

Color and Artwork Specifications



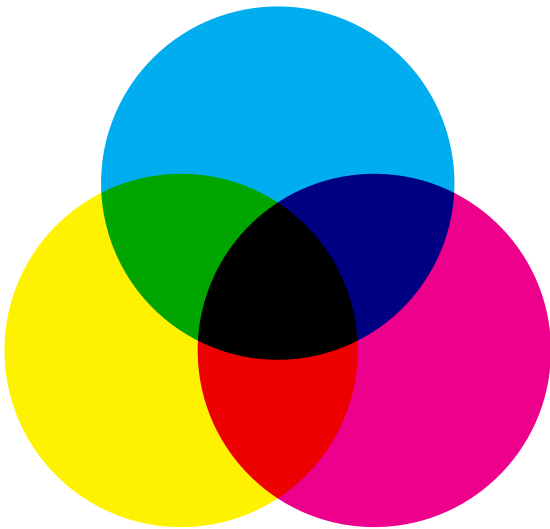
MAMMOTH
LABELS & PACKAGING



Color Profiles

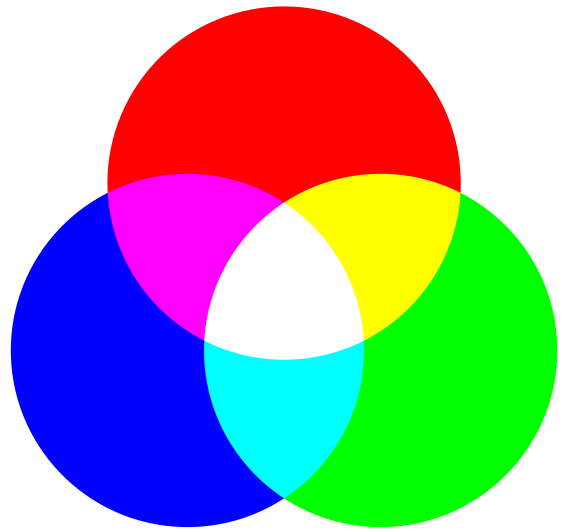
CMYK

CMYK stands for “Cyan, Magenta, Yellow, Key (Black)”, and is the ideal color profile to use when preparing a digital print file.



RGB

RGB stands for “Red, Green, Blue” and is the color scheme used on electronic displays. Software often defaults to RGB because it offers the widest range of colors, but should not be used when designing for print.



Pantone

Pantone is a company who has produced a standardized color matching system which uses their own proprietary numbering system for identifying colors.

Pantone colors are commonly referred to as PMS colors (which stands for Pantone Matching System), or “spot colors.”





Pantone Tips

When starting a project, look for a Pantone color than most closely fits your company's brand colors. If your company has a brand guideline document, it's likely listed in there. In printing, it can be difficult to reproduce certain hues, so utilizing a Pantone color in your design guarantees a consistant color match.

Pantone Formula Guide

Pantone offers a myriad of formula guides and chip books that showcase PMS colors, including their Pantone Formula Guide that we recommend for designers.



Coated vs. Uncoated

The Pantone Formula Guide listed above includes both coated and uncoated swatches, which will help identify the way color will look on a coated label (shiny) or an uncoated label (matte).

Why Pantone?

CMYK colors only match PMS colors only about 55% of the time. If the exact color match is crucial to your design, it's important to leverage Pantone colors.

When calling out Pantone colors, be sure to use their PMS number like the example below:

Right: PANTONE 300 C

Wrong: CMYK 100 62 7 0

Color Limitations

Mammoth can reach up to 98% of the color gamut, however true neon and pastel colors are outside of the color range.





Preparing Design Files



Adobe Illustrator

When setting up a new design file in Illustrator, the “New Document” screen will have a field labeled “Color Mode.” Make sure this dropdown menu has CMYK selected.

To convert a whole document to CMYK when you’re exporting it to a PDF, go to:
File → **Save As** → Choose **“Adobe PDF”**



Adobe Photoshop

When setting up a new design file in Photoshop, the “New Document” screen will have a field labeled “Color Mode.” Make sure this dropdown menu has CMYK selected.

To convert a whole document to CMYK when you’re exporting it to a PDF, go to:
File → **Save As** → Choose **“Photoshop PDF”**



Adobe InDesign

InDesign will default to CMYK when you select “Print” as the “Intent” for the document preset.

InDesign does not embed images into your file, rather it links them. This means that even though your file is set up in CMYK, the linked image(s) won’t automatically convert to CMYK. You’ll either need to convert images to CMYK beforehand, or convert them to CMYK when you export your document as a PDF. Here’s how to do that:

File → **Adobe PDF Presets** → Choose **“[High Quality Print]”**

For all Programs, after choosing **File** → **Save As**, a PDF preset window will appear. Choose the **“Output”** tab on the left-hand side and change the **“Color Conversion”** field to say **“Convert to Destination.”** Make sure your **“Destination”** field says **“U.S. Web Coated (SWOP) v2.”** This is another way of saying “CMYK.” Then click **“Export.”**