

### ICC Colour Profiles Explained

A profile determines the correct colour calibration for the specific media, RIP, printer and ink combination being used, and is specific to the media finish as well as the RIP version. There are two main reasons why using the correct profile is vitally important.

The first is to create accurate colours in the print, such that solid colours may accurately represent a corporate colour, a face tone may look realistic, or black tones are prevented from posterising.

The second is to prevent print defects, most commonly caused by the printer putting down too much ink too fast. The 'confidence bar' can be a quick reference to check correct colours. Such problems as horizontal print banding, ink bleeding or pooling are avoided by using the correct profile.

Profiles are created at specific resolutions, such as 540x720dpi, and are generally tailored to the type of media, so that a banner media may require a high speed low resolution profile, while glossy vinyls tend to be used for higher resolution, more close up images.

Each different Metamark media should be printed using its own profile, though if one is not available the sales office can advise on the most suitable alternative. Further adjustments can generally be made by the user within the RIP, such as adjusting the pass rate from say 2 to 4 pass to improve print quality, or reducing the ink limits to prevent over saturation

### Matching Sign Vinyl to Pantone® or RAL

Graphics are often specified by the end user to be produced to one of several colour matching reference systems that are used across industries, including Pantone®, RAL and British Standards.

Most Sign Vinyl ranges are not cross referenced to these systems, as a typical vinyl range will never be able to match the variations of shades in each colour matching system. A true match can often more simply be produced by digitally printing the colour. Alternatively the Sales Office will be pleased to advise you on the closest match available from within our ranges, or supply a Pantone or RAL swatch to assist.

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For further technical support email [technical@metamark.co.uk](mailto:technical@metamark.co.uk) or call +44 (0)1483 571111

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