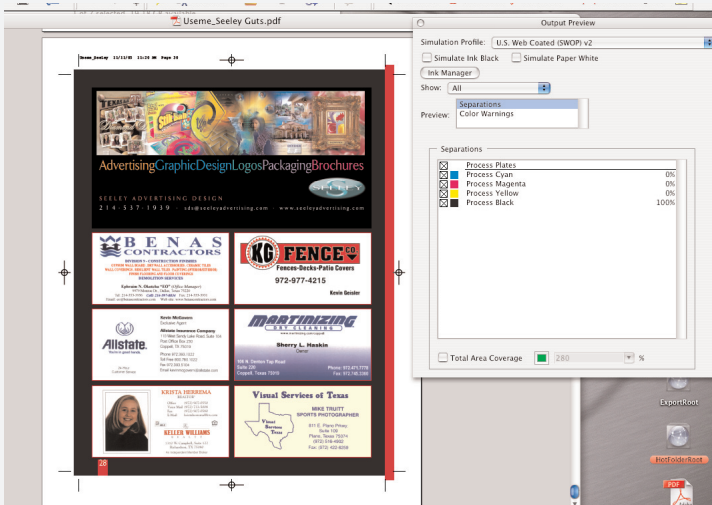


Rich Black

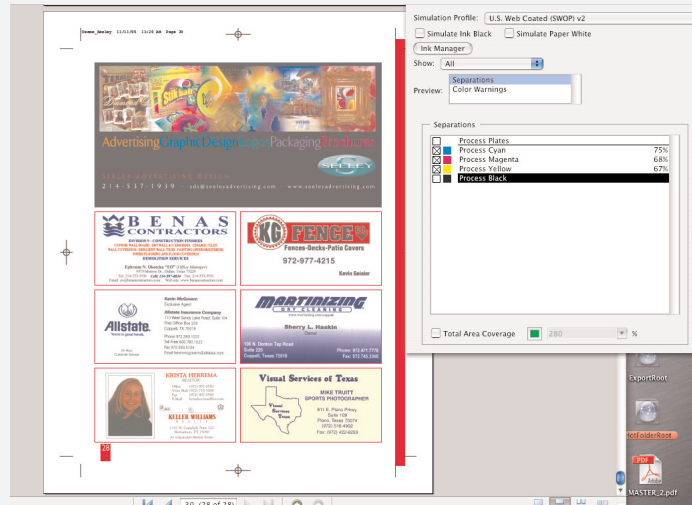
Rich Black

When do we need to make Black a Rich Black?

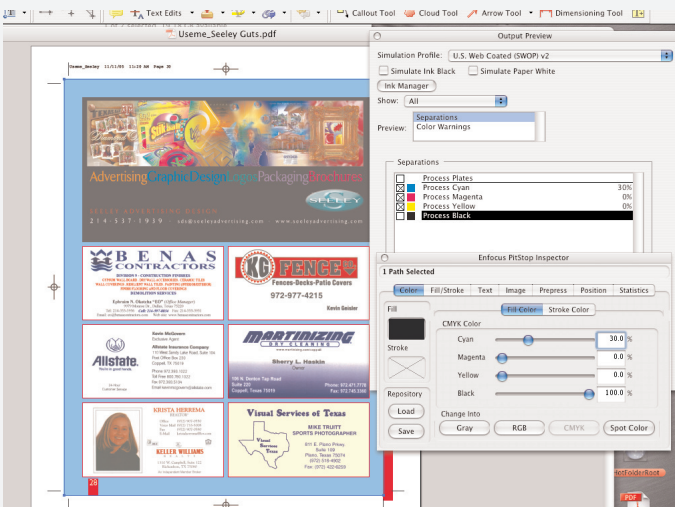
When you use a solid Black that takes up at least a 1/4 of the page it will need to be a rich black. We make our rich blacks 100% Black and 30% Cyan. (Which makes total ink density 130%). We recommend for total ink density to not exceed 300%, otherwise it may clog up text, etc. on press. Also, if you place logos or other graphics from other applications on top of the black make sure the black in the graphic you are importing shares the same mix or else you will get different color blacks on press. (see example below)



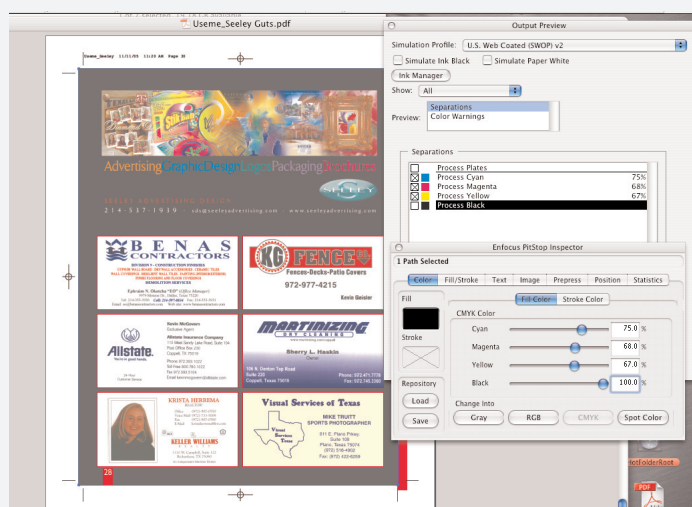
This is a page that needs a rich black



This is the same page with the Black separation turned off. The black, if printed like this will show up as a deep gray on press instead of a deep black.



Still hiding the black plate I added 30% Cyan to Black (We make our rich blacks 30% Cyan and 100% Black, however it doesn't match the black that was used in the top ad.



To match the black used in the top ad I made it the same CMYK mix. Although the black in the ad has a total ink density of 310% which we recommend no more than 300%