

COMMERCIAL PRINTING CHART

COST	NUMBER OF COLORS	NAMES	TYPE OF INK USED	TYPE OF PROOF	HINTS
\$	1 color	1-Color Printing Spot-color Printing Match-color Printing	Pantone (also called PMS colors) Pantone Pastels Pantone Metallics (Pantone swatch books show all colors printed on coated or uncoated papers)	Laser proof or Blueline	PMS stands for Pantone Match System. Black is a color—black and Pantone 435 is a 2-color job. You don't have to specify a Pantone color for black, just ask for black. Use a dark color so you can use screens of it (i.e.: 10% black is a screen of black). Light color screens are hard to see. Use black if you have photos to print. Use Uncoated paper if you are creating a form that needs to be filled out.
\$\$	2 color	2-Color Printing Spot-color Printing Match-color Printing	Pantone (also called PMS colors) Pantone Pastels Pantone Metallics (Pantone swatch books show all colors printed on coated or uncoated papers)	Blueline or Digital Proof	In 2-color printing, colors that touch each other require <i>hairline registration</i> and can cost a little more money for good results. If you use metallic ink, it will look more metallic on coated paper. Pantone has a separate swatch book just for metallics. Pantone has a separate swatch book just for pastels.
\$\$\$	3 color	3-Color Printing Spot-color Printing Match-color Printing	Pantone (also called PMS colors) Pantone Pastels Pantone Metallics (Pantone swatch books show all colors printed on coated or uncoated papers)	Blueline or Digital Proof	Same hints apply for 1- and 2-color printing. 3-color printing is often no cheaper than full color printing, so if you're looking for full-color, take the leap. 3-color printing uses PMS colors (including metallics or pastels) so you get the purity of solid color inks that you don't get in full-color printing.
\$\$\$	4 color	4-Color Printing Full-color Printing Process Printing CMYK printing	Pantone Process Inks (process inks include the following inks: Pantone Process Cyan, Pantone Process Yellow, Pantone Process Magenta, Pantone Process Black)	Blueline or Digital Proof and Chromalin or High Quality digital proof (sometimes called an Iris)	Most of the printing in the world is 4-color. Cyan, magenta, yellow and black are each printed separately on paper. Like Impressionism, the eye mixes those primary colors to create what looks like a limitless number of colors. You can expect some variation from piece to piece in a 4-color print job. Process printing pops more on coated paper and has a softer feel on uncoated paper.
\$\$\$\$	5+ color	5-Color Printing (or 6, 7, etc.) Process plus one (or two or three...)	Combination of 1 or more: Pantone Process Inks Pantone Pantone Pastels Pantone Metallics	Blueline or Digital Proof and Chromalin	Make sure you find a printer with a 5 or 6 color press to do this. Some printers will claim they can print 5-color, but they have to run a job through the press twice, which can take extra time and/or money. 5-color printing is often used for consistency. If your logo has a specific red or you have a big red box printed on each page of a book, Pantone Match colors print consistently. It can also be used to add a varnish to your printed piece.