

DDP

COLOR MATCHING POLICIES AND PROCEDURES V2

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Color Matching

1. Policy

DDP prints in CMYK.

Every display screen is different, you cannot rely on it to electronically display the colors correctly. Every printer has a different profile and will yield different color results from the same input information. What prints one way in our environment will print differently in another environment.

Technically it is not possible to achieve a perfect color match from one garment to another, therefore we cannot guarantee a perfect match. Art submissions requesting specific pantone colors will automatically convert to CMYK values. Art Files submitted in RGB will also get converted to CMYK. These conversions normally lead to a color shift.

We cannot color match gradients. If your order is color sensitive, please contact us for color matching services or request a strike off. If no color samples are ordered, we will print the CMYK Values in the artwork you send to us. We are not responsible for the resultant output based on your color selection unless you use our color atlas system and follow our print file policy.

Various factors can impact output such as but not limited to: fabric, weather, ink lots, paper lots, fabric dye lots.

In order for us to insure you receive the desired output for your colors, you must use our color matching tools which are a combination of a physical color chart (atlas) printed on our basic fabrics and a corresponding electronic version for use in either AI or Photoshop. The formulas for the colors on our color charts are CMYK values that are tailored specifically to our machines and our production.

For print ready file specifications, see our *Print Ready File Policy*.

Please ask us for the TDI standard color chart in both a fabric format and electronic format. You can also access it on the Customer Assistance Page website.

Additionally, we maintain a larger atlas which any customer is welcome to come in and use which provides a broader spectrum of color options.

We are always here to assist you, please reach out.

2. Procedure

- (1) Set your file to CMYK
 - (a) In AI set your document color mode to CMYK
 - (b) In Photoshop set your image mode to CMYK
- (2) Select a color off the TDI Standard color chart
- (3) Color sample from the electronic file and apply those CMYK values to your file
- (4) Save the file following our print ready file policy which includes:
 - (a) Mode: CMYK
 - (b) Profile: Untagged

- (c) File Type: Tiff, EPS, PDF
- (d) Resolution: 150
- (5) If the color you are looking for is not on the standard chart, please contact us for additional assistance.
- (6) We do not guarantee output if you adjust the CMYK values away from the values on the chart.

3. DDP Color Standards

The color standard chart is available in a Swatch format for import into AI. We load the swatch file in all the AI artboards that we send out, so if you are using one of our patterns you will have the swatch file by default.

