Inks the press carries, on plates of their own

A spot colour is one number, not four: how much of that ink goes down. Where the ink is not to hand, the tint transform the file carries shows it — which is what these swatches are.

Corporate Blue, one plate, ten tints



Corporate Gold, a second plate



Two inks, one sheet

Set in the second ink, over a fifteen percent tint of the first.

The four crosshairs are set in the colorant every plate answers to, which is what lines them up.

The same two inks, through the layout

A colour the document carries reaches a cell, a row, a rule and a run of styled text the way a colour the device answers for does. Not a drop of process ink goes down below.

Item	Sheets	Plates	Price
Letterhead, A4	5 000	First	412.00
Letterhead, A5	2 000	First	196.00
Business cards, both sides	1 000	Both	268.00
Compliments slip	1 000	Second	184.00
Presentation folder	1 000	Both	590.00
Report cover, laminated	750	Both	445.00
Window envelope, DL	5 000	First	388.00
Wallet envelope, C4	1 500	First	242.00
Exhibition panel	12	Both	336.00
Total, nine items, two plates			3 061.00

SPECIMEN

The heading stands on a full plate of the first ink, the total on the second, and the shaded lines on an eight percent tint of the first. One run of this sentence is set in each of the two.

An ink of its own is what a house colour is bought as: the press carries it on a plate of its own, so it goes down at the same strength on every sheet of every run, which four process inks laid over each other cannot promise. It costs a plate, so it is spent on the marks a reader recognises the house by — the name, the rule under it, the panel behind a heading — and the rest of the work is left to the process inks. This paragraph is one flow of text, drawn in the first ink at ninety percent, and the words of it were measured and broken to the width of the list above.

Quoted in two inks: Corporate Blue and Corporate Gold, each on a plate of its own.

Corporate Blue, sheet 1 separated: this page is the plate of that ink



10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Corporate Gold, sheet 1 separated: this page is the plate of that ink

