

Since we use offset/print machine we always ask our customers for Pantone CP references which are related to Coated Paper (same material used for our viewers). To avoid the additional cost for using Pantone inks please make sure all color elements are in CMYK.

1) Follow this step-by-step process to apply CMYK values with the closest Pantone reference:

- a) Select the CMYK element
- b) Click on the Recolor Artwork wheel on the top bar
- c) Click the swatches menu and select Color Books
- d) From the dropdown menu select the PANTONE+ Color Bridge Coated option and hit OK
- e) Go to the color palette on your right, and clicking on the burger icon select CMYK

This will give you the correct CMYK breakdown closest to the Pantone for matching. Please provide us with both the CMYK breakdown and the Pantone reference you received from Illustrator in a Word doc. In this case we will be able to match your suited color as close as possible through our production process.

2) Instructions on how to apply Rich Black colour

To accomplish a deep black color (also known as Rich Black) all 4 colors are used. The exact formula for a neutral rich black is: C:30, M:25, Y:10 and K:100. (Important Note: Don't do C:100, M:100, Y:100, K:100, as this will just create a muddy looking job that won't dry, because there'll be too much ink on the sheet.)

If you alter the Rich Black values to something different than the standard Rich Black formula your blacks will no longer be neutral. The result can be black shade that has red, blue or a yellowish hue. Sometimes this is done intentionally so the black shade compliments other colors or photos in the design.

3) Instructions on how to apply grey colour

To keep your grays neutral and consistent throughout the print run, it's best to create gray using only a screen of black. Light gray can be accomplished using 10-30% black, medium grays can be achieved from 40-60% black and dark grays between 70-80% black. Creating gray using all four colors (CMYK) opens the door to color variation with warm, cool or brownish gray tones. A slight shift on press toward magenta will make a pink-gray, any shift toward cyan will make a blue-gray and too much yellow will make a brown-gray.

IMPORTANT NOTES

- *We can only use Solid Coated Pantones, Unocated pantones are for digitally printed artworks, our viewers are based on Coated materials.*
- *The colours you see on the screen may vary in production if you're using CMYK values. This is the case where we ask for physical colour proofs or Pantone Solid coated colours to match it correctly.*
- *Please don't use opacity effects on the CMYK colours, please use correct CMYK at 100% opacity.*
- *You cannot apply opacity on PANTONE Solid coated colours, these are spot colours, if you apply any effects on PANTONES the printed result will be incorrect.*
- *All printing colors of CMYK can not exceed 250%. Example, you can not use C100 M100 Y80 K100.*

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