

Print Color Specification

COATED STOCK, FINISH VARIES BY PIECE · V1.1

For print, the CMYK values are authoritative. Build from these, and do not convert from RGB or from Pantone or substitute your own values. HEX and RGB are provided for digital and screen use only.

COLOR PALETTE

	Campaign Navy <i>Headlines, rings, type, dark fields, portrait halftone.</i>	HEX RGB CMYK	#032858 3, 40, 88 100 / 57 / 0 / 37	SCREEN SCREEN AUTHORITATIVE FOR PRINT
	Accent Red <i>Accent only. Stars, rules, the word VOTE.</i>	HEX RGB CMYK	#820803 130, 8, 3 28 / 100 / 100 / 30	SCREEN SCREEN AUTHORITATIVE FOR PRINT
	Campaign Cream <i>Main background field.</i>	HEX RGB CMYK	#EEE7C3 238, 231, 195 0 / 2 / 15 / 0	SCREEN SCREEN AUTHORITATIVE FOR PRINT
	Light Cream <i>Secondary background, behind portrait, inset panels.</i>	HEX RGB CMYK	#F9F7E2 249, 247, 226 0 / 0 / 9 / 0	SCREEN SCREEN AUTHORITATIVE FOR PRINT
	Black <i>QR code only. Single-channel black (100K), not rich black.</i>	HEX RGB CMYK	#000000 0, 0, 0 0 / 0 / 0 / 100	SCREEN SCREEN AUTHORITATIVE FOR PRINT
	White <i>Unprinted paper.</i>	HEX RGB CMYK	#FFFFFF 255, 255, 255 0 / 0 / 0 / 0	SCREEN SCREEN AUTHORITATIVE FOR PRINT

PRODUCTION NOTES

1. Stock finish varies by piece (see Stock by Piece). The CMYK values assume a coated gloss or semi-gloss finish.
2. The CMYK values above are authoritative. All swatches are defined in the supplied file. Please do not convert from RGB or from Pantone, and do not substitute your own values.
3. The portrait halftone should be built as a single-channel duotone or colorized grayscale riding on Campaign Navy. Please do not process it as a four-color CMYK photograph.
4. The QR code must be 100K only. A four-color build softens the edges and can affect scan reliability.
5. Reversed cream type on navy and on red requires tight registration. Please check these areas on the proof.
6. Hairline rules should be no lighter than 0.5pt.
7. Please send a hard proof on the actual stock before the run.

STOCK BY PIECE

Our CMYK palette is calibrated for coated stock, but not every piece is fully coated. Match the finish to the piece.

All pieces	The CMYK values assume a coated gloss or semi-gloss finish. The colors were designed to look right on coated stock.
Palm cards	Gloss or UV coating on both sides, as with most industry-standard palm cards.

Postcards

MISSION CRITICAL

Front is coated gloss or semi-gloss. The back must be uncoated and writable so volunteers can hand-write on it. Do not gloss the back. This is mission critical.

On an uncoated writable side, the same CMYK build will look a little more muted than on the coated side. Please check the uncoated side on the hard proof.

PRINT REQUIREMENTS

Union Bug

Union bug required. The print shop supplies its own bug artwork. Place it discreetly along the bottom edge near the disclaimer.

Required Disclaimer

Exact wording, on every printed piece:

Paid for by Friends of Ryan Grissinger

CONTACT

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