SANTA FE ✤ NEW MEXICAN
commercial printing

New Mexico's largest commercial printing operation

SFNMPRINT.COM
1 NEW MEXICAN PLAZA
SANTA FE, NM 87507

ADOBE PHOTOSHOP & ADOBE INDESIGN
GUIDELINES FOR REPLICATING COLORS ON SFNM PRESSES

The following steps will enable more consistent color reproduction on the KBA Comet coldset printing press, which was SNAP certified in 2009. SNAP stands for Specifications for Newsprint Advertising Production. Visit **SNAPQUALITY.COM** for more information.

You will need the following files to begin:
(both have been supplied to you in an email)
SNAP 2009.icc
SFNM.joboptions

PC SNAP 2009.icc install: place the file in the following location:
C:ProgramFiles\CommonFiles\Adobe\Color\Profiles\Recommended

MAC SNAP 2009.icc install: place the file in the following location:
Macintosh HD\Library\Colorsync\Profiles\Profiles\Recommended

NOTE: In order for Adobe apps to see this profile, they must be restarted.

ADOBE PHOTOSHOP APPLICATION SETTINGS

1. Open Photoshop

2. Click EDIT

3. Select COLOR SETTINGS
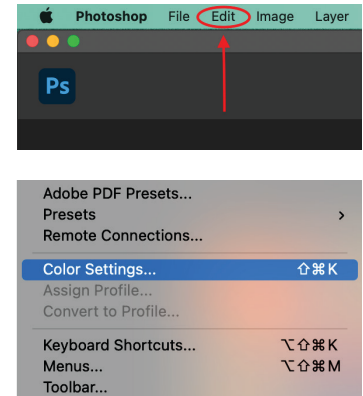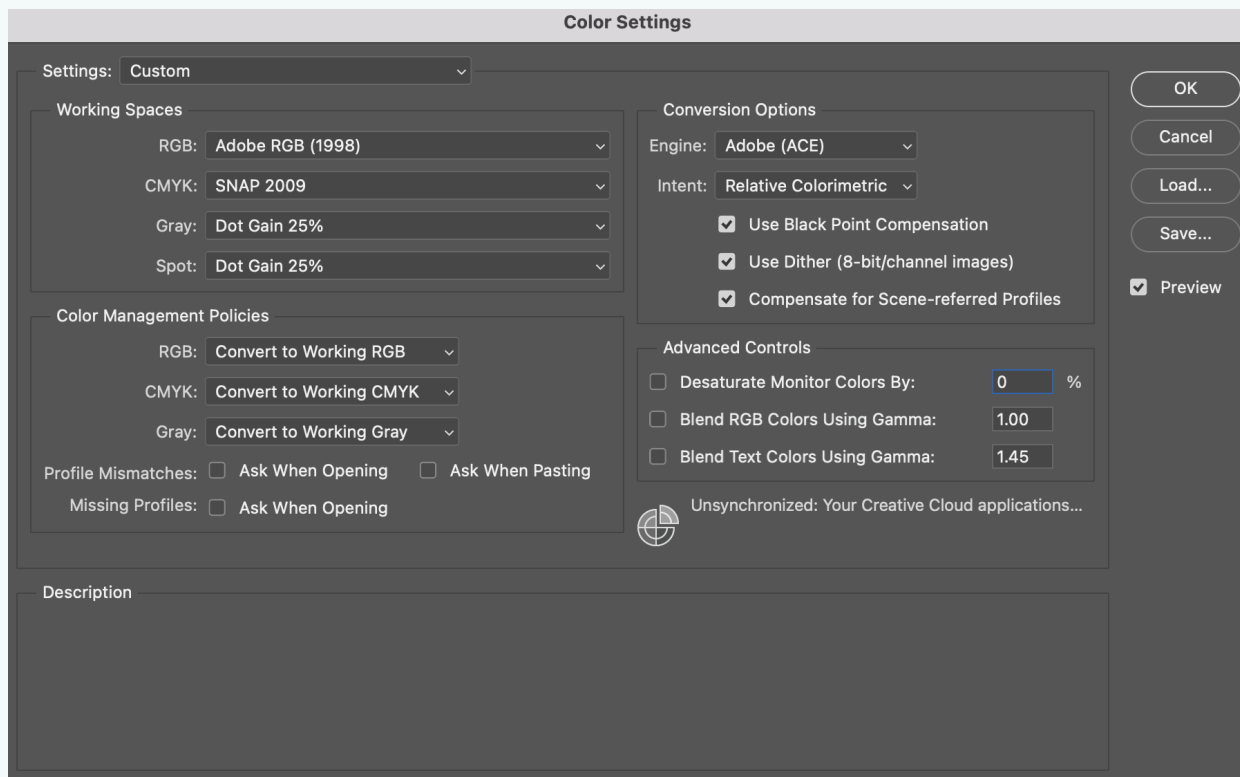

4. Change all values to mimic the values below. Then click OK.
(some users may need to click MORE OPTIONS in the color settings window)

Working Spaces
RGB: Adobe RBG (1998)
CMYK: SNAP 2009
Gray: Dot Gain 25%
Spot: Dot Gain 25%

Color Management Policies
RGB: Convert to Working RGB
CMYK: Convert to Working CMYK
Gray: Convert to Working Gray
Profile Mismatches/Missing Profiles: leave unchecked

Conversion Options
Engine: Adobe (ACE)
Intent: Relative Colormatic
✓ Use Black Point Compensation
✓ Use Dither (8-bit/channel images)
✓ Compensate for Scene-referred Profiles

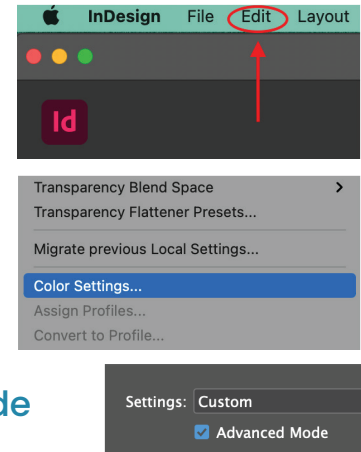**Advanced Controls**
leave all unchecked

ADOBE INDESIGN APPLICATION SETTINGS

1. Open InDesign

2. Click EDIT

3. Select COLOR SETTINGS

4. Change setting to CUSTOM and check ✓ Advance Mode

5. Change all values to mimic the values below. Then click OK.

Settings: Custom
✓ Advanced Mode

Working Spaces
    RGB: Adobe RBG (1998)
    CMYK: SNAP 2009

Color Management Policies
    RGB: Convert to Working Space
    CMYK: Convert to Working Space
    Profile Mismatches: unchecked
    Missing Profiles: unchecked

Conversion Options
    Engine: Adobe (ACE)
    Intent: Perceptual
    ✓ Use Black Point Compensation
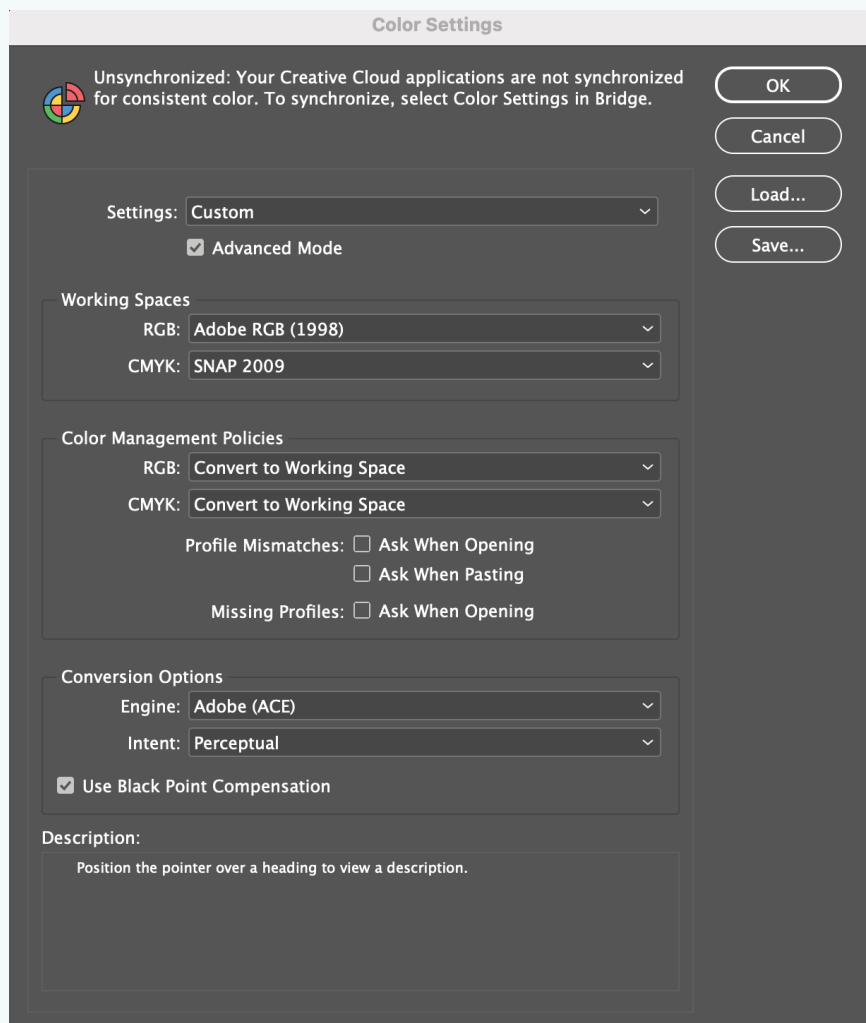
SFNM.JOBOPTIONS INSTALL

1. Open InDesign

2. Click FILE> EXPORT> ADOBE PDF PRESETS> DEFINE

3. Click LOAD, select the SFNM.joboptions file, then click DONE

CREATING PAGES

1. Open InDesign

2. Click FILE> EXPORT

3. Under ADOBE PDF PRESETS, select SFNM

4. Select the correct page, click EXPORT

VERY IMPORTANT: Pages must be done one by one, as stated in the FTP Package.

A FEW THINGS TO KEEP IN MIND

- Your total ink coverage (TAC) needs to be less than or equal to 240%. Anything above 240% will lead to over saturation, blurriness, and washed out or muddy paper.
- Rules that are 4pts or smaller should be made up of 100% Black (K) only.
- The following font styles should be 100% Black (K) only to prevent blurriness:

  Sans-Serif fonts, 7pts or smaller

  Serif fonts, 12 pts or smaller

  fine/light/thin Serif fonts, 14 pts or smaller

- Type smaller than 12 pts should not be reversed out of a 4-color background.
- Type smaller than 10 points should NEVER be reversed.
- Reversed type should not be placed on any background with a TAC of 45% or less.
- Black type and graphics need to be **100% Black ONLY**. We will send files back if any black is made up of 2 or more process colors.
- Screen values above 85% will generally produce a solid color on paper.
- Screen values below 5% will generally not visibly print.

  Once these are put in place, the next step is to utilize the correct toning procedures for newspaper output, described in the PDF supplied in your email: **NewspaperColourCorrectionWorkflow.pdf**

  NOTE: NewspaperColourCorrectionWorkflow.pdf is to be used as a guideline. Do not change any of the color settings in this document.

Please email us if you have any further questions regarding these procedures and settings: prepress@sfnewmexican.com