

## LASER LETTERS' INSIGHTS



### Designer's Responsibilities for Color Accuracy:

- Design in CMYK
- Build document using high-quality, properly embedded images
- When color is critical, ask for a printed proof to review



### THE BOTTOM LINE:

# When Blue isn't Blue

**On your screen, it looks perfect.  
Rich. Deep. Professional.  
A strong, confident navy blue.**

Then it comes off the press...

**...and suddenly your "corporate blue" looks suspiciously like it went to a lavender-scented spa weekend.**

#### WHAT HAPPENED?

Many design programs include ready-made color swatches that look fantastic on screen but don't always behave the same way in print. A popular "standard dark blue" setting, for example, is built with color values that lean heavily toward magenta. On a glowing monitor, your eyes forgive it. On paper? The blue that is actually purple shows up loud and clear, especially in lighter tints.



Screens use light. Printing uses ink. They speak different color languages.



At Laser Letters, we can help bridge the gap between screen and print using our professional color-managed production systems.



When color accuracy is critical or you are unsure of your specifications, ask for a hard-copy printed proof. For a few dollars more, you can be certain your brand is properly represented.

**The only thing worse than an error in your headline...  
is printing 5,000 brochures in "Executive Purple."**

**Design smart. Print smarter. We're here to help.**

When files are set up correctly, print results are predictable and professional. Laser Letters is always happy to review file setup and recommend proofing options before production begins.

*The dark blue we love? C=100 M=65 Y=0 K=55*