



## USING **RICH BLACK**

You don't have to have a double hit to have a nice solid black.

A blend of CMYK such as 40% cyan, 30% magenta, 20% yellow, and 100% black as preferred by Treasure Valley Litho can help you achieve a rich color.

Custom blacks are also an option. **DO NOT** use a rich black build for small type. Talk to your printer about what your desired effect is and they can help.

Below are two examples of black. On the left, PROCESS; on the right RICH BLACK.

Process Black

Rich Black