



FROM MONITOR TO PRESS

The Secret to Accurate, Eye-Pleasing Color

FREE Business Cards!

For a limited time, purchase a thousand or more full colour brochures, and we'll give you 500 high quality full colour business cards **ABSOLUTELY FREE!**

Some restrictions apply, taxes and artwork extra. Call your Sales Rep for more details.

Do you know the old joke about the violinist who asked a taxi driver how to get to Carnegie Hall? The driver replied, "Practice." Creating beautiful printed pieces also takes a fair amount of practice. We continually work on colour management and colour proofing to create the best results for you. This article will help explain what we do to help you achieve the colour quality you expect.

Our main goal sounds simple: Make the printed piece look like what you saw on your computer monitor. But right away, we have a problem. The light you see on the monitor is made by combining red, green and blue light and shining the result into your eyes. However, the colour you see when you look at a printed piece is created by reflecting white light through translucent cyan, magenta, yellow and black inks that subtract colour (from the white light).

Our next problem is gamut: Your computer monitor can produce up to 16.7 million different colours. Our eyes can discern as many as 10 million colours. But process colour printing only produces thousands of colours on a page. We need to make your image look great with fewer colours than you have on your monitor.

The kind of light you view your images under will make a difference in colour

accuracy, as will the colour and finish of your paper. And then there are effects made by the printing process itself, such as dot gain. Ink tends to spread as it is squished and absorbed onto paper. We can and do compensate for dot gain, but it is another variable that is in the way of accurate colour.

Now that you understand the issues, let's talk about what we do to ensure that you get the colour you expect. We relentlessly follow our process, which contains three main tools to ensure accurate quality colour reproduction. In order to ensure that our monitors, proofing devices and printing presses are producing accurate colour, we calibrate them. That is, we test them and then adjust them until they produce consistent results, day after day, year after year. If we don't know how much dot gain a particular press produces, we can't compensate for it. If we test it and calibrate it, we know exactly how much dot gain we need to remove to get quality colour. The same is true of our computer monitors and our proofing devices.

Our second tool is colour management software. Once we know from calibration what our monitors, proofing devices and printers produce when given a specific colour to output, we can tell colour management software to produce a consistent colour from device to device. We use various

Coming Events

June 25-28

SOURCE FOR SPORTS AAA HOCKEY CHALLENGE

Keystone Centre

July 1

CANADA DAY CELEBRATIONS

Riverbank Discovery Centre

For a complete list of events happening around Brandon including movie listings, shows, concerts and much more, visit brandon.com

Business Card Tips

Business cards are an important selling and marketing tool, but are often poorly designed or printed. Here are a few rules to live by:

- **Don't print them yourself.** DIY inkjet or laser perforated business cards are considered amateurish by most businesspeople. A good quality business card is NEVER a misuse of budget. An exceptional business card can get you noticed!
- **Keep it simple.** Avoid garish fonts or clipart. Many companies use business card scanners to keep track of contacts. If your card is an odd size, radically designed or uses oddball fonts, it may not be scanned, but tossed in the trash!
- **Print on the back.** The space is there - and for a few extra pennies per card, you can print a short list of your services, lines for notes, or even a discount coupon on the reverse. Customers will be better informed, and more likely to hang on to them!

From Monitor to Press (cont.)

programs, including Adobe Photoshop, to accomplish colour management.

Our most important tool for accurate colour reproduction is the proof. Through calibration and colour management, we make our contract proofs as close to the press as possible. Contract proofs are your best tool for ensuring that what you see (in the proof) is what you will get in the finished piece. Be sure to inspect a contract proof of every page of every colour piece you create.

So how do we get you to the Carnegie Hall of printing? We make it a practice to follow our colour proofing and colour management processes to ensure accurate quality colour reproduction.

*When you start planning your next print project, call Leech Printing first! We'll help you get the final product you want, at a price you can afford, and in tune with your schedule. **LP***



YOUR EVENTS SOURCE

Brandon's Home Page™

Promoting an event in the Westman region? E-mail info@brandon.com and tell us about it!

Local Ads starting at **\$27⁵⁰** per month

plus set-up fee. Call 571-4500 for details

No matter what you drive, leave the decals to us!

Did you know Leech Printing can print vehicle decals and wraps?

From simple decals featuring your company name and phone number, to full colour photographic images or even a full blown vehicle wrap, we'll help you with the process from concept to design, to printing and installation.

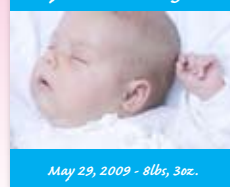
The "Kar" shown to the right was wrapped by Leech Printing for the annual Kiwanis Club Kar Derby.

We are proud to support Kiwanis and many other local organizations.

Call us today to ask about our vehicle decals! **LP**



Say Hello to Morgan!



May 29, 2009 - 8lbs, 3oz.

Birth Announcements and Baby or Bridal Shower Invitations

Customized with your photo or artwork!

We specialize in custom cards and invitations - why settle for generic store-bought invitations or announcements? We'll design the card you want with your full colour or black & white photos, and sell you just the right quantity for your needs. Stop in and see us today for details!

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