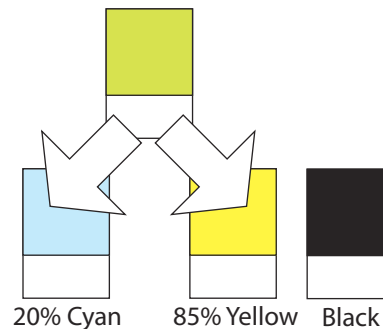
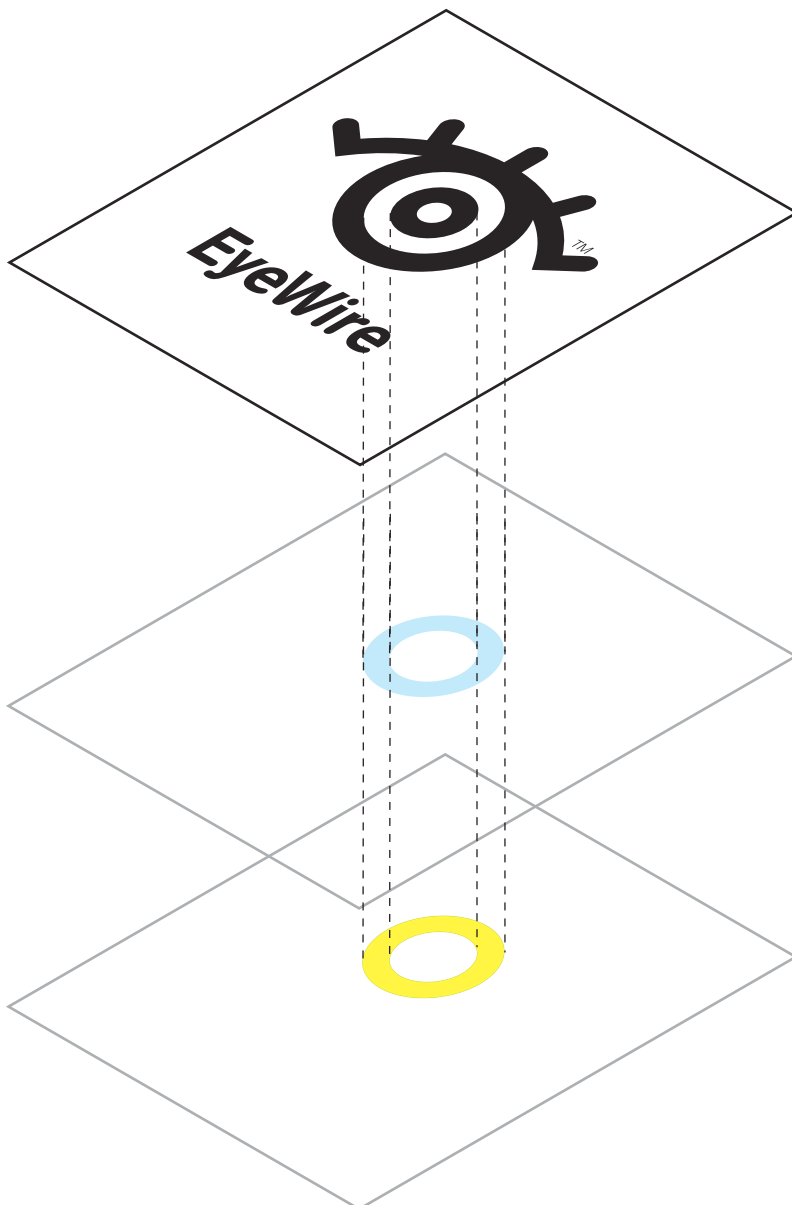


# Spot colours converting to CMYK "equivalents"

To use this logo in 4 colour process printing (CMYK) the Pantone colour of 389 is converted into a 20% tint of Cyan ink and an 85% tint of yellow ink which are overprinted to produce a colour similar but usually not exactly the same as Pantone 389.



Some Pantone colours will reproduce well when converted to CMYK other will not. A Pantone Spot to Process swatch book can indicate when colour shifts will occur.



It separates into 3 printing plates

1 for 20% Cyan

1 for 85% Yellow and

1 for Black ink only

The Cyan and yellow ink print over each other to produce a colour similar to Pantone 389.

The Black is printed last over the other colours

You can either have a different logo for use in CMYK printing or you can let the software convert the colours for you at separation time. You must tell your printers to do this.