



" achieves a close visual *color appearance* from *proof to press* ..."



## G7 EXAMPLE



Shadow Contrast (SC)    Highlight Range (HR)    Highlight Contrast (HC)



## YELLOW CAST EXAMPLE



Shadow Contrast (SC)    Highlight Range (HR)    Highlight Contrast (HC)



In response to our customer demands for quality color output, Empire has implemented the G7® Methodology for printing 4-color process. We have applied these techniques to all of our screen and flexo print processes, plus our digital output devices such as the Mimaki JV33-160 & JV300, Mimaki JFX500-2131, Gerber, and HP Indigo. Reliable color and consistent visual color match will be achieved whether a piece is screen printed, flexo printed, or digitally output. Empire has raised the bar, and brought the "Art of Printing" to the next level with color management.

What is G7® color management? G7® is a definition or methodology for implementing and maintaining a defined grayscale during the printing process. This innovative color specification was developed by IDEAlliance to modernize and improve the latest versions of GRACol® (Graphic Requirements for Applications of Commercial Offset Lithography) and SWOP® (Specifications for Web Offset Publications). G7® is named for its grayscale calibration technique and the seven primary color values defined in the ISO 12647-2 printing standard: cyan (C), magenta (M), yellow (Y), black (K), red (M+Y), green (C+Y), and blue (C+M). The goal of G7® is to specify a simple calibration process that will help the printers reliably achieve a close "visual match" from proof to press.

G7® focuses on colorimetric data for gray balance in the mid-tones rather than traditional methods of controlling dot gains for each color. Neutral Gray is defined as the dead center of the color space, measured in LAB value as L = 58, A = 0, B = 0; when viewed in correct lighting there is no color cast to the gray. By focusing on balancing the gray, every color within that color space falls in line, no matter what material, ink used, or how the ink is applied to the substrate. By following the G7® system, close visual color match can be achieved.

