



LORPON

— LABELS —

COLOUR

COLOUR PROFILES

CMYK vs. RGB

CMYK

CMYK is the colour profile usually used for printed composites. Each letter stands for a colour used in the printing process, Cyan, Magenta, Yellow and Black. All files sent to us should be set up in the CMYK colour space



RGB

RGB is the colour profile primarily used for screen viewing, this includes your computer screen, cell phones, tablets etc. The RGB colour space creates colours on your electronic devices using Red, Green and blue. If your artwork is in the RGB colour space please convert it to CMYK.



PANTONE

Pantone is a standardized colour system that is used to identify colours and maintain their consistency. Using Pantones, is great for branding and maintaining uniformity through all printed collateral.

When building Pantones into your artwork, ensure it's a spot colour named "Pantone 123 C" for example, and apply it to the desired elements in your artwork. You can also access the Pantone library through your swatches panel drop down menu:

[Open Swatch Library](#)> [Colour Books](#)> [Choose your book.](#)



PREPARING CMYK FILES

SETTING UP YOUR FILES AS CMYK IN ILLUSTRATOR:

In the new document window, under advanced options, the colour mode should be switched to CMYK. If you need to convert an existing file to CMYK go to document colour mode under file and select CMYK. You can then save your document and it will be set in this colour space.

New Document > Advance Options > Colour Mode> CMYK
OR
File> Document Colour Mode> CMYK

SETTING UP YOUR FILES AS CMYK IN PHOTOSHOP:

In the new document window, in the settings to the left, you will see colour mode. In that drop down menu please select CMYK. If you are using an existing Photoshop document, in your tool bar go to Image, select Mode and then scroll down to CMYK.

New Document> Colour Mode> CMYK
OR
Image> Mode> CMYK

SETTING UP YOUR FILES AS CMYK IN INDESIGN:

In the new document window in InDesign you will see the word “Print” at the top of the popup window. Select print and put in your document size and it will automatically set up your document into the CMYK colour mode.

