Color Palette

When to use which color code:

**CMYK** is defined by printers as 4-process color. These colors make up cyan, magenta, yellow, and black. This color code should be used when printing digitally and offset printing.

**PMS** stands for "Pantone Matching System." This color code can only be used during offset printing. The color code is a custom ink that the printer will match to a color book. On screen the color may not look like the perfect match however, when printed it will watch the color swatch in a PMS book.

**Uncoated vs. Coated paper** is what type of finish does the paper have.

**PMS Uncoated** is for if you have a matte or uncoated paper you are going to want to use a Uncoated PMS. An uncoated paper is going to absorb more ink and the ink typically looks darker which is why you want to use an ink that is created for this purpose.

**PMS Coated** is for a paper that is treated with a coating, for instance a glossy paper. Anything that feels slick to the touch is going to be a coated paper. You will need to use a PMS coated ink on this paper as a coated paper does the exact opposite as the uncoated, the ink lays on top of the paper compared to absorbing to the paper.

Paper Suggestion:

French paper is a great paper company and affordable option for printing. We recommend using the following for larger print jobs. The colors will really pop on these bright white papers. This white is more of a warm white and feels cheery. A printer can order this paper for you or you can order direct from frenchpaper.com.

**Construction Pure White : 70 lb Text**
Use this for booklets, pamphlets, annual reports, letterhead. 80 pound text should be used for anything you want a lighter weight.

**Construction Pure White : 80 lb Cover**
Use this for business cards, cover of the annual report, postcards, etc. Anything that you need something thick like a card stock use the 80 pound cover weight.

**Envelopes**
If you ever need to order envelopes and you want something other than the ordinary white French paper carries an orange that matches the WITS orange. This envelope comes in many different sizes. This would be great for thank you notes, donation requests etc. We recommend ordering the following color: Pop-Tone Orange Fizz

http://www.frenchpaper.com/7020-envelope-9089.html
EXAMPLE OF FRONTS IN USE

THE MISSION OF WITS
Building Communities. Empowering Readers.

Working in the Schools (WITS) promotes literacy and a love of learning in Chicago Public School elementary students through a volunteer-powered, outcomes-based portfolio of programs. WITS endeavors to bridge the achievement and opportunity gap for underserved students through building connections with positive adult role models. Alongside our teachers and school administrators, WITS works to provide the critical support that our students need to set them on a path toward academic success.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”
Margaret Mead

*Galaxie Copernicus Book Italic is optional for the use of small captions and type*