

# Color FAQ'S

What does PMS stand for?

Pantone Matching System

What is a Pantone?

Pantone is the standard language for color identification and communication

What is CMYK?

CMYK refers to four color process printing, using Cyan, Magenta, Yellow and Black inks.

What color pallet do you use?

Pantone CP

What color process do you print in?

CMYK

What DPI do you print at?

200 at full size

What resolution do my photos need to be?

200 dpi at full size

Can you achieve metallic or neon colors?

No

What is a PMS test grid and how much does it cost?

A test grid is a print sample of your PMS color and it's surrounding color family. The first test grid is free of charge however you are responsible for freight.

Can you print specific PMS colors?

While we cannot guarantee an exact PMS color match we will print your PMS color as close as possible.

Should I convert my art to CMYK instead of leaving PMS colors in the file?

If you are looking to achieve a specific PMS color, we ask that you keep it in the art file.

Are you G7 certified?

Yes