







Target CMYK Printing Values

ColorC% .M% ..Y% .K%

Neutral Highlight ..5.....3.....3.....0	
Neutral Shadow...95...85...85...80	
Deep Violet100...68...10...25	
Deep Purple.....85...95...10.....0	
Sky Blue60...23.....0.....0	
Aqua60.....0...25.....0	
Kelly Green.....100.....0.100.....0	
Lemon Yellow5...18...75.....0	
Gold5...15...65.....0	
Orange Red10.100.100.....0	
Orange5...50.100.....0	
Deep Red.....25.100...80.....0	

ColorC% .M% ..Y% .K%

Pink.....5...40.....5.....0	
Beige.....5.....5...15.....0	
Caucasian Flesh...18...45...50.....0	
Caucasian, Dark...20...55...55.....0	
Caucasian, Light ..10...40...55.....0	
Asian.....15...40...55.....0	
African American .35...45...50...28	
Chocolate Brown .45...65.100...38	
Dark Black.....95...87...87...80	
Gray55...42...42...15	
Silver20...15...14.....0	
Shadows.....70...65...65...80	

These 24 colors are typical of colors we see and use everyday. The CMYK values are how these colors are reproduced by applying ink to paper. Of course variations on these values can be made to achieve a wider spectrum of color.

This piece is referred to as a target as it provides a beginning point for color correction and image manipulation. The flesh tones, for example are simply a place to start.

Flesh colors vary widely so this represents an average beginning point to use when correcting flesh tones.

The colors and values represented can be used in a variety of ways. Primarily the color values are a reference. They could be used directly in a page layout. They can be used as a reference in Photoshop to adjust or color correct an image. The page itself could be used as a tool to compare various printing device outputs.