

## Proofing and Color

At Bidwell ID, we do everything possible to make sure that you get the color you want. To help this process, it is important that you have a basic understanding of color output and color proofing.

Unfortunately, proofing and color are imprecise sciences. The same color can look different on different papers. It can look different depending on whether it is generated from a desktop printer (typically with toner), or produced by a commercial printer (typically with ink). And it can look radically different in varied computer programs and on different monitors. The information below will give you an idea of what to expect and how to get the best possible sense of how your project will appear.

### Multimedia: Web colors

There are only 256 Web-safe colors, meaning colors that maintain some consistency between browsers and operating systems. I say some consistency because multimedia colors are always a relative thing. Your colors will look different on different monitors, and you will never be able to match Web colors exactly to those in printed material. The best way to test Web colors is to look at the Web site on a variety of monitors.

When we post design samples, such as logos and stationery, on the Web, it is important to remember that all colors are approximate.

### Printing: Laser Proofs

We provide laser proofs, but they should not be considered exact. They will give you a good idea of how a project looks, but it is necessary to refer to specific Pantone Matching System (PMS) colors to see how colors will really look. You should also get final printer's proofs to check the quality of photography and artwork. If you like a particular color that we have provided on a laser print, then make it clear to

us so that we can find the equivalent Pantone color. Likewise, any time you are considering something that is not a Pantone color or printer's proof, let us know.

### Printing: Solid colors

The Pantone Matching System (PMS) defines solid colors by codes, and provides books that show exactly how a color will appear on paper. We provide clients with Pantone swatches for color approval with printed projects.

### Printing: Press Checks

Clients are encouraged to attend press checks, and if desired, we can organize a tour of the print facility.

### Printing: Photographs and Artwork

The most accurate proofs for photographs and artwork come from the printer. Their press, computers, and printers are calibrated to one another, so their proofs best reflect the final product.

### Printing: The Final Product

Despite all the proofing, color can still be off by subtle shades. Printed colors vary depending on the type of paper and the length of the print run. Pantone color swatches themselves can change color after a few months. You can find subtle variations in color in every project, so the real test is: how does the project look independent of the proofs? Remember, that is how the world will see it.

Please contact us with any questions.