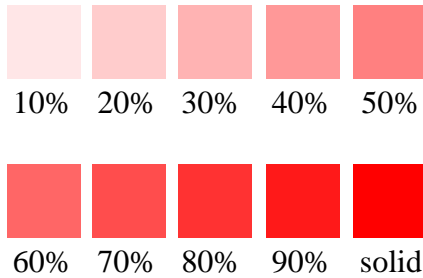


Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.

This Month's Topic: How to Maximize 2-Color Printing

Sample screen tints
from PMS 199



The invitation below is
made with only two colors:
Black and PMS 312



Text is 20% screen
of PMS 312

Rectangle is
100% PMS 312

Duotone photo is
Black & PMS 312



Sometimes you will want more than just a black and white (B&W) document. Printing in two colors is an economical way to add additional color and “pizazz.” Black and a second color are often used on stationery items and newsletters. PMS (Pantone Matching System), and TOYO are the most common inks used in “spot color” printing. You can pick from hundreds of custom-mixed colors.

In a layout with one predominately used color, a second color will emphasize important parts of your layout. Remember, just a small amount of strategically placed contrasting color will draw the eye to a focal point.

Spot color inks can be tinted (screened) from 10% to solid. (See samples on the left). Using various screens adds variety to your layout and the illusion of more colors. Screens can be applied to text and graphics, or as rectangles behind certain areas to help organize or separate parts of the page. The right column of this ezine has a light yellow rectangle screen behind the text.

“Duotones” are made by printing a photo in two different inks. Shown on the bottom are a B&W photo and a duotone made from orange and black inks. Specific duotone color combinations can evoke certain feelings or moods. Notice how the orange and black duotone adds warmth to the portrait.

Printing spot colors will incur press “wash-up” charges, usually between \$18 and \$25 per ink. Print all your stationery items at the same time to save on multiple wash-up charges and to maintain consistent color. Because of the way different press operators mix the ink and distribute it on the rollers, sometimes you will see slight color shifts. Request a “press check” to see your job as it begins to print.



B&W Photo



Duotone photo made with
PMS 159 and black ink

A section of the
PMS ink swatch book



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**Brought to you monthly
by Karen Saunders
of MacGraphics Services**

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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