Spot Colours to your document.

#### INDESIGN:

- To chose a Pantone Colour in your menu select **Window > Colour > Swatches**
- This will bring up the swatches box. Click on the arrow in the top right corner to bring up the dropdown menu
- Select > **New Colour Swatch**
- Select the Colour Mode dropdown and select the appropriate Pantone swatch library. (See Fig. 3). If printing on coated paper, choose > **PANTONE solid coated**, if printing on uncoated paper, choose > **PANTONE solid uncoated**. Ask an account manager if unsure
- In the pop up window select your desired Pantone. NOTE: Pantones appear very different on screen then when printed. Please refer to a Pantone book to view how your chosen colour will print

FIG.3 - InDesign



## ILLUSTRATOR:

- In the menu select
  - > **Window > Swatches**
- In the dropdown menu, select
  - > **Open Swatch Library > Color Books**
  - > **PANTONE Solid Coated** if printing on coated paper, or > **PANTONE Solid Uncoated** if printing on uncoated paper. (See Fig. 3.1)
- A list of the Pantone swatches will appear. Choose your desired colour

## PHOTOSHOP:

- In the menu select
  - > **Window > Swatches**
- Select the drop down menu button in the top corner of the Swatches panel and select your desired swatch library (See Fig. 3.2)
- In the pop up window select > **OK**
- A list of the Pantone swatches will appear. Choose your desired colour by hovering over the swatch to see the Pantone reference number

FIG. 3.1 - Illustrator

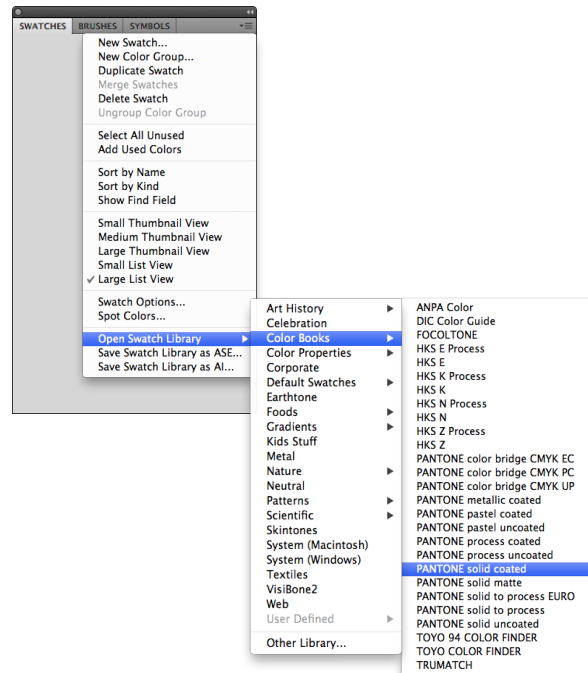
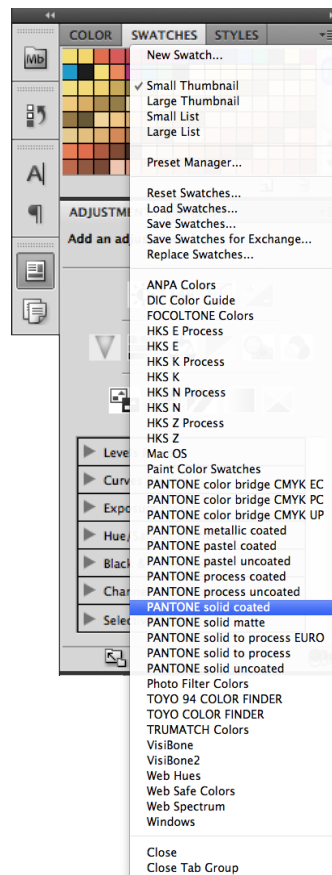


FIG. 3.2 - Photoshop



## COLOUR

# Black vs Rich Black



**Black:** C=0, M=0, Y=0, K=100

**Rich Black:** C=40, M=40, Y=40, K=100

### WHAT IS RICH BLACK?

When printing CMYK any black can be adjusted to a 'Rich Black'. By adding C, M and Y percentages to black, the black will have more depth as opposed to printing 100% K (Black) only. Speak to one of our account managers on how best to utilise 'Rich Blacks'.

### How to make Rich Black:

In your program of choice create a new colour swatch and instead of putting 100% in the K (Black) breakdown add 40% to the Cyan, Magenta and Yellow breakdowns too

FIG. 4 - Rich Black Break Down

