Deciding which color correction to use

Color printers and computer display screens produce color differently. Printers use the subtractive primaries CMYK (cyan, magenta, yellow, and black), and produce color when light is reflected off the paper. Computers use the additive primaries RGB (red, green, blue) with a light-emitting CRT screen. The printer and the computer screen each have a different range of possible colors they can produce, with some overlap between them.

Software application packages specify color in different ways, for example as CMYK or RGB, or they may give you a choice. Get to know your applications so you can work more efficiently.

The TekColor color correction options are available for a finer degree of control over color. Since no single color correction option can address all uses, refer to the following table for the description that best fits your printing situation, and try the suggested color correction.

Printing objective or problem	Color correction to use
Turn off all color corrections	None
Using PANTONE Colors	
Brightest, most vibrant colors	Vivid Color
Overhead transparency presentations	
Blue colors are printing too purple	
Colors are washed out or faded	
Colors should match computer display screen*	Simulate Display
Colors are too dark	
Colors should match a printing press standard	SWOP Press Euroscale Press Commercial Press
Print in gray scale	Monochrome
Use printer's current color defaults	Use Printer Setting
Use Adobe's standard color conversions	Raw CMYK Raw RGB

* For other ways of matching the screen's colors, use ColorSync color matching on a Macintosh or use host color correction in Windows 95.

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