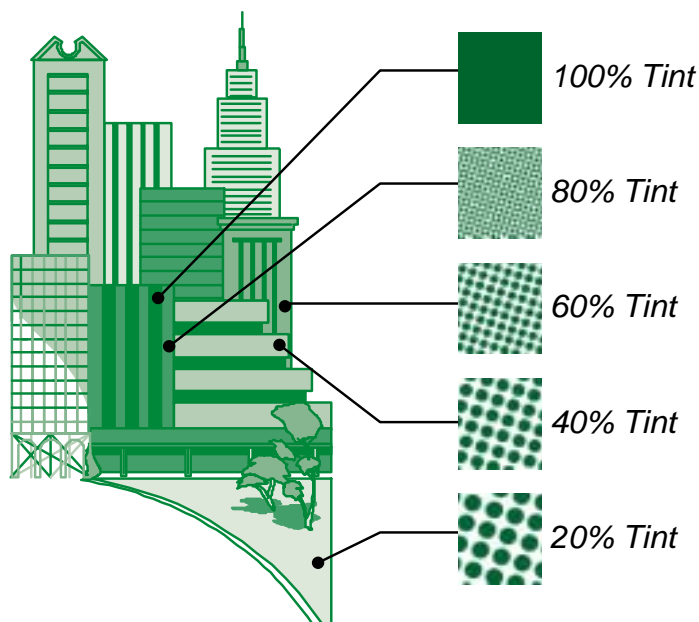


# PRINTED COLOR

## monotone vs. multi-color

### monotone

Single color jobs need not be in black ink only. Spot color allows for creative freedom in choosing color to spread your printed ideas. With over 3,000 ink colors to choose from, design is inhibited only by the printing process. Even within one color, tints, screens, and gradation produces a printed piece that looks like multi-color.



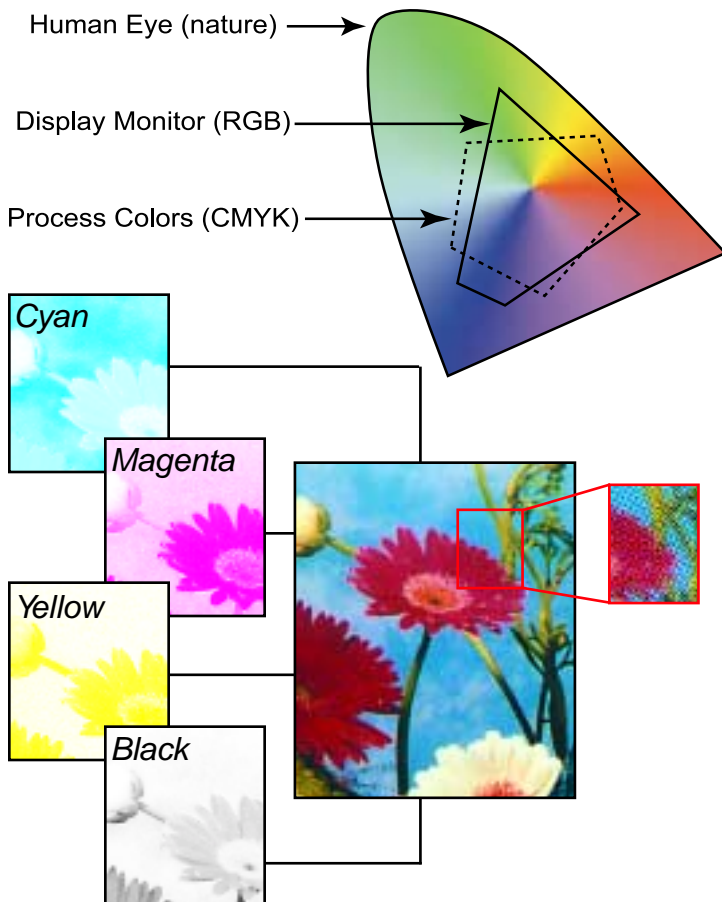
### 2 color/duotone

2 color jobs don't have to be boring. By printing duotones in your photos, designers can achieve a printed piece that looks multi-colored. The image is printed on both plates, has more detail than a single color pass, and is more appealing to the eye.



### multi-color

Many dazzling and eye-catching effects are produced by four-color process printing. Utilizing translucent ink technology, printing four specific colors on top of each other reproduces a wide variety of colors visible to the human eye.



Additional enhancements are available including fifth and sixth color printing (using spot colors on top of CMYK) and varnish coating (using varnish to help images or text "pop" on the printed piece). If your logo or graphic is non-vector and contains spot colors, call us – saving it in CMYK mode will not help it separate onto the correct "spot" plates.