

INSTALLING AND USING OUR CMYK COLOR PROFILE

We use one primary ICC color profile all of our CMYK press output; the file is **AVL CMYK 2012 - GRACoL2006_Coated1v2.icc** and was included in the .zip file.

It is based on an industry-standard color profile (GRACoL 2006), slightly modified for our 300% total ink limit and with a slightly higher GCR.

INSTALLING THE PROFILE

For Mac OS X:

- Copy the .icc file to [your home folder]\Library\ColorSync\Profiles

For Windows:

- Copy the .icc file to C:\Windows\System32\spool\drivers\color

(note: on recent versions of Windows you can right-click on an .icc file and select Install Profile.)

CMYK CONVERSIONS

You can use our profile for converting RGB images to CMYK, or for converting CMYK images that use a different profile (such as Web SWOP) to our profile.

To make a profile conversion, use **Edit > Convert to Profile** (instead of **Image > Mode > CMYK**, which will use your default profile). This allows you to specify the color profile to use, as well as how the conversion is made.

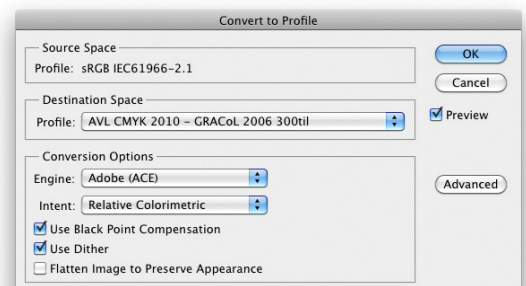
We recommend the following conversion settings:

- Destination Space: AVL CMYK 2012 - GRACoL 2006 Coated1v2
- Engine: Adobe (ACE)
- Intent: Relative Colorimetric or Perceptual

(This setting controls how Photoshop handles colors that are outside of the CMYK gamut. Neither one is correct, it really depends on the specific image. The best way to evaluate is to have Preview turned on, and change this setting while looking at the image. Choose the one that looks best although you may not see any difference at all!)

- Use Black Point Compensation (checked on)
- Use Dither (checked on)
- Flatten Image To Preserve Appearance (on or off)

(Sometimes the image will convert differently if it's still layered vs. flattened; this is dependent on the specific construction of the layers and there is no right or wrong setting here. Just be careful to do a Save As to a different filename if you do flatten, so you don't overwrite your layered original. We recommend using the TIFF format for all flattened images, and PSD for all layered files, to avoid confusion.)

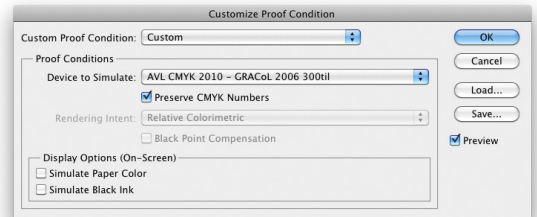


SOFTPROOFING

You can also use our profile to preview how your images would output on our end, without actually converting them. There are two different methods; you can use Photoshop's Proof Colors feature, or you can simply assign our profile to the image(s).

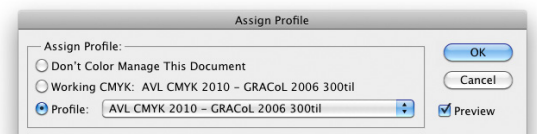
For RGB or CMYK images:

- **View > Proof Setup > Custom**
- Device to Simulate: AVL CMYK 2012 - GRACoL 2006 Coated1v2
- Preserve CMYK Number (checked on)
- You can toggle this on and off by choosing **View > Proof Colors** (Mac: CMD-Y / Windows: CTRL-Y)



For CMYK images only:

- **Edit > Assign Profile**
- Profile: AVL CMYK 2012 - GRACoL 2006 Coated 1v2



Please note that accurate softproofing requires a quality monitor that has been calibrated (preferably with a hardware calibrator such as an [X-Rite Eye-One](#), [Pantone ColorMunki](#) or [Huey](#), [DataColor Spyder](#), etc.), and a controlled viewing environment. And even with those in place we cannot guarantee to exactly match what you see on your screen.

FURTHER READING

It is beyond the scope of this document to fully explain how to build and implement a color-managed workflow for your particular setup. These instructions are designed to provide a basic guideline to working with our CMYK profile.

If you are interested in learning more about color management, including calibrating your monitor and design environment, and using color profiles to manage your color across multiple devices, we highly recommend [Real World Color Management](#) by Bruce Fraser, Chris Murphy and Fred Bunting (Peachpit Press). The Adobe helpfiles and website provide a lot of supplementary information regarding color management, settings and functionality specific to their programs, and there are numerous online guides and tutorials about color profiles and calibration of various devices.