



112 – 11786 River Road, Richmond, BC V6X 3Z3
Tel: 604-270-0318 / 1-866-898-1232 Fax: 604-270-3210
Email: cet@cetproductions.bc.ca
Website: www.cetproductions.bc.ca

Specifying Color

Always specify whether you want the printer to "use" or "match" the color when you specify a color, whether created by mixing an ink or by four-color process printing.

Using a color. This means ordering ink mixed according to the formula in a swatch book. Using a color build means printing screen percentages of inks according to guidelines in a swatch book. In both cases, the printer follows your instructions regardless of how other factors, such as paper, might affect the final outcome.

Matching a color. This means that you want color on your printed material to look as close as possible to the color you see in a swatch book, a color chart or in a sample such as a piece of fabric. Your printer selects the formula for spot ink or blend of screen percentages to achieve that effect.