COMMON COLOUR APPEARANCE

From the client and printers perspective

By Paul Sherfield
The Missing Horse Consultancy Ltd
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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 then 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