

## THE POWER OF COLOR.

The good thing about printing is that you have your choice of millions of colors. The bad thing about printing is...you have your choice of millions of colors. Do you go with a single color? Two colors? Full color?

Before you panic, ask yourself two questions: What are you trying to communicate with your print piece and what is your budget? The first will lead you to what colors you should use, while the second will dictate the extent to which you can use that color.



### FIND COLORS THAT LOOK GREAT ON YOU.

Adding color helps you – and your print materials – stand out from the crowd.

## COLOR DEFINED.

Choosing the right colors for your printed materials can be a difficult decision. Here are some basic facts about the three most common types of color usage:

**One color** – The most common color used in one-color printing is black, but there are thousands of colors that work great. One-color printing is the least expensive of the color choices because it requires only one pass through the printer. The trick is, even when you print in one color, it can look like multiple colors. By using a screen to cut back the amount of ink allowed on an area, we can progressively lighten the tint of the color – making it look like multiple colors.

**Two colors** – By using two-color printing, you can achieve a full-color look at a more affordable price. Adding a second or spot color to your printed piece opens up a whole new world of creative possibilities. Since you're using two colors, you're doubling the number of screened tints to choose from. The two colors can also be combined to create duotones. And, there's always the possibility of mixing the two inks together to form a third color.

**Four colors** – With four-color process, you are limited only by your imagination and your budget. Four-color or full-color process printing uses tiny dots of the basic colors of cyan, magenta, yellow and black (known as CMYK) to print the full range of colors known to the human eye. This is the optimal way to reproduce color photographs.

Look on the bright side.



ONLINE . ON PRESS . ON TIME .

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# On:

COLOR



# On: Color

## THE PROFOUND EFFECTS OF COLOR.

Using color is one of the most inexpensive yet powerful ways to enhance your image through your print materials. Psychologist Tien-Rein Lee conducted a study on the relationship between hue variations and readers' responses to color communications. He found that, indeed, certain colors evoke "different statistically significant responses." These specific, significant responses can stimulate preference for your brand over your competition.

In their book, *Designing with Color*, Susan Berry and Judy Martin found that color stimulates 40 percent more interest in a piece than a simple black and white design. Other studies show that using color in advertising outsells black and white by an impressive 80 percent.

With such a simple but influential tool at your disposal, it pays to be careful and deliberate in your use of color. Bearing in mind this small bit of knowledge, do your print materials need repainting?

For more information on using color in your print materials, or answers to other printing questions, contact our staff of experts at Allegra Print & Imaging.

## COLOR'S MANY MOODS.

Color can communicate emotions. And because different colors are associated with different emotions, you can strengthen your message by pairing it with the right color. Remember, colors can cause either positive or negative reactions based on how they are used. Here are a few examples:



Red is an emotionally charged color that is associated with excitement and passion. It can also conjure up images of blood or rage. Generally, women prefer blue-based reds while men prefer yellow-based reds.



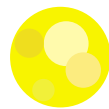
Green provides a feeling of comfort or growth. However, institutional green can remind people of hospitals or even government offices.



Orange generally suggests warmth, happiness and vitality. Orange and blue, when used together, give the impression of strength.



Black is a power color that can also communicate elegance, class and expense. Gray can be used for classic style and timeless quality. Because black is used in most printing, gray is an easy color to create using screens.



Yellow is a popular choice for product displays because it is easily processed by the human eye. Its bright, sunny quality makes it good for adding warmth and getting attention. However, because of its lack of contrast, it is not ideal for type and detailed graphics.



Blue has a calming effect. Its association with sky and water gives a peaceful, inviting quality.

## MORE COLOR, LESS GREEN.

Using two-color techniques can help you cut costs by creating the effect of full-color printing – without the full impact to your budget.

### Use screens and halftones:

A screen or halftone is a technique that allows you to "lighten" the appearance of a color. Screens are created by printing a color using tiny dots. The smaller and farther apart the dots are, the lighter the color appears to be. A halftone is a photographic image which a screen has been applied to.

In this way, you can print something using two colors like black and red, yet make it appear to be printed with four different colors (black, red, pink, and gray) by printing the black and red at 50 percent.

### Convert halftones to duotones:

A duotone is a halftone (or black and white photograph) that is printed using two colors instead of one. Typically, photographs are printed in black and white. By adding one more color, the photograph can be colorful without the expense of full-color printing.



#### HALFTONE

Created by converting the various tones into screens, a halftone is printed with one color, typically black.

#### DUOTONE

By adding a second color of screens to the halftone, a duotone gives an ordinary photo a distinct look.

## SMALL QUANTITY. NOT SMALL QUALITY.

Need to print a small quantity of a full-color document, but don't want to break your budget? In the past, if you were printing color documents, it typically required a minimum quantity. To make it affordable, you needed to print several thousand. Otherwise, it just wasn't worth the investment.

Today, there's a better solution. Digital printing has changed the way we help our customers reproduce color documents. Short-run, digital color printing allows you to print smaller quantities, even just one, quickly and affordably. It's ideal for one-of-a-kind documents, presentations or literature with a short shelf life.

In contrast to traditional offset printing, which uses a press to lay ink on paper, digital printing allows us to transfer digital files directly from a computer to the digital printer without having to make film or plates. This simplicity makes printing small quantities faster and easier, and the cost savings is passed onto you.

Don't be fooled, a digital printer isn't the same thing as the desktop printer you might have sitting next to your computer. The quality is much better and the turnaround is much quicker. In addition, the print professionals at Allegra Print & Imaging have advanced capabilities, such as personalizing your print materials to create one-to-one marketing pieces. Call or stop by to find out how digital color printing can work for you.