World of Fiery®
WEBINARS

ABC's of Producing the Best Match for Spot Colors

efi®

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#EFIWorldofFiery

Agenda

- Why spot colors?
- How are spot colors produced?
- Spot color challenges
- The value of DFE spot color tools
- Three typical customer scenarios
- Useful resources

Why Spot Colors?

efi

Corporate Color Guidelines

Color Print Specifications

Color Specifications

Print the primary WPS logo in its three correct colors: Starbucks Green, black and white. (For Starbucks Green, use Pantone® 3425 C. Do not use any other green.) Print on uncoated stock, matching Pantone® 3425 C ink to coated hue. **No other colors may be substituted.** The Starbucks logo on any other material must **visually match Pantone® 3425 C**. If you are unable to print in color, or if you are unsure that you can visually match to Starbucks Green, you must print in two-color black and white, or black only on a white background. **No other colors may be substituted.**

*Colors shown in this guide have not been evaluated by **PANTONE, Inc.**, and may not match the **PANTONE** Color Standards. **PANTONE** is a registered trademark of **PANTONE, Inc.***

Note: For consistent color reproduction, always match to Pantone® solid-coated swatches.

Pantone	CMYK	RGB	HTML
Black	C0 M0 Y0 K100	R0 G0 B0	000000
3425	C100 M0 Y78 K42	R0 G112 B74	00704A
White	C0 M0 Y0 K0	R255 G255 B255	FFFFFF

Corporate Color Guidelines

HEINEKEN

Colour

Secondary palette

	HEINEKEN Light Green	HEINEKEN Golden Yellow	HEINEKEN Orange	HEINEKEN Aqua Blue	HEINEKEN Ultraviolet
Tints	80% / 60% / 40% / 20%	80% / 60% / 40% / 20%	80% / 60% / 40% / 20%	80% / 60% / 40% / 20%	80% / 60% / 40% / 20%
PANTONE®	376	116	151	660	513
CMYK	C 50 M 0 Y 100 K 0	C 0 M 20 Y 100 K 0	C 0 M 65 Y 100 K 0	C 85 M 50 Y 0 K 0	C 50 M 100 Y 0 K 0
RGB	R 122 G 184 B 0	R 254 G 203 B 0	R 255 G 121 B 0	R 42 G 110 B 187	R 142 G 37 B 141
#	7ab800	fecb00	ff7900	2a6ebb	8e258d
RAL	—	1021	2003	—	4006

Colour reproduction
All colours have specified values for CMYK, RGB, web and RAL reproduction.

Colour differences in Asia and USA
The above specified colour values have been optimized for reproduction to ISO Printing Standards. Most countries are now adopting the ISO Standard for printing with CMYK inks.

If you are however printing in Asia or the USA to TOYO (Asia) or SWOP (USA) printing standards pre-printed CMYK colour swatches of each of the above colours are available via identity@heineken.com

Heineken

Our secondary colour palette is made up of a range of bright colours to be used as accents supporting the primary colour palette in communication.
Each supporting colour also represents a different characteristic of the organisation.

The secondary palette consists of the following range of colours:

HEINEKEN Light Green
Represents fresh & natural.

HEINEKEN Golden Yellow
Representing barley.

HEINEKEN Orange
Reflecting our Dutch roots.

HEINEKEN Aqua Blue
Represents water.

HEINEKEN Ultraviolet
Reflects enjoyment.

To add variety and maintain consistency, use the designated secondary palette colours as accent colours alongside the primary colours.
Designated tints of these colours may be used sparingly to add accent details in layout designs.

NOTE
Do not use this palette to colour the logotype in any way.

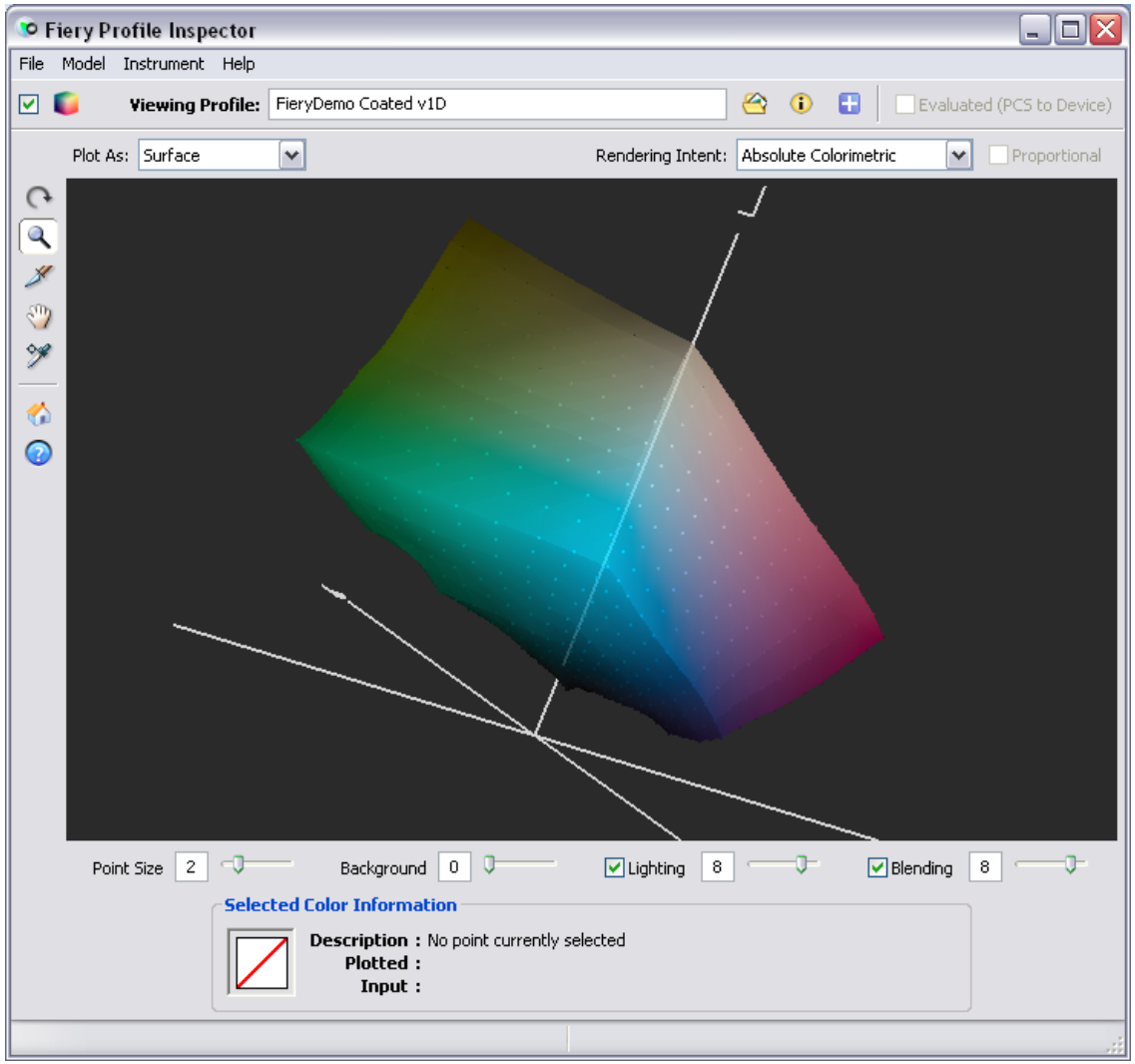
How Are Spot Colors Produced?

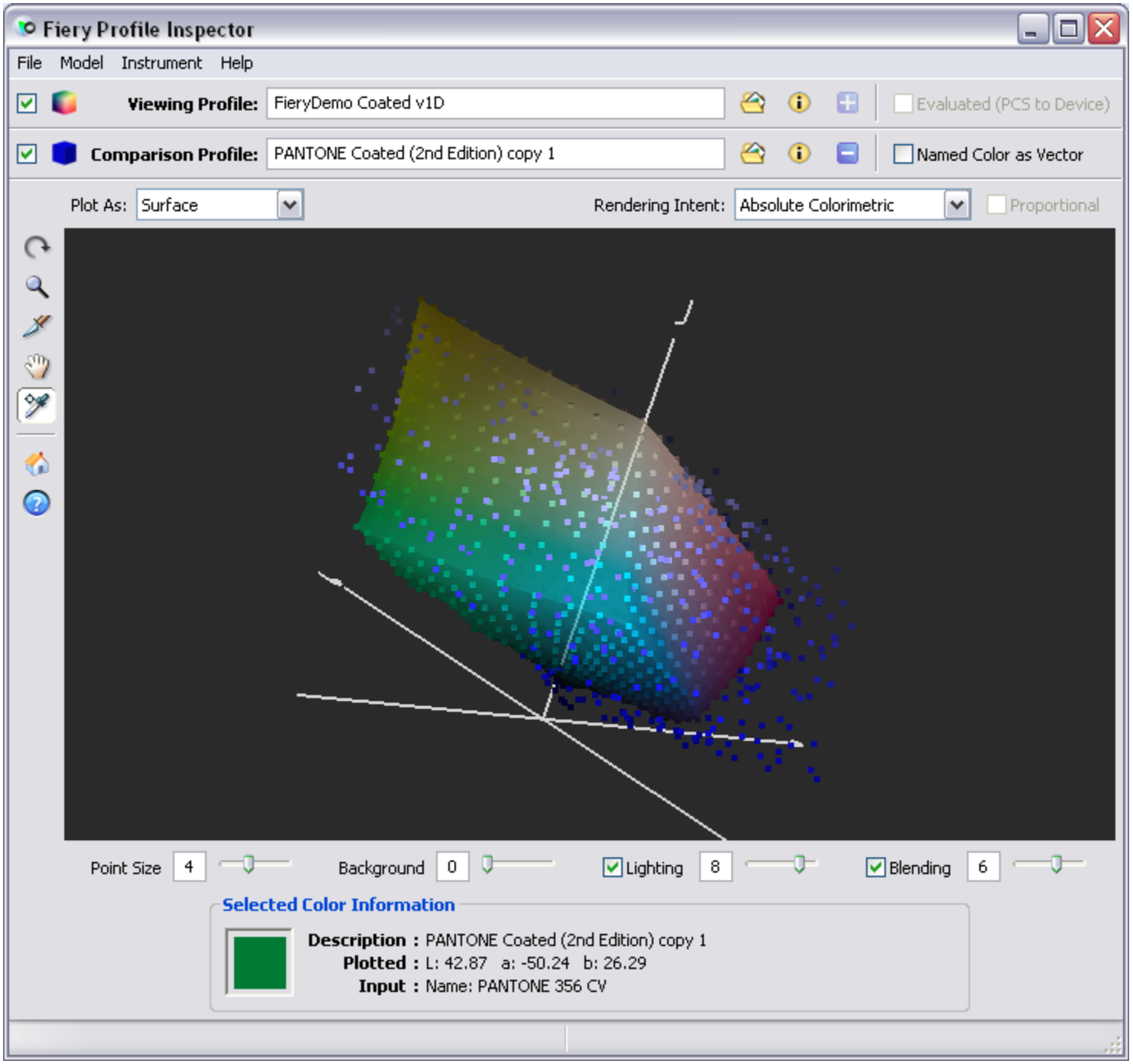
- In offset printing

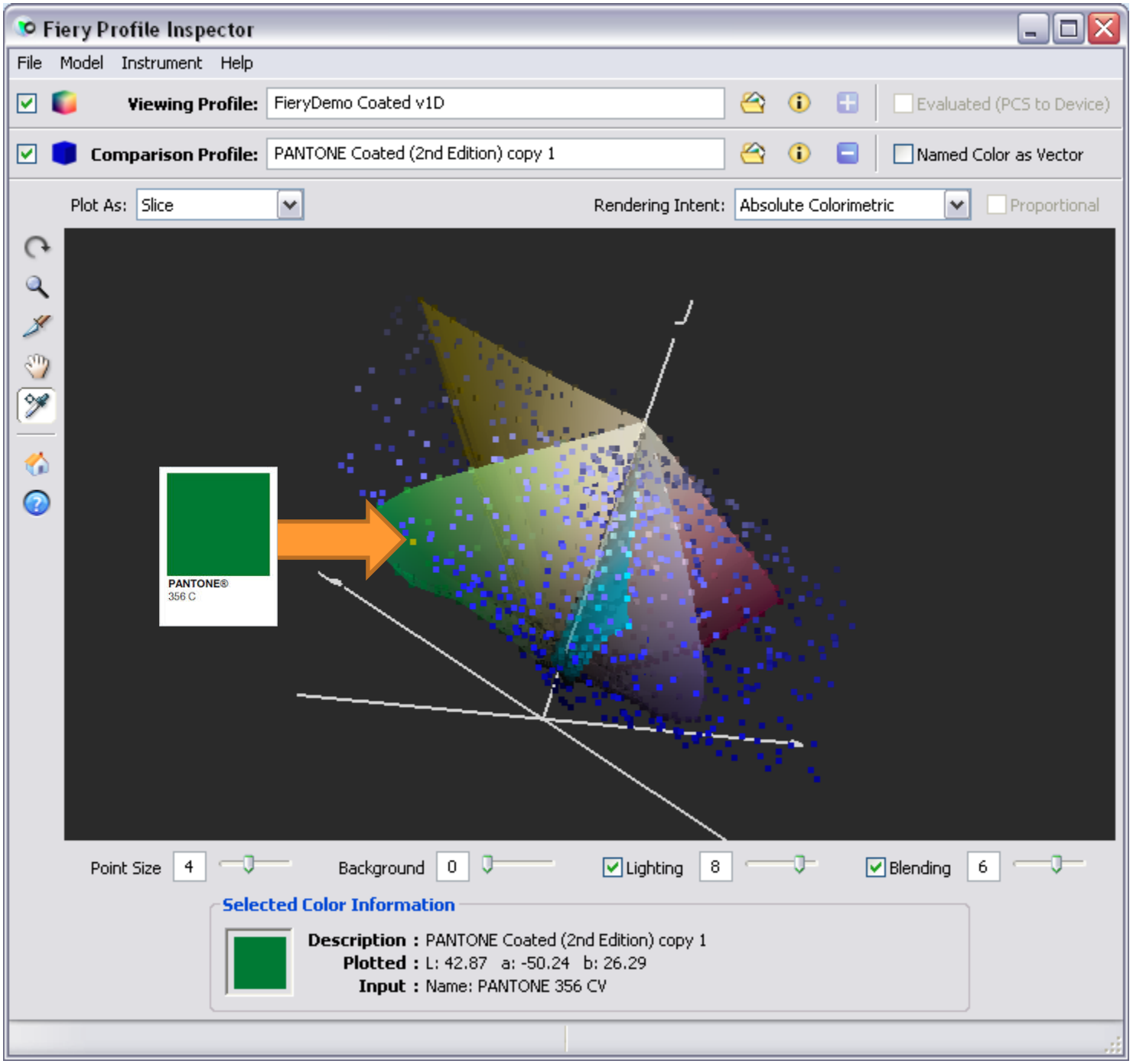
How Are Spot Colors Produced?

- In digital printing

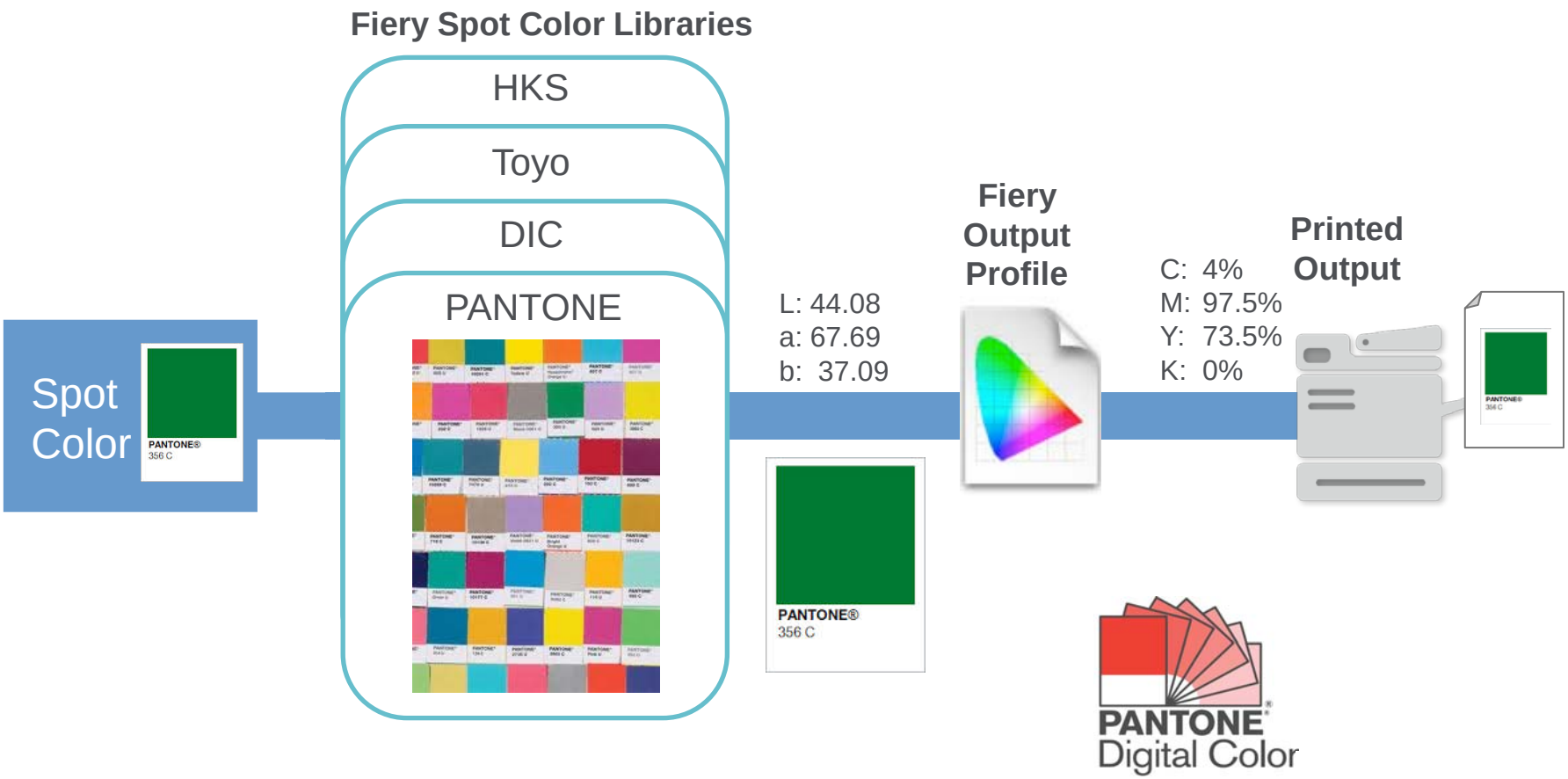
CMYK Based Printer's Gamut




Fiery Profile Inspector
File
Model
Instrument
Help
Viewing Profile:
FieryDemo Coated v1D
Evaluated (PCS to Device)
Comparison Profile:
PANTONE Coated (2nd Edition) copy 1
Named Color as Vector
Plot As:
Surface
Rendering Intent:
Absolute Colorimetric
Proportional
Point Size
4
Background
0
Lighting
8
Blending
6
Selected Color Information
Description : PANTONE Coated (2nd Edition) copy 1
Plotted : L: 42.87 a: -50.24 b: 26.29
Input : Name: PANTONE 356 CV


Fiery Profile Inspector
File
Model
Instrument
Help
Viewing Profile:
FieryDemo Coated v1D
Evaluated (PCS to Device)
Comparison Profile:
PANTONE Coated (2nd Edition) copy 1
Named Color as Vector
Plot As:
Slice
Rendering Intent:
Absolute Colorimetric
Proportional
PANTONE®
356 C
Point Size
4
Background
0
Lighting
8
Blending
6
Selected Color Information
Description : PANTONE Coated (2nd Edition) copy 1
Plotted : L: 42.87 a: -50.24 b: 26.29
Input : Name: PANTONE 356 CV

Spot Colors at the Fiery Server



Spot Color Challenges

1. Accuracy
2. Consistency
3. Design file challenges
4. Subjectivity

Accuracy

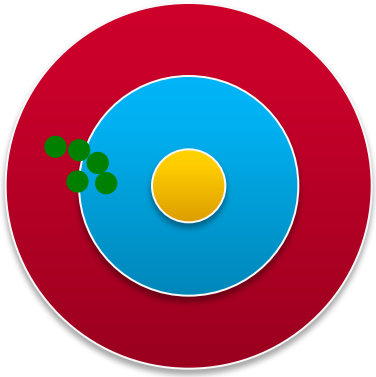
- Use a CMYK output profile for your press, paper, print settings and environment
  - Define print system gamut
- Spot color LUT created from the output profile

Consistency

- Make sure the printer is in a known and repeatable state
- How often should I calibrate?
  - After the engine is warmed up
  - Before a large job
  - Media changes
  - Environmental fluctuations

Consistency

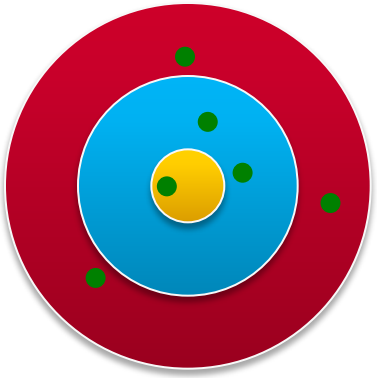
Calibrated



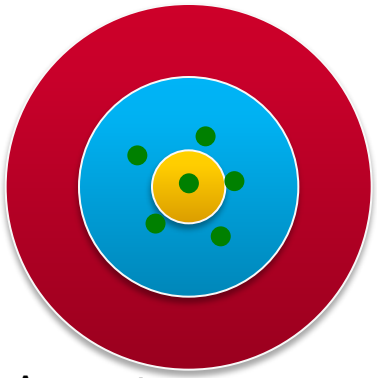
Consistent, but not Accurate Color

Consistent, and Accurate Color

Un Calibrated



Neither consistent nor Accurate Color



Accurate on average, not consistent

Un Profiled

Profiled

Design File Challenges

- Spot color name

PANTONE 356C ≠ PANTONE 356 C

Design File Challenges

- Spot color name
- Spot color not found

PANTONE 19-2047

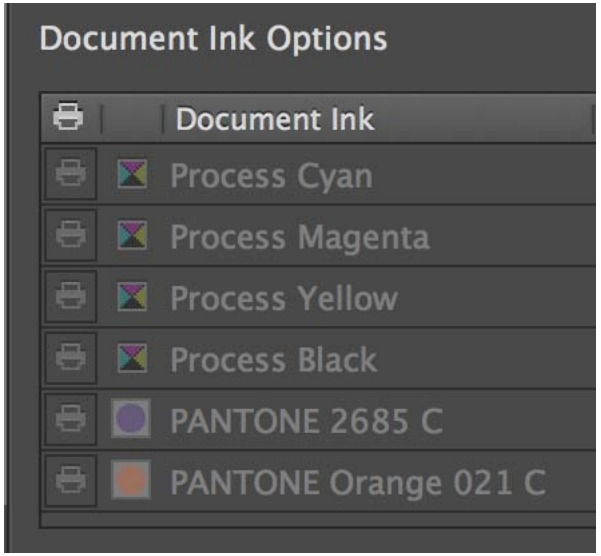
PANTONE

C=30%
M=100%
Y=90%
K=2%

PANTONE+ V2 library color not found

Design File Challenges

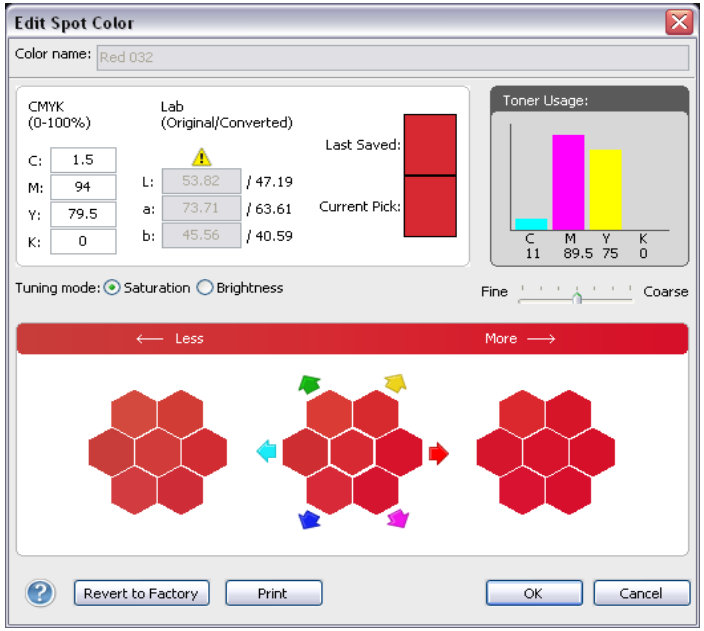
- Spot color name
- Spot color not found
- Spot color plate not present



Subjectivity

DFE Tools for Spot Color Matching

1. Works with all source applications
2. Fast, accurate, easy
3. Meets sophisticated color-matching needs



Optimizing Spot Color Accuracy

- Spot-On Demo

DFEs Spot Color Tools

1. Edit spot color definitions
2. Create or import new spot color libraries
3. Define or modify spot colors from color measurement devices
4. Export spot color libraries

Three Typical Customer Scenarios

Typical Customer Scenario #1

Matching a known PANTONE color

- "I need to perfectly match the Coca-Cola logo"

Make Sure the DFE is Up-To-Date

Output will match the first time you try!

Typical Customer Scenario #2

Matching a color from a sample

- "I need to match the color of this business card but I can't find a PANTONE color that matches it"

Add a New Spot Color to Library

Spectrophotometer

Typical Customer Scenario #3

Color Consistency Across Documents

- "Office documents we reproduce in-house don't match our corporate standards"

Without Spot Color Management

Logo Color:
Pantone 370C

Application Used:
Adobe InDesign

Logo Color:
R119, G147, B60

Application Used:
Microsoft PowerPoint

Logo Color:
C48.5%, M9%, Y99%, K18.5%

Application Used:
Legacy EPS

With Spot Color Management

Logo Color:
Pantone 370C

Application Used:
Adobe InDesign

Logo Color:
R119, G147, B60

Application Used:
Microsoft PowerPoint

Logo Color:
C48.5%, M9%, Y99%, K18.5%

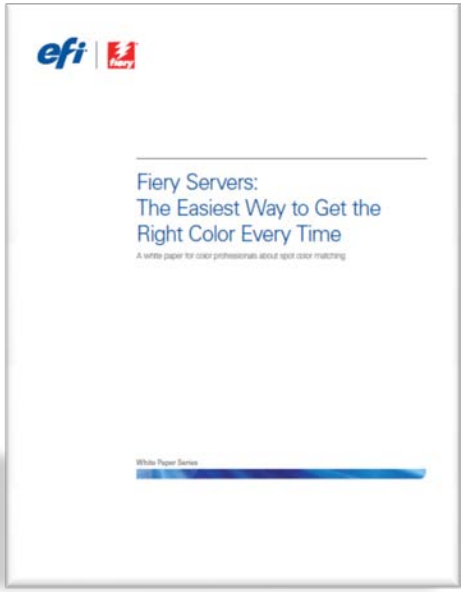
Application Used:
Legacy EPS

What We've Learned

- How are spot colors produced?
- Spot color challenges
- The value of spot color tools

Resources

- **White Paper:** The Easiest Way to Get the Right Color Every Time
- Fiery **How-To Guides** at
  - w3.efi.com/Fiery/Products/CWS5/Demos/How-To



Produce 84 New PANTONE Colors Now!

- New PANTONE+ V2 libraries
  - PANTONE+ Solid Coated-V2
  - PANTONE+ Solid Uncoated-V2
- Go to downloads.efi.com/fierypantone

eLearning Bundle

- Free 3-course bundle for all registrants
  1. Optimizing Color and Consistency with your Fiery Server
  2. Spot Color Accuracy with your Fiery Server
  3. Introduction to Fiery Color Profiler Suite

- How does it work?
  - Look for email with details
  - Must sign up and begin courses by June 30, 2014
    - Go to https://training.efi.com
    - User name: **WOF.COLOR**
    - Password: **Fiery.1**

Exclusive Offer

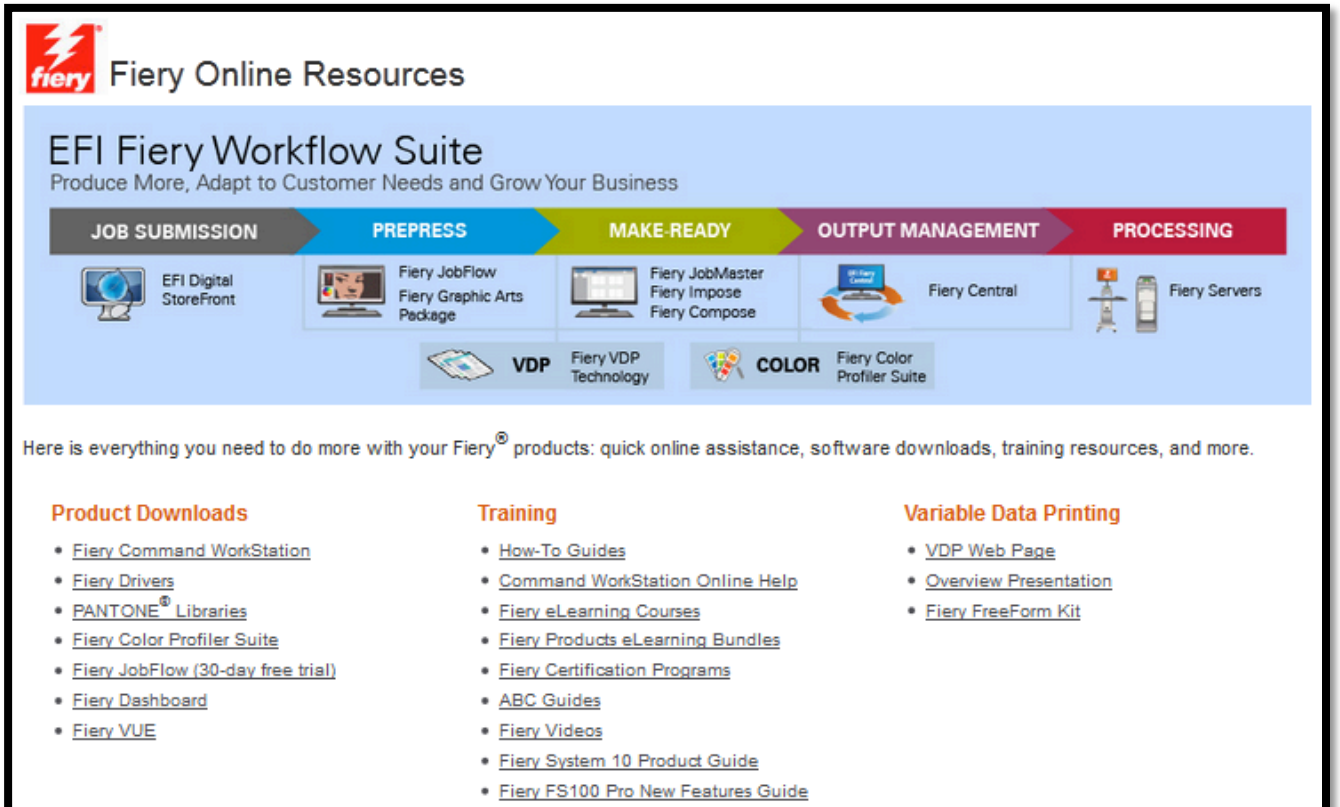
- Attend all 3 Color Management Sessions, get 10% off Fiery Professional Certification
  - If you haven't already, register for the 3rd session
    - April 30: Best Practices for Matching Industry Color Standards
  - Details will be sent via email following the April 30th Webinar

Color Webinar Series

1. 3 key steps to getting the right color
2. The ABCs of producing the best match for spot colors
3. SNAP, GRACoL and SWOP - Matching industry color standards

Fiery Resources

- resources.efi.com/fiery
- One-stop shop for everything users need to get the most out of their Fiery server



Learn from EFI's MIS/ERP and Web-to-Print Experts

Upcoming product reviews and demonstrations

- Radius
  - April 22 - EFI Radius Overview/Demo
- Digital StoreFront
  - May 7 - EFI Digital StoreFront: Introduction
- Monarch
  - May 28 - Monarch Introduction & Overview
- Pace
  - May 15 - Ask the Experts - Inventory & Purchasing
- PrintSmith
  - May 5 - PrintSmith Scheduler and Data Collection Series
- OPS
  - May 8 - OPS: Cross Media Marketing OPS VWeb / SmartCampaign

Learn more and register at - http://w3.efi.com/resources/webinar-library/efi-professional-print-webinars

Q&A

Fiery Forums

FieryForums.efi.com

Thank You!