# References for color communication

Juergen Seitz, GMG, 2015/12/07

PSOuncoated

FOGRA51

gmg color

PSOnewspaper26v4

GRACoL

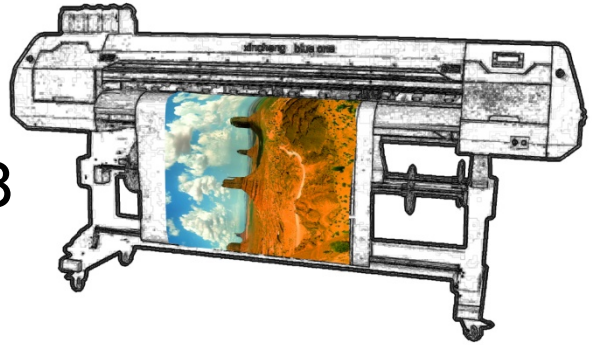
# Variables, variables…

ISO

CRPC6

PSO

- Every improvement of the accuracy of our quality measures, enlarges the number of variables
- … for more and more output channels
- … for more and more inking systems and pigments
- …



CRPC3

GRACoL2013

Swop#5

FOGRA39

13655

CRPC5

PSR

JapanColor

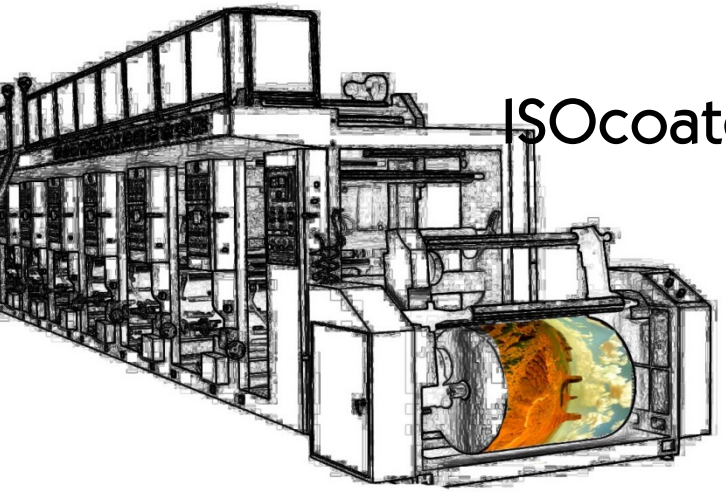
3664

SNAP2007

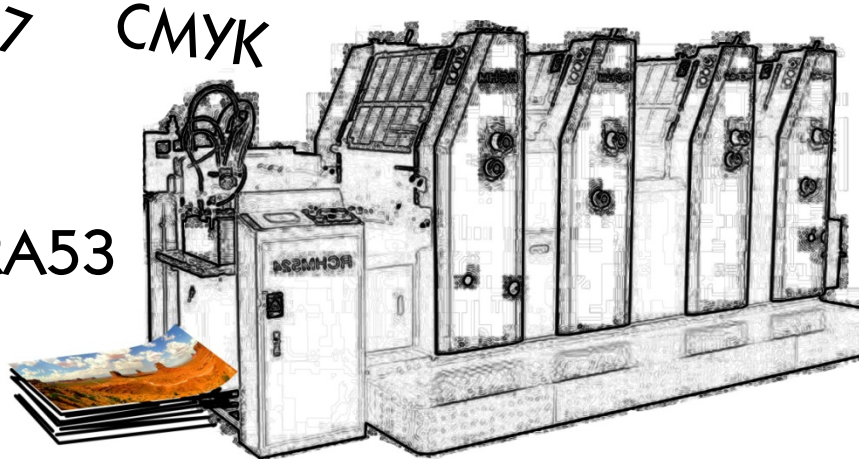
12647

CMYK

ISOcoatedV2



FOGRA53

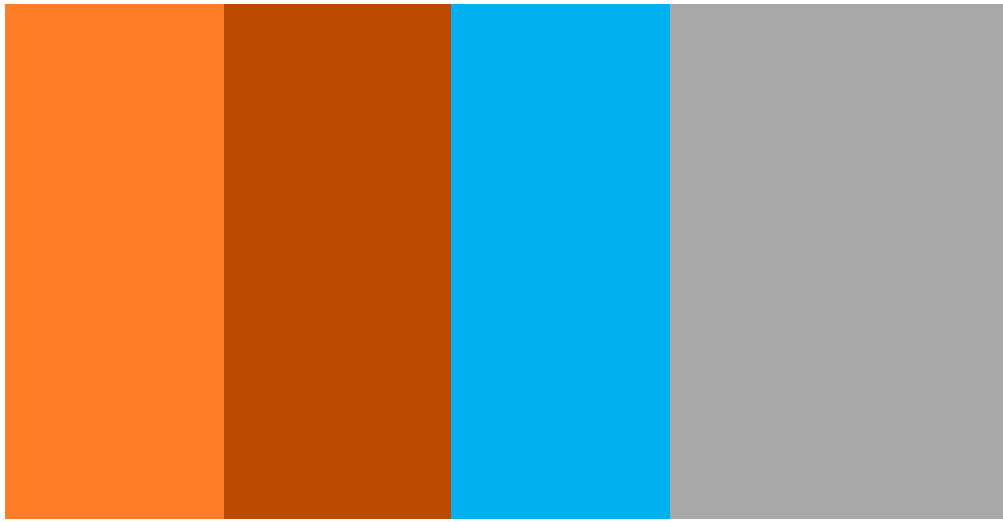


# References for color communication

- We used to use physical references for color communication in the past?

# References for color communication

- … and we still do!



# References for color communication

- … and we are used to accept process specific differences or tolerances.

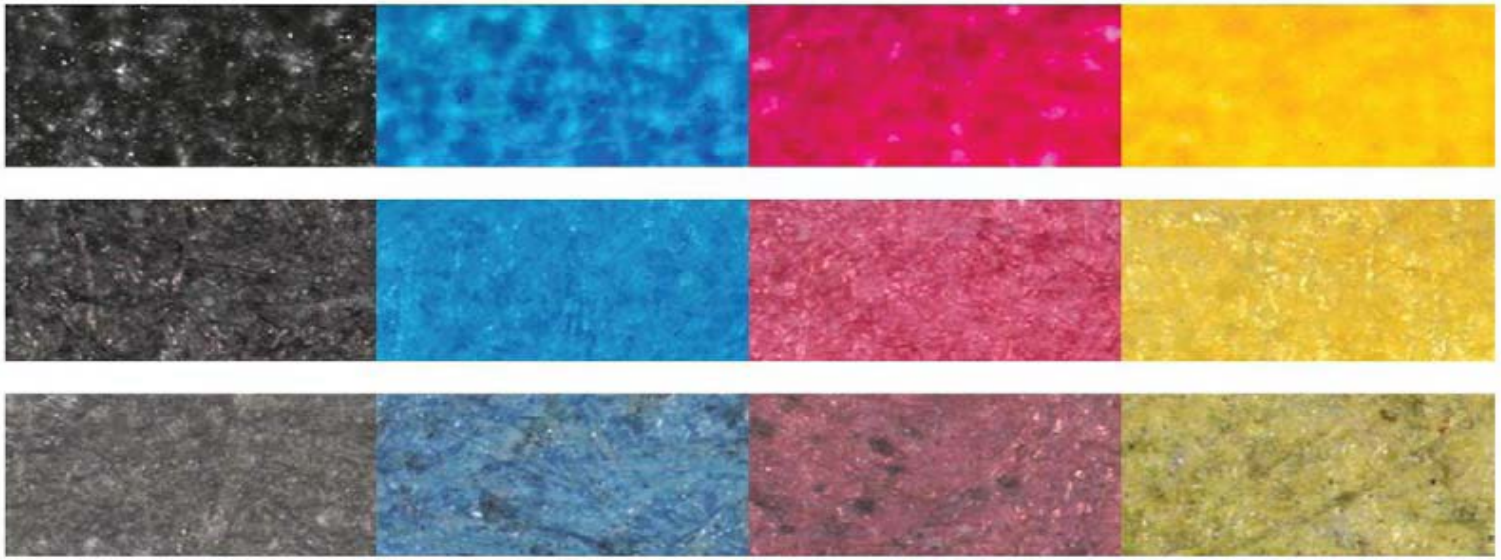
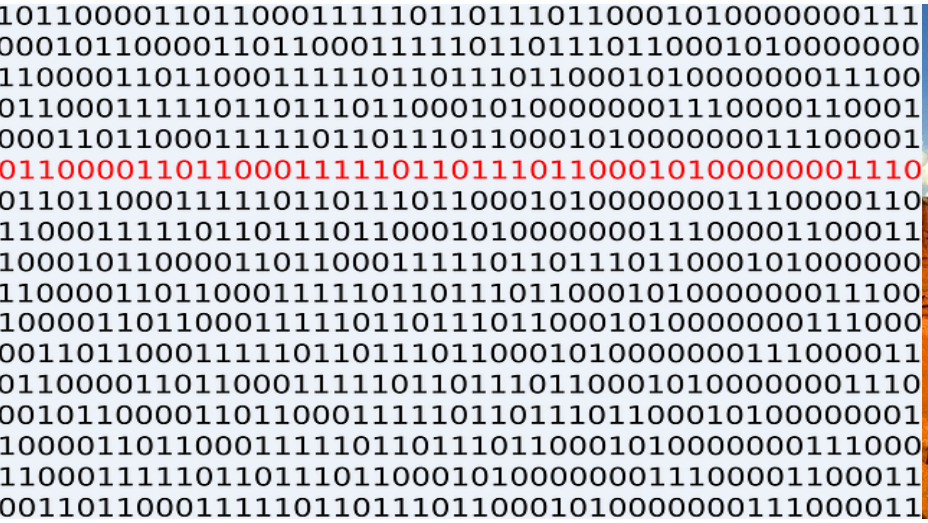


Abbildung A-135: Mikroskopaufnahmen von Primärfarben-Volltöne, die standardisiert auf Bilderdruckpapier (1), Naturpapier (2) und Zeitungspapier (3) gedruckt wurden.

Source: ProzessStandard Offsetdruck des bvdm, www.prozess-standard.de

# References for color communication

- What is the color reference for an image in a digital workflow?

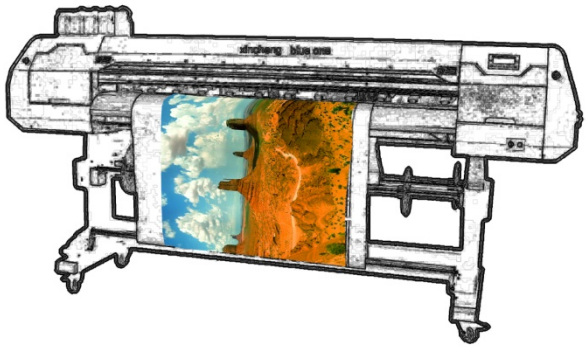


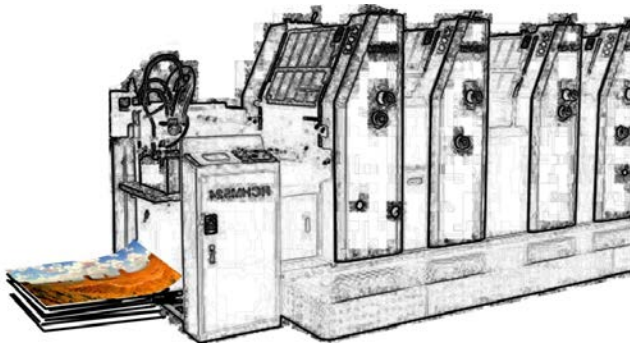
# References for color communication

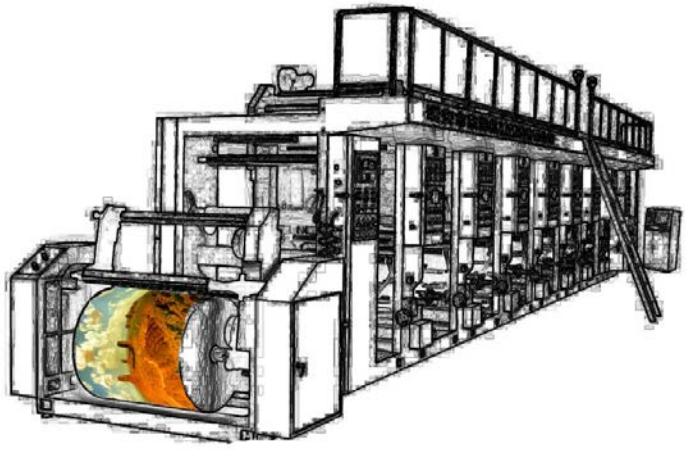
- A digital proof is the most reliable tool to create physical color references.

# References for color communication

- … for the many output options.







# References for color communication

- … either as a relative reference

# References for color communication

- many use-cases take a proof just as a relative reference for a production.
  E.g. „FOGRA39-proof for everything“

# References for color communication

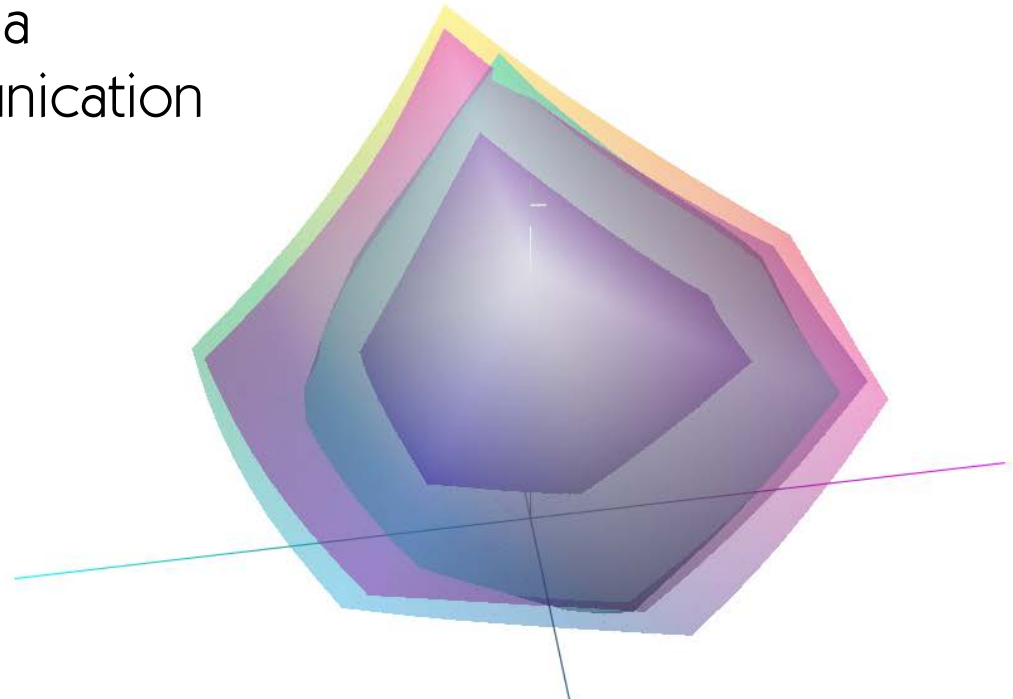
- … or an absolute reference, where the printing process parameters and the substrate tint are considered accurately.

# References for color communication

- Tasks:

  - Find a measure to describe the quality of a relative match

  - Establish one (or 2?, or 3?) colorspace that covers most of the needs in a relative color communication



Wherever

a

color

goes

it

stays

that

color