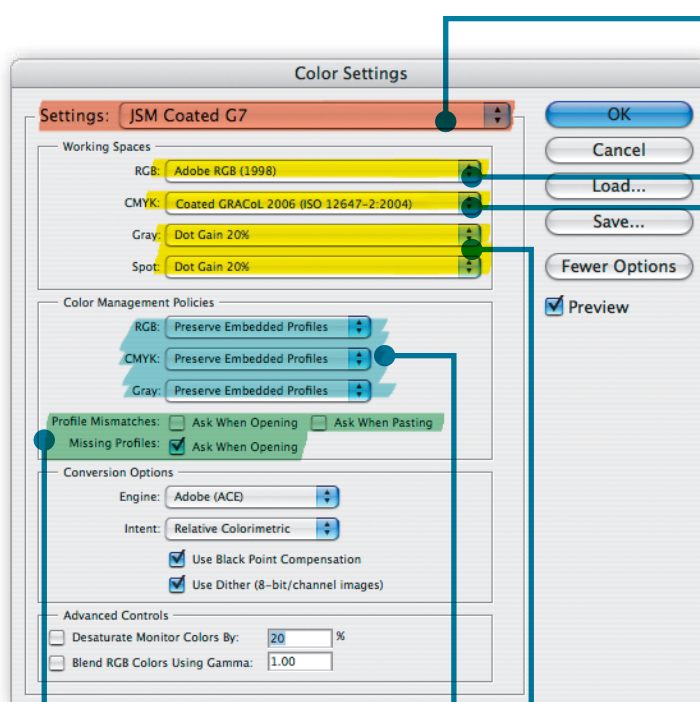


See the back of this sheet for information on how to install color profiles in your system. Depending on your version of Photoshop, the Color Settings Window can be found in the Edit menu, the Photoshop Menu, or under File: Preferences.



Saved Settings

You can save common settings by clicking on the Save button. Saved presets will then be available from this menu.

RGB Profiles

Since most images start out in RGB, the RGB profile you use can make a big difference in the final color of your job. You should use either **Adobe RGB (1998)** or **sRGB** for your default. We use Adobe RGB, but if most of your incoming images are in sRGB, that may be the better choice for you.

Adobe RGB (1998)

This is usually the standard RGB setting for files created by professional photographers and prepress professionals. This has a wider gamut than sRGB.

sRGB

This is usually the standard RGB setting for files created by Windows and most consumer digital cameras. It is more widely used by the general public than Adobe RGB, but has a smaller gamut. It is reasonably close in gamut to the SWOP CMYK Standard.

Never let Photoshop automatically assign a profile to an RGB image. The difference in gamut between the Adobe RGB and sRGB spaces will severely oversaturate or mute colors.

CMYK Profiles

Generally you want to use the profile that best represents your intended printing conditions.

Coated GRACoL 2006

For best results, use this when printing at J.S. McCarthy. Our presses are optimized to the GRACoL industry standards. The Coated GRACoL profile has shipped with Photoshop since version CS3.

US Web Coated (SWOP)

This is a good general purpose setting to use if you are printing on a Web press or if you are unsure where your job will be printed. Images in this profile will still print with good results at J.S. McCarthy.

US Sheetfed Coated

This is an older standard profile that ships with Photoshop. It is based on measurements made from a matchprint in a film-based workflow. *We don't recommend its use. It does not provide accurate results with modern direct-to-plate workflows.*

Color Management Policies

This controls how Photoshop deals with profiles embedded in images. There are three choices: Off, Preserve Embedded Profiles, and Convert to Working Space.

You should always **Preserve Embedded Profiles**. The other settings could cause Photoshop to assign the wrong profile to an image which will result in unintentional color changes.

Profile Mismatches

As long as color policies are set to Preserve Embedded Profiles it is okay to turn off warnings for mismatched profiles. If an image profile doesn't match your defaults, Photoshop will use the image profile, which is the correct behavior. If you do need to change profiles, it's better to manually convert rather than having Photoshop automatically assign one.

Missing Profiles

This box should always be checked. If an image doesn't have an embedded profile, you need to know about it so you can try to assign the correct one. This is especially important for RGB images which may use either the sRGB or Adobe 1998 profile.

Gray or Spot Profiles

There are two choices, either Gamma or Dot Gain. For print work, these should be set to the **Dot Gain 20%** Setting.