When Creating for Print

1. Your monitor must have its own custom ICC profile.
2. Your application’s Color Settings must match the intended print condition (GRACoL®, SWOP®, etc.) default Adobe Color Settings (files can be downloaded from the CIE web page at www.color.org).
3. Keep images in RGB as long as possible but remember they may be less colorful when printed, depending on the gamut of the printing system (see Color gamut section).
4. To see how an RGB image will look when printed, select Proof Colors (CMYK preview) (Mac: Command+P, PC: Ctrl+P).
5. Always embed the profile when saving images. This happens automatically with default Color Settings Files from the CIE web page at www.color.org.

About Proofs

1. The only purpose of a proof is to simulate how the job will appear on press.
2. Prints made on a un-profiled desktop printer are NOT PREPRESS PROOFS and will usually be rejected by your printer or made over at additional cost.

Prepress & Proofing

Converting to CMYK

To make sure the color you see on screen comes as close as possible to simulating the final printed work:
1. Except in special circumstances, proofs should only be made on an IDEAlliance-certified GRACoL® or SWOP® proofing system, according to the vendor’s AOS (Application Data Sheet).
2. All proofing systems should be tested for accuracy by printing and measuring at least one IT8.7/4 and PIPPS® target and comparing the IT8 target to the reference print condition (e.g., GRACoL 2006, Coated1) and the PIPPS target to the CIE 027-1930 and gray balance specifications (see G7 How-To).
3. To verify individual production proofs, include an IDEAlliance ISO 12647-7 Control Strip (see example of proof on edge verification software.

Standardized Proofs

1. Since 2006, neither GRACoL® nor SWOP® have specified solid ink densities or TFl (flat grey) values. Legacy solid density or TFl values are no longer solid.
2. To find YOUR target solid ink densities, first achieve the closest solid density value and compare it in a suitable proof.

Color Gamut

A good CMYK reproduction will usually have less color saturation than the original RGB image viewed on a computer monitor. The actual color gamut of a printing process depends on the choice of substrate (paper) and colorant (ink) as well as other variables.

About Printing

1. There are over 100 variables in a typical printing process, not all of which can be controlled by the printer.
2. It is theoretically impossible for even the most skilled printer to EXACTLY MATCH a proof.
3. It is theoretically impossible to print a job exactly the same way twice.
4. Good printing should look close to the proof in the most important colors, but will always have some small differences.
5. Generally, the closer the match you ask for between proof and press, the more the printing will cost.
6. If the proof and press sheet are printed on different-colored paper, expect the image areas, especially lighter colors, to be affected by that difference (see Paper shade section).

Pressroom

The samples below show how a proof made on one paper shade may not match a press sheet on another paper.

Paper Shade

The samples below show how a proof made on one paper shade may not match a press sheet on another paper.