



### CMYK



Cyan

+



Magenta

+



Yellow

+



Black

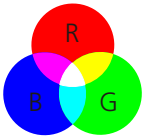
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Process Colour (CMYK)

Cyan, Magenta, Yellow, Black. Primary colors of pigment which we use to print your artwork

### RGB



Red, Green, Blue. The additive primary colors used for computer monitor displays; also a color model. Cannot be used for printing. All RGB files must be changed to CMYK to be printed.

### X-RITE DENSITOMETER



Occasionally, offset colour printing may not be able to reproduce the exact colour requested due to some external factors that are beyond our control, such as plate, quality paper or ink quality and humidity levels. While we do not guarantee a 100% colour match of your artwork or reprints, we endeavor to minimize colour deviation in output by applying DeltaE 8 ( a printing standard to measure CMYK colour combination consistency). To ensure DeltaE 8 standards are met in all our products, our QA department utilizes an X-Rite Densitometer colour measurement equipment. We are one of the few printers in Malaysia who are equipped with this state-of-the-art colour measurement tool.

### LAYOUT PROGRAM

A program that enables you to format pages of text and graphics. Layout applications designed specifically for this purpose generally give you more control over fine points such as text flow, kerning, and positioning of graphics.



Example : CorelDRAW, Adobe Illustrator

### TINT

Screening or adding white to a solid colour for results of lightening that specific colour.

### OVERPRINT

To print one image over a previously printed image, such as printing type over a screen tint. **DO NOT** use this effect in your artwork.

### RESOLUTION

The measurement used in typesetting to express quality of output. Measured in dpi (dots per inch), the greater the number of dots, the smoother and cleaner appearance the character/image will have. Photographs need to be scanned at a resolution of 300 dots per inch. Screen resolution is 72 dots per inch and something that looks wonderful on your computer screen or on the Internet will look terrible when printed.

### DPI (Dots per Inch)

A measure of computer screen and printer resolution that is referred to as the number of dots that a device can print or display per inch. The more dots per inch, the sharper the image.

