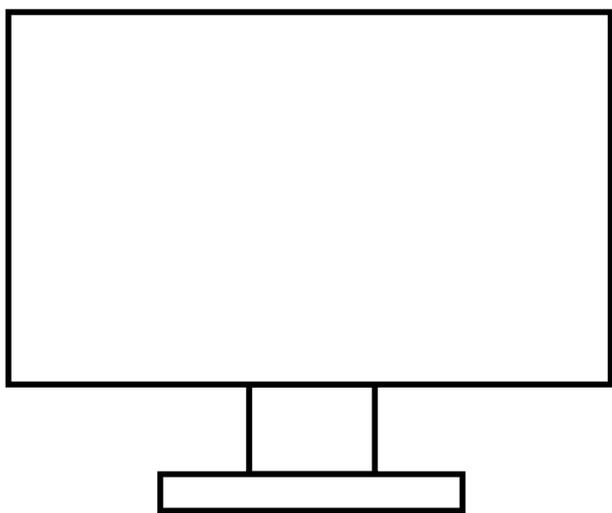




Colour Management
Consistent Colour Reproduction

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Consistent Colour - Monitor



Suggested Settings

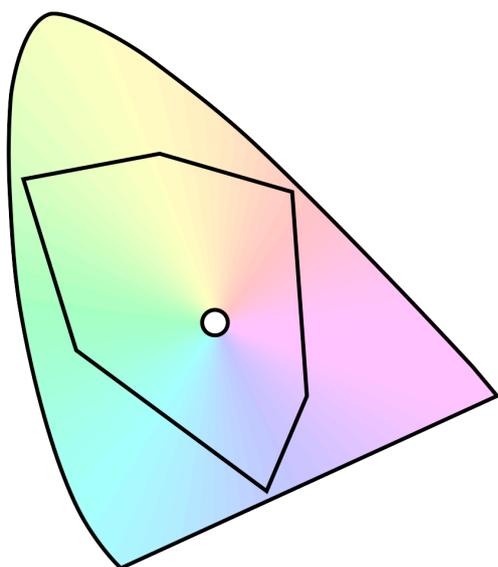
Whitepoint	5000K - 6500K
Luminescence	80 - 120 lcm ²
ICC Version	v4 or v2

The most important step to digital colour consistency is to build a unique profile for your monitor and graphics processor combination. The only way to do this is to buy a monitor calibration package such as those from X-Rite, Datacolor, Basiccolor or other manufacturers.

The calibration package will create a colour profile that ensures your monitor displays colours and tones accurately by measuring a set range of colours at various tonal values and referencing them to a set of industry standard measurements and adjusting them accordingly.

This profile becomes the monitors default and must be set as such within your computers Operating System.

Consistent Colour - Embedded ICC Profiles



Example Colorspaces

RGB	Adobe RGB sRGB eciRGB_v2_ICCv4 Pro Photo RGB
CMYK	ISOcoated_v2_eci ISOcoated_v2_300_eci

Image files must contain an embedded or assigned ICC colour profile. This profile describes the reproduction of colours within your files and lets us view your files with the colour representation you desired when creating the them.

This profile is called the **Working Colorspace** in image editing software such as Adobe Photoshop.

Adobe RGB 1998 is a standard colorspace to use when editing digital files. If your files are not in Adobe RGB, do not convert them if you have edited the files in another colourspace (eg. sRGB, Prophoto RGB).

As long as you embed or tag the appropriate profile within your files we will be able to see your file accurately.

Eg. if you have edited your files in sRGB colourspace then embed the sRGB profile when saving your files.

CMYK images can be supplied to us as long as a suitable CMYK profile has been embedded.

Consistent Colour - Software Settings

The screenshot displays the 'Settings: Custom' panel in Adobe Photoshop, divided into several sections:

- Working Spaces:** RGB: ProPhoto RGB, CMYK: ISO Coated v2 (ECI), Gray: Dot Gain 20%, Spot: Dot Gain 20%.
- Color Management Policies:** RGB: Preserve Embedded Profiles, CMYK: Preserve Embedded Profiles, Gray: Preserve Embedded Profiles. Profile Mismatches: Ask When Opening, Ask When Pasting. Missing Profiles: Ask When Opening.
- Conversion Options:** Engine: Adobe (ACE), Intent: Relative Colorimetric. Use Black Point Compensation, Use Dither (8-bit/channel images), Compensate for Scene-referred Profiles.
- Advanced Controls:** Desaturate Monitor Colors By: 20 %, Blend RGB Colors Using Gamma: 1.00, Blend Text Colors Using Gamma: 1.45.

This screenshot shows the panel used to set the working colour space within Adobe Photoshop. By using these settings you can help to ensure consistent colour reproduction. This control panel is accessed via **Edit/Colour Settings** in the main menu across the top of Adobe Photoshop. Settings will vary and panel styling will differ if you use a different image editing software package.

Please note the RGB settings. Image files should be sent to us in this colour space, **Adobe RGB** unless you have edited your images in a different colour space. Please ensure you have embedded your preferred profile.

Ensure that **Conversion Options/Engine** is set to **Adobe (ACE)** as every colour management module or colour engine will interpret and calculate colour conversions differently.

Please note the **Advanced Controls** box, leave these unchecked.