

Register Tape Ad Color Guide

We have evaluated our press proofs and have found that these colors print very well on our presses. Please feel free to use these or other colors on your ads. If you need to match a Pantone color, you can match the finished color by using Pantone CMYK Process **Uncoated** when converting it from a spot color to a CMYK swatch.

Off White 0C 0M 33Y 0K
Light Yellow 0C 0M 30Y 0K
Yellow 100% Yellow
Medium Yellow 0C 20M 100Y 0K
Medium Gold 0C 18M 83Y 0K
Century 21 Gold 0C 17M 100Y 14K
Hallmark Gold 0C 29M 93Y 0K
Gold 0C 25M 100Y 0K
Orange Background 0C 42M 86Y 0K
Orange 0C 80M 100Y 0K
Brown 60C 70M 100Y 0K
Red 0C 100M 100Y 0K
Medium Red 0C 94M 94Y 6K
Curves Purple 71C 93M 0Y 26K
Purple Background 10C 14M 0Y 0K
Medium Purple 18C 44M 0Y 0K
Lavender 27C 30M 0Y 0K
Magenta 100% Magenta
Pink 0C 70M 0Y 0K
Pink Background 0C 17M 0Y 0K
Maroon 0C 94M 0Y 43K
Dark Magenta 52C 98M 0Y 0K
Purple 50C 100M 0Y 10K
Dark Purple 78C 93M 0Y 10K

Dark Blue - 97 C 91 M 0Y 0 K
Reflex Blue 100C 0M 76Y 6K
Medium Blue 90C 20M 0Y 0K
Light Blue 33C 0M 0Y 0K
Cyan 100% Cyan
Bright Teal 100C 0M 29Y 0K
Teal 100 C 20 M 50 Y 0 K
Dark Green 100C 10M 100Y 10K
Light Green 10C 0M 29Y 0K
Light Lime Green 17C 0M 80Y 0K
Lime Green 17C 0M 100Y 0K
Subway Green 87C 0M 60Y 65K
UPS Store Green 67C 0M 78Y 0K
Medium Green 91C 0M 83Y 0K
Green 100C 0M 100Y 0K
Silver 50% Black, Or Any Percent
To Suit Your Needs
Black 100% Black