



colour management



Colour management is without doubt the most important factor in producing the correct colour results in any production process.

**Is that Orange or is it a Brown Red?
RGB or CMYK?
Is there an ICC profile embedded in that image?**

There are so many questions attached to the issue of colour management that it really becomes a minefield to the uninitiated.

How many clients complain to you that their corporate blue isn't quite right on their web site, and that they want the exact same colour, and we mean the EXACT SAME COLOUR as last year's product brochure. The precise colour is critical to a brand or corporate image. A shift in colour can affect how a business is perceived and the bottom line is that it could cause lost sales.

Mail order customers often return mail-order products because they don't match the colours in the catalog or on the web site.

Avoid the pain – use the the GBM colour management process from digital input right through to a colour managed output. We are experts in this field and really achieve the results expected by the colour critical client.

**For further information on our digital artwork services
please call 0161 273 5562 to discuss.**

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