

WHEN TO USE RICH BLACKS INSTRUCTION SHEET

We prefer our **RICH BLACKS** to be setup as:

30% CYAN 30% MAGENTA 30% YELLOW 100% BLACK

ITEMS THAT SHOULD BE SET UP AS A RICH BLACK

1. Any large headlines should be set up as a RICH BLACK.
2. Any large solid black graphics, boxes, or reverse type should be set up as a RICH BLACK.
3. Any borders, tabs, or bleed bars should be setup as a RICH BLACK.
4. Black type or boxes that partially cover other graphics should be a RICH BLACK to avoid them not appearing a uniform density.

ITEMS THAT SHOULD NOT BE SET UP AS A RICH BLACK

5. Any sub headings or type, text, copy, paragraphs, or prices should NOT be setup as a RICH BLACK (100% black is fine, anything less will appear as gray). If you want gray type 80% black is recommended.
6. Any small line work, graphics, or tables should NOT be setup as a RICH BLACK.

