

# Color reproduction in printed documents



## Commercial printing

There are four standard methods of commercial printing.

**One-color method.** This method uses one ink only. Usually the ink is black.

**Two-color method.** This method uses black ink and a second ink, PMS 208 (crimson). This second ink is also referred to as spot color.

**Four-color process method.** This method uses four standard inks: Cyan, Magenta, Yellow and Black, which combine on the printing press to create a full-color printed document.

**Tip:** When preparing your document to be printed using the four-color process method, set the color in your files following the process color formula for the CMYK values in the NMSU Branding Color Palette. The palette specifies the settings you must use. Do not use your program default settings for the CMYK values.

**Five-color method.** Five-color printing uses the four-color process method, applying the four standard inks, Cyan, Magenta, Yellow and Black, to create a full color document, but adds a spot color PMS ink to accurately reproduce a specific color. For NMSU documents, PMS 208 ink is the spot color to use.

**Tip:** To prepare your files for this method, follow the four-color process as described above, but set your crimson to PMS 208.

## Selecting paper stock

We recommend using coated stock White Matte or White Dull paper. These paper stocks most accurately reproduce NMSU crimson and the text is easy-to-read. Gloss paper can occasionally be used, depending on project, but text is not as easy to read. Such projects include presentation folders and calendars. Uncoated paper may occasionally be used, again depending on project, but be aware that uncoated paper soaks up more ink, yielding somewhat duller colors or colors of a different hue. Projects where uncoated paper might be used include contact cards and newsletters.

## Best practice for printing and paper selection

For the best commercial printing results, print using 5-color (4-color plus PMS 208) on a coated matte or dull white paper stock. We recommend this method for documents intended for external audiences, especially for recruitment, recognition and prestige-building publications.

## Desktop & network printing

For accurate color, set up your files following the four-color process method tip: When preparing your document to be printed using the four-color process method, set the color in your files following the process color formula for the CMYK values in the NMSU Branding Color Palette. The palette specifies the settings you must use. Do not use your program default settings for the CMYK values.

Set your margins according to your network or desktop printer's guidelines, so that your copy and art stays within your printer's "live area." The printer will not reproduce any content outside this live area of the paper.

All documents set up in color will print in black and white on one-color desktop and network printers. The printer will convert all the colors to shades of black, or "gray-scale."

**Tip:** to adjust the shades of gray, adjust your document's color values.

## Contact Us

For more information, contact Marketing Services between 8 a.m. and 5 p.m. at 505-646-3221, or [mktgserv@nmsu.edu](mailto:mktgserv@nmsu.edu).

# New Mexico State University Branding Color Palette

## Primary Color

NMSU crimson should always be the most prominent color used.



Process color Formula:  
C=10 M=97 Y=37 K=43

Spot:  
PMS 208

RGB Web #:  
882345

## Secondary Colors

These colors can be used to support the primary crimson color to bring variety and resonance to the design.



Process color formula:  
C=100 M=78 Y=5 K=18

Spot:  
PMS 280

RGB Web #:  
004286



Process color formula:  
C=0 M=30 Y=100 K=0

Spot:  
PMS 124

RGB Web #:  
EAAB0D

## Third-Tier Colors or Accent Colors

These colors should be used minimally as accent colors that can help expand a design's richness and vibrancy.



Process color:  
C=100 M=10 Y=35 K=40

Spot:  
PMS 323

RGB Web #:  
006265



Process color:  
C=0 M=70 Y=100 K=20

Spot:  
PMS 167

RGB Web #:  
BD4F19



Process color:  
C=61 M=88 Y=0 K=0

Spot:  
PMS 2602

RGB Web #:  
80379B



Process color:  
C=0 M=50 Y=100 K=0

Spot:  
PMS 138

RGB Web #:  
DF7A00



Process color:  
C=80 M=0 Y=75 K=35

Spot:  
PMS 349

RGB Web #:  
00693C



Process color:  
C=100 M=60 Y=0 K=5

Spot:  
PMS 661

RGB Web #:  
003591