The Problem of Printing Logos with Special Colors using Digital Printing Method to Assure Identity

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Abstract:
This paper is about the "special color" mismatching as an effect of digital printing as well as the type of paper used for printing. We examined different types of papers and the most widely spread types of digital printing to get a wide vision about this problem, color measurements are carried out to identify the problem in numbers, giving recommendations for the best use of "special color" in company logos. Most company logos use "special colors" (basically Pantone) to give their own identity, these logos are subjected to print on different types of papers and different methods of printing, which means that logo colors might be changed and this badly affects the company identity. Problem: When printing value colors "special colors" such as company logos, it is subject to change between conventional and digital printing, this would affect the identity of the logo's company when the company logo is printed using a different method of printing and paper types, this problem has to be outlined so that designers could give the right color choice when creating logos. Objective: This paper is to outline the problem of "special colors" mismatching comparing the amount of color shift according to the "special colors" and the paper type, then a final result is carried out to give a table of most affected colors among a collection of 19 spot colors.

Key Words:

Paper received 8th January 2018, accepted 14th March 2018, published 1st of April 2018