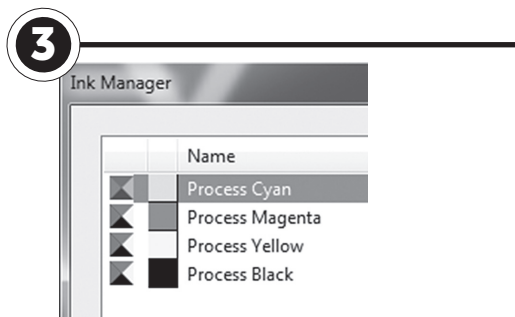
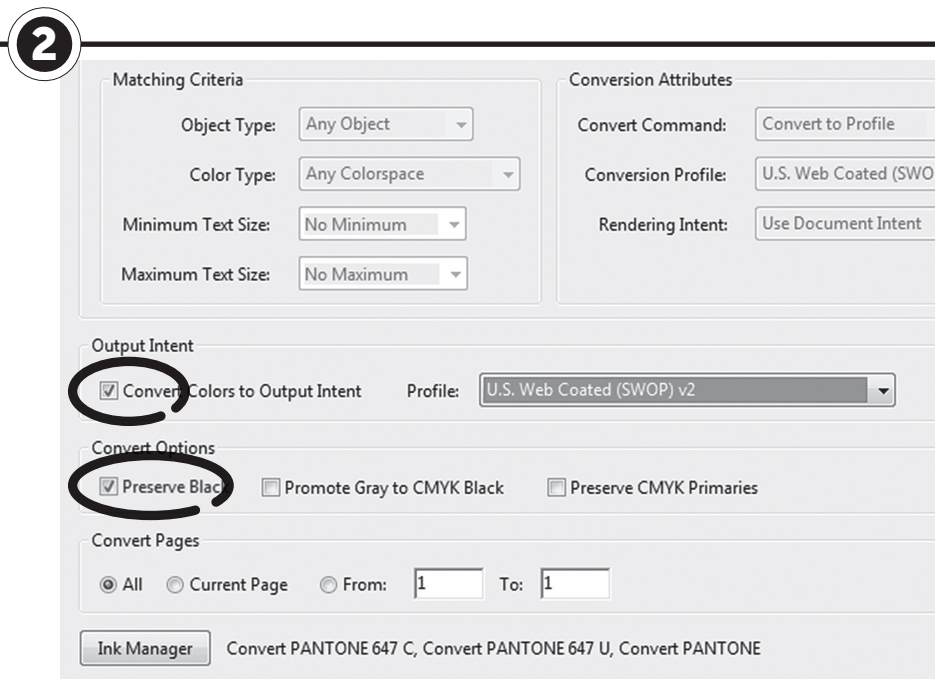
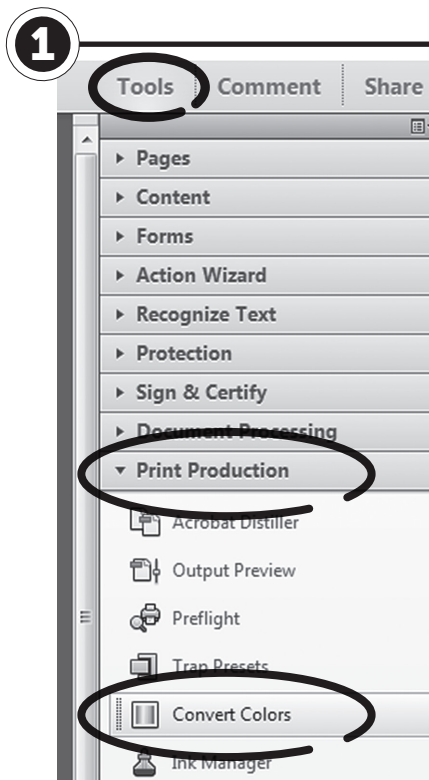




Process vs Spot Colors

Spot colors are inks printed separately from your traditional process colors: Cyan, Magenta, Yellow and Black (CMYK). Most digital presses don't support spot colors. However, if your file is printed on an offset press, unnecessary spot colors could cost you extra.

To possibly save you money, we suggest you convert each spot color *swatch* to process color in your **original file**. If that's not possible, you can convert a PDF to process color using Acrobat Professional. Here's how...



- 1 Open the PDF and choose Tools Palette > Print Production > Convert Colors.
- 2 Under Output Intent, check the box "Convert Colors to Output Intent" and select "U.S. Web Coated (SWOP) v2" from the drop-down menu. Then check "Preserve Black" under "Convert Options". Click OK.
- 3 To confirm there are no longer spot colors, repeat step one and click on the Ink Manager Button. There should only be process colors listed.

Note: If you do not have Acrobat Pro you will not have the Print Production Tools. Ask your printer for help.