GRISSINGER FOR COMMISSIONER

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

Headlines, rings, type, dark fields, portrait halftone.

HEX	#032858	SCREEN
RGB	3, 40, 88	SCREEN
CMYK	100 / 57 / 0 / 37	AUTHORITATIVE FOR PRINT

Accent Red

Accent only. Stars, rules, the word VOTE.

HEX	#820803	SCREEN
RGB	130, 8, 3	SCREEN
CMYK	28 / 100 / 100 / 30	AUTHORITATIVE FOR PRINT

Campaign Cream

Main background field.

HEX	#EEE7C3	SCREEN
RGB	238, 231, 195	SCREEN
CMYK	0 / 2 / 15 / 0	AUTHORITATIVE FOR PRINT

Light Cream

Secondary background, behind portrait, inset panels.

HEX	#F9F7E2	SCREEN
RGB	249, 247, 226	SCREEN
CMYK	0 / 0 / 9 / 0	AUTHORITATIVE FOR PRINT

Black

QR code only. Single-channel black (100K), not rich black.

HEX	#000000	SCREEN
RGB	0, 0, 0	SCREEN
CMYK	0 / 0 / 0 / 100	AUTHORITATIVE FOR PRINT

White

Unprinted paper.

HEX	#FFFFFF	SCREEN
RGB	255, 255, 255	SCREEN
CMYK	0 / 0 / 0 / 0	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:

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Paid for by Friends of Ryan Grissinger
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CONTACT

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