

# RR DONNELLEY COLOR GUIDANCE

## Proof Identification

### OVERVIEW

This document outlines the usage parameters and quality expectations for the range of proofs that RR Donnelley is called upon to match on press. The information is targeted to both our customers and our Press Crews.

RR Donnelley Book Publishing Services serves a large number of customers with a broad range of subject matter and printing expectations. Any type of proof may be deemed acceptable by the customer based upon their needs, but the utilization of those proofs becomes dependent upon the performance of specific proofs on press. Listed below is the method by which RR Donnelley will utilize the different levels of proofs.

### LEVEL ONE PROOFS

Level One Proofs are halftone dot proofs that are GRACoL G7 certified for color guidance on press. They can be digital or analog (see charts on following page). When RR Donnelley is supplied with this type of proof for color guidance, the first priority will be to match the proof as closely as possible. However, if RR Donnelley has to vary more than .10 density from the standard for that paper stock to match the guidance, the Quality Department and/or Press Supervisor will be notified to determine a course of action.

### LEVEL TWO PROOFS

Level Two Proofs may or may not be GRACoL G7 certified for color guidance. Their intent is to give a visual representation of the color that is expected in the final printed piece. These proofs cannot be analyzed with a loupe for process color values because they are not halftone dot proofs. When using these proofs, RR Donnelley's first priority will be to utilize "Measured Print" and print within existing industry print characteristics of density, dot gain, print contrast, and ink trap. Then, if the Press Crew can get visually closer to the proofs by adjusting color, they will do so. However, they will not make huge shifts while attempting to match proof color as there may be variation inherent in the proofs themselves.

### LEVEL THREE or COLOR POSITION PROOFS

Level Three Proofs provide a guide for color breaks and content only. The press color-match guide should be "Measured Print" characteristics of density, dot gain, print contrast, and ink trap. The Press Crew will not try to match the color of these proofs on press.

**PMS Colors:** Pantone PMS colors can be simulated using 4/c process colors. In order to ensure the best quality proof possible, only Level One proofing devices should be used for this purpose. Simulated process color proofs will show an approximation of the Pantone color but will not be an exact color match. Please request an ink draw down of the Pantone color for a representation of how the color will print.

### THE PROOF CHARTS

The following charts are as complete as possible at this time. As new proofing systems are being continually introduced, we will update this listing as data becomes available. If you have any questions concerning the type of proofs to use for your project or how we will use them upon receipt, please contact your Sales Representative or your divisional CSR.

**CONVENTIONAL (ANALOG) COLOR GUIDANCE**

<b>Proof Type</b>	<b>Level One Color Guidance</b>	<b>Level Two Color Guidance</b>	<b>Level Three Color Position Guidance</b>
Agfa Pressmatch	X		
Agfa Recoprint			X
Cromalin	X		
Dupont Waterproof	X		
Ektacolor			X
Fuji Color Art	X		
Imation Matchprint	X		
Konica Konkensus			X
Naps/Paps			X
Press tearsheets or previously printed books* (3 sets are needed)		X	
Progressive Proof		X	

**DIGITAL COLOR GUIDANCE**

<b>Proof Type</b>	<b>Level One Color Guidance</b>	<b>Level Two Color Guidance</b>	<b>Level Three Color Position Guidance</b>
Agfa Sherpa		X	
D-4			X
Digital Laser Proof			X
Dupont Digital Waterproof		X	
Epson 5000			X
Epson 9000		X	
Fuji Finalproof	X		
Fuji First Look		X	
Fuji Pictro Proof		X	
CREO Spectrum	X		
Imation		X	
Imation Rainbow		X	
Iris		X	
Kodak Approval	X		
Kodak DCP 9,000/9,500		X	
Polaroid Dry Jet		X	
Polaroid Polaproof	X		
Polaroid Prediction	X		
Screen Tru-rite	X		
Soft Proof			X
Sony Spectraproof		X	