

# COMMON COLOUR APPEARANCE

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From the client and printers perspective

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# So what is Common Colour Appearance?

- As Andy stated: Common appearance is about how multiple instances of the same content appear when reproduced using multiple means and viewed across different conditions
- However, to clients and PSP's, it is increasingly used to cover production by the many processes available; offset litho, gravure, screen process, flexographic, the myriad digital printing technologies and on to CrossMedia

# Why is it needed?

- The driver for this comes from clients, brands, corporates, retail, agencies
- They need their images, pages, websites, brand colours and logos to look the same, everywhere!
- Especially when, within a 'promotion', where many printing processes and substrates are used
- And then we have the CrossMedia colour issues...

# The technical challenges...

- Differing device colour gamuts across the printing processes
- The vast array of papers, boards, plastics, textiles and other substrates in use
- Every combination of printing process/device, ink/pigment/dye, and substrate needs a ICC profile!
- And this is before any thought is given to the need for common colour appearance

# What 'common colour gamut' to use?

- Offset litho v digital colour gamut's
- Many digital printing machines, small and wide format, have differing or larger colour gamut than offset litho
- No ISO standards for digital printing, yet!
- ISO 12647/2, 'Fogra 39', sRGB, dsRGB Adobe RGB 1998, ECI RGB v2, ERA PaC.Space, G7, GMG ColorMaster, etc
- So is there a need for an CMYK master 'working space'?

# ISO 12647/2 and Fogra 39

- Yes, it's a offset litho standard
- The common colour gamut by default?
- Why use the smallest colour gamut for mixed print processes production?
- Should you use the full gamut of a digital printing device?

# The driver is from the clients and the printers markets

- For some markets it may be better using the full gamut of the printer
- Brands are demanding that colours match across all media
- Do not underestimate the communication and educational needs in this area

# Summary

- The need to match colour across many differing printing processes and substrates
- It is client driven and will be come an increasing demand
- Many ways of managing the technology and solution
- The one best suited will depend on the technology used and the market requirements



Thank you

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