

Basic Ink Colors

You can design almost any document by selecting from a handful of colors whose effectiveness you know well and that readers find attractive. People usually follow trends; nevertheless, the colors listed on the left prove most popular for many years.

Working with just a few colors controls costs and increases the speed of production. In addition, you can limit the risk of errors in files, make it easier to work with imaging services, and reduce the danger of miscommunication among creative and production services. Besides, the above colors are popular that many ink companies keep a premixed supply as spot colors, so they cost less.

Black	Any kind of black
Violet	Pantone Violet
Warm red	Pantone 032 or 185
Cool red	Pantone 199
Burgundy	Pantone 201
Blue	Pantone 286 or 300
Green	Pantone 347
Brown	Pantone 469