

Color reproduction in printed documents



Commercial printing

There are four standard methods of commercial printing.

One-color method. This method uses one ink only. Usually the ink is black.

Two-color method. This method uses black ink and a second ink, PMS 208 (crimson). This second ink is also referred to as spot color.

Four-color process method. This method uses four standard inks: Cyan, Magenta, Yellow and Black, which combine on the printing press to create a full-color printed document.

Tip: When preparing your document to be printed using the four-color process method, set the color in your files following the process color formula for the CMYK values in the NMSU Branding Color Palette. The palette specifies the settings you must use. Do not use your program default settings for the CMYK values.

Five-color method. Five-color printing uses the four-color process method, applying the four standard inks, Cyan, Magenta, Yellow and Black, to create a full color document, but adds a spot color PMS ink to accurately reproduce a specific color. For NMSU documents, PMS 208 ink is the spot color to use.

Tip: To prepare your files for this method, follow the four-color process as described above, but set your crimson to PMS 208.

Selecting paper stock

We recommend using coated stock White Matte or White Dull paper. These paper stocks most accurately reproduce NMSU crimson and the text is easy-to-read. Gloss paper can occasionally be used, depending on project, but text is not as easy to read. Such projects include presentation folders and calendars. Uncoated paper may occasionally be used, again depending on project, but be aware that uncoated paper soaks up more ink, yielding somewhat duller colors or colors of a different hue. Projects where uncoated paper might be used include contact cards and newsletters.

Best practice for printing and paper selection

For the best commercial printing results, print using 5-color (4-color plus PMS 208) on a coated matte or dull white paper stock. We recommend this method for documents intended for external audiences, especially for recruitment, recognition and prestige-building publications.

Desktop & network printing

For accurate color, set up your files following the four-color process method. **Tip:** When preparing your document to be printed using the four-color process method, set the color in your files following the process color formula for the CMYK values in the NMSU Branding Color Palette. The palette specifies the settings you must use. Do not use your program default settings for the CMYK values.

Set your margins according to your network or desktop printer's guidelines, so that your copy and art stays within your printer's "live area." The printer will not reproduce any content outside this live area of the paper.

All documents set up in color will print in black and white on one-color desktop and network printers. The printer will convert all the colors to shades of black, or "grayscale."

Tip: To adjust the shades of gray, adjust your document's color values.

Marketing Services

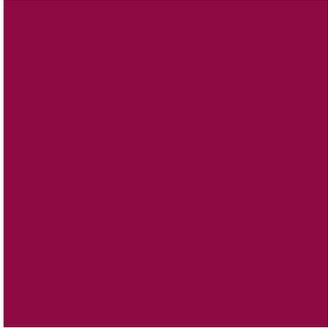
Phone: 575-646-3221

Email: mktgserv@nmsu.edu

New Mexico State University Branding Color Palette

Primary Color

NMSU crimson should always be the most prominent color used.



Process color formula:
C=10 M=97 Y=37 K=43

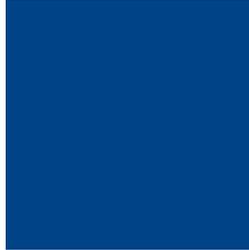
Spot:	RGB:
PMS 208	R=140
RGB Web #:	G=11
882345	B=66

Secondary Colors

These colors can be used to support the primary crimson color to bring variety and resonance to the design.

Process color formula:
C=100 M=78 Y=5 K=18

Spot:	RGB:
PMS 280	R=1
RGB Web #:	G=67
004286	B=134



Process color formula:
C=0 M=30 Y=100 K=0

Spot:	RGB:
PMS 124	R=253
RGB Web #:	G=184
EAAB0D	B=19



Process color:
C=80 M=0 Y=75 K=35

Spot:	RGB:
PMS 349	R=0
RGB Web #:	G=129
00693C	B=83



Tertiary Colors

These colors should be used minimally as accent colors that can help expand a design's richness and vibrancy.

Process color:
C=100 M=10 Y=35 K=40

Spot:	RGB:
PMS 323	R=0
RGB Web #:	G=117
006265	B=123



Process color:
C=100 M=60 Y=0 K=5

Spot:	RGB:
PMS 661	R=0
RGB Web #:	G=102
003591	B=179



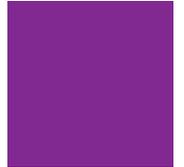
Process color:
C=0 M=70 Y=100 K=20

Spot:	RGB:
PMS 167	R=201
RGB Web #:	G=93
BD4F19	B=26



Process color:
C=61 M=88 Y=0 K=0

Spot:	RGB:
PMS 2602	R=129
RGB Web #:	G=41
80379B	B=144



Process color:
C=0 M=50 Y=100 K=0

Spot:	RGB:
PMS 138	R=247
RGB Web #:	G=147
DF7A00	B=30

