

What's up with HARVEY?

An RR Donnelley Hoechstetter TipLine publication

Since we introduced our proprietary 8-color printing process in 2006, HARVEY has been used to reproduce "impossible" colors in more than 15-million faux-chipped paint cards and inspiration pieces. As designers begin to seize the opportunity to use this expanded palette for everyday publications, we hear the same questions repeatedly. Our three most frequently asked questions?

How do I select HARVEY colors?

The key to HARVEY is a 16-page color selector of 9,000+ numbered swatches that cannot be reproduced with CMYK inks alone. You simply create a custom color in any common application, and name it by its corresponding HARVEY number. Alternately, you can specify your favorite PMS colors and mark on supplied lasers or PDF's which ones require enhancement. Our color technicians will select optimal builds. While final files should be supplied as CMYK, viewing in RGB will give you a better idea of how HARVEY colors will reproduce.

How do you proof HARVEY colors?

Just like spot colors. HARVEY colors will be simulated as RGB on your monitor, and as CMYK on your local printer and our contract proofs. Just like spot colors, the actual color is shown on a highly accurate printed swatch. The principle difference is that a spot color will only yield one hue, and a few different values of that hue in the form of screen builds. Adding one HARVEY color, on the other hand, adds 2,300 new hues—most of them cleaner and brighter than CMYK builds.

Can HARVEY be incorporated into photography?

Most photographic images, because of variations in light and shadow, reproduce pretty well with CMYK. For images needing help, specify an area of pure color and note a desired HARVEY color match. Our color department will swap out a portion of the dirty CMYK color driver with a cleaner HARVEY driver. Some unwanted color is always necessary to maintain natural shadows and detail. Talk to your RR Donnelley rep to see samples from our growing library.

To receive a free 2010 wall calendar featuring a selection of brilliant colors from HARVEY's unique palette, reply to this email with your physical address or see your RR Donnelley representative.

Next TipLine: Pre-press do's, don'ts and forget-about-its.

About TipLine: This occasional e-newsletter is being sent to you as a service of RR Donnelley Hoechstetter. Subsequent issues will include quick tips on saving money, preventing errors and improving the quality of your print communications. To unsubscribe reply to this email with the word "unsubscribe" in the email subject line.

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