

Tips for monitor calibration ***(You'll need Adobe® Photoshop 6.0 or later)***

1. Build a file that is a 50% screen of black to provide a neutral gray background for your monitor.
2. Now set this new file as the background picture for your monitor (click Control Panels>Appearance>Set Desktop>Place Picture to set your new background).
3. Stabilize the lighting in your computer room - most professionals work in very low or no light because ambient light affects your perception of color.
4. Open Adobe Gamma (Control Panels>Adobe Gamma).
5. Select the profile that most closely resembles your monitor (sRGB is okay if you cannot find anything closer).
6. Select a white point of 6500 or D65.
7. You can set the gamma to 1.8 or 2.2. Either one will work - the point is to set a standard.
8. In Adobe Gamma select the option that lets you set the individual red, green and blue sliders.
9. As you make your adjustments, keep an eye on the background color of your screen. Since you have now made neutral gray your background color you can see the effect of your moves. Neutral gray is the most important starting point for good color. If it stays neutral you can minimize the chances of color cast. We like to use the Pantone Process SWOP reference book as a comparison tool. If you have the book try comparing the 50% gray in the book to the 50% gray on your screen.
10. Now go to our website at www.postcardpress.com and download our color profile - postcardpress.icm.
11. Place the file in the colorsync folder profiles folder (system folder>colorsync profiles).
12. Open Adobe® Photoshop and select Edit>Color Settings.
13. Select the CMYK drop down menu click "load cmyk" and select the postcardpress.icm file.
14. Now open the file "Ole` No Moire`. This is a file that comes preloaded with Adobe® Photoshop - if you don't have it saved on your drive you can find it in: Adobe® Photoshop CD - Goodies>Calibration.
15. Now you can compare your calibrated monitor with a printed piece from Postcard Press.

We hope that this tip sheet helps you. Please remember that due to limitations in the printing process we cannot guarantee exact color reproduction.

Additionally, ambient lighting affects the way you perceive color and your monitor may need to be recalibrated frequently as your display ages.

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