

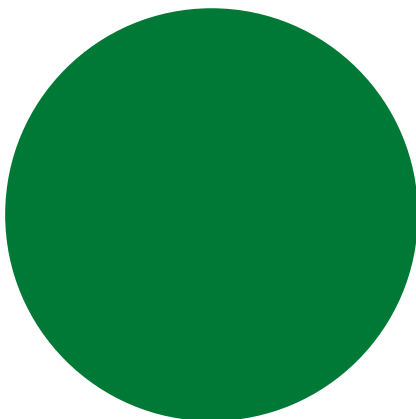
How To Add Spot Colors in Adobe InDesign

Files designed for printing using Adobe Creative software (e.g. InDesign) should use **approved spot colors** whenever possible. Doing so helps UO Printing Services succeed at maintaining color accuracy on printed media that represent the University of Oregon to those on campus and beyond.

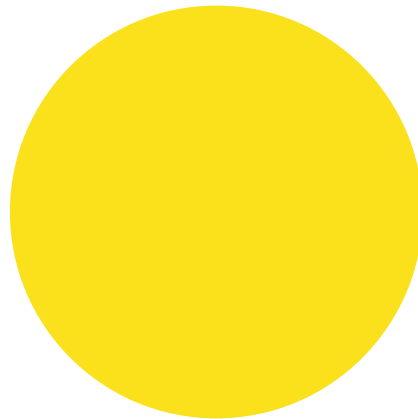
Process colors (i.e. where CMYK values are individually assigned) should only be assigned when using a color that is not listed on either the Primary or Secondary UO Color Palette.

IMPORTANT: Using a process color build instead of spot for approved UO Primary & Secondary Colors (see below) will lead to production delays, additional prepress charges, and may result in rejection of your print file!

The following two spot colors are considered “UO Primary Colors” and should play an outstanding role in the design of files that will be printed and distributed both on campus and to the greater UO community:

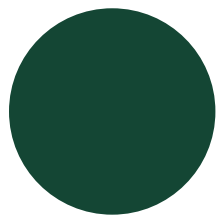


PANTONE 356 C

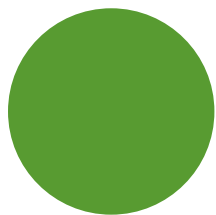


PANTONE 107 U

The following spot colors are considered “UO Secondary Colors” and may also be used to compliment the two UO Primary Colors in your print file:



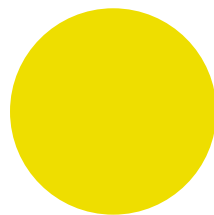
PANTONE 3435 C



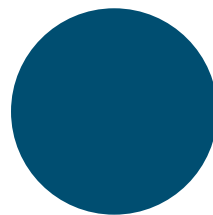
PANTONE 362 C



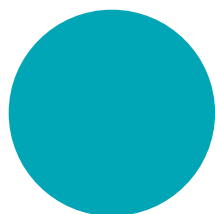
PANTONE 377 C



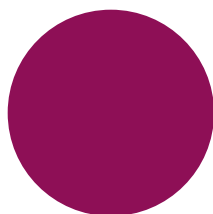
PANTONE 396 C



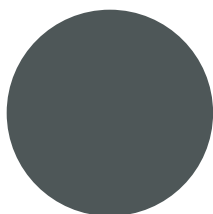
PANTONE 3025 C



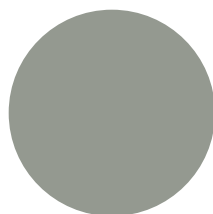
PANTONE 7710 C



PANTONE 228 C



PANTONE 445 C



PANTONE 7538 C



UO Light Gray

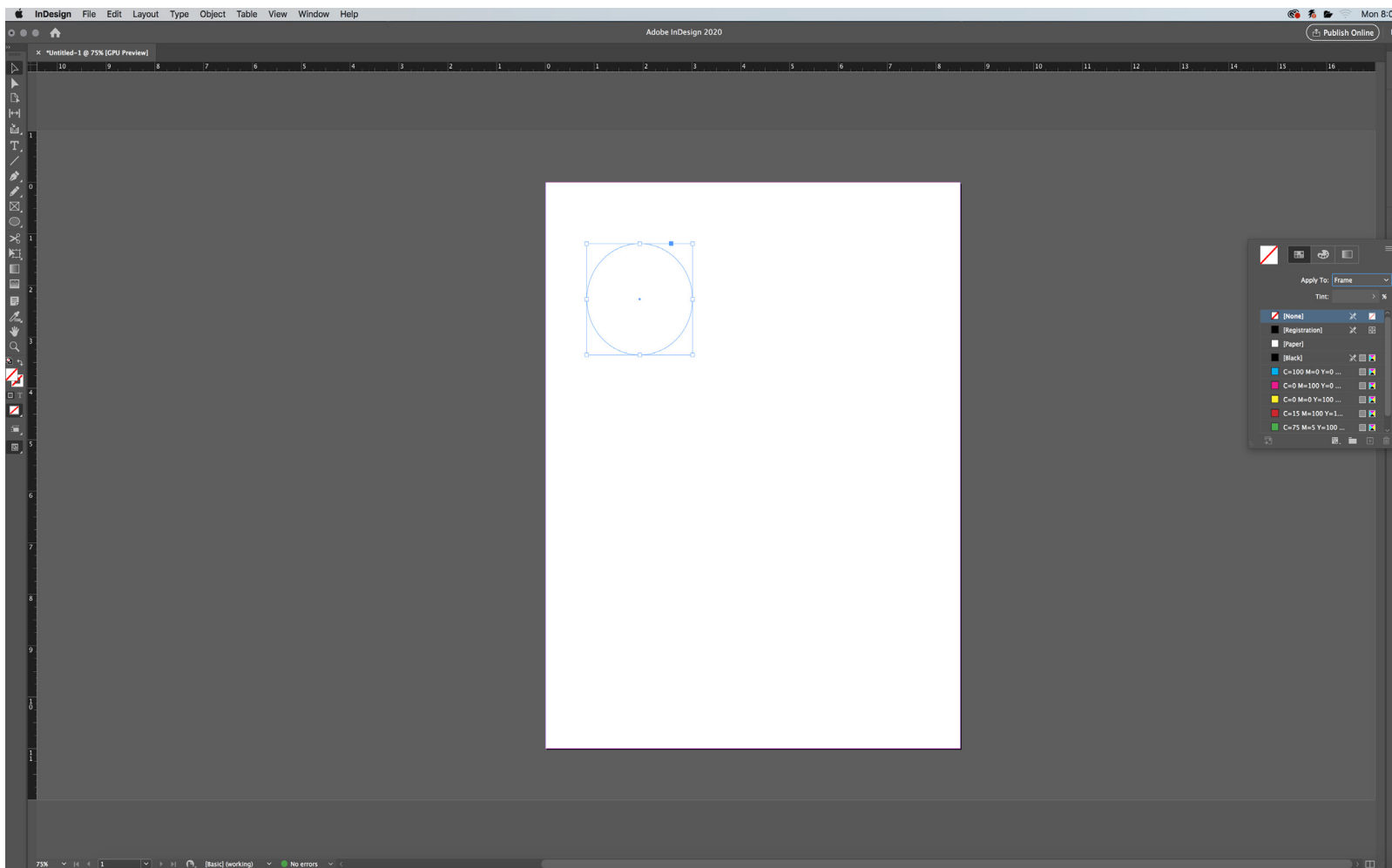
However, please note that according to UO Brand Standards,

Secondary colors should be used occasionally and sparingly, and must always play a supporting role to green and yellow. Under no circumstances should any of them become the predominant color for a school, center, institute or department.

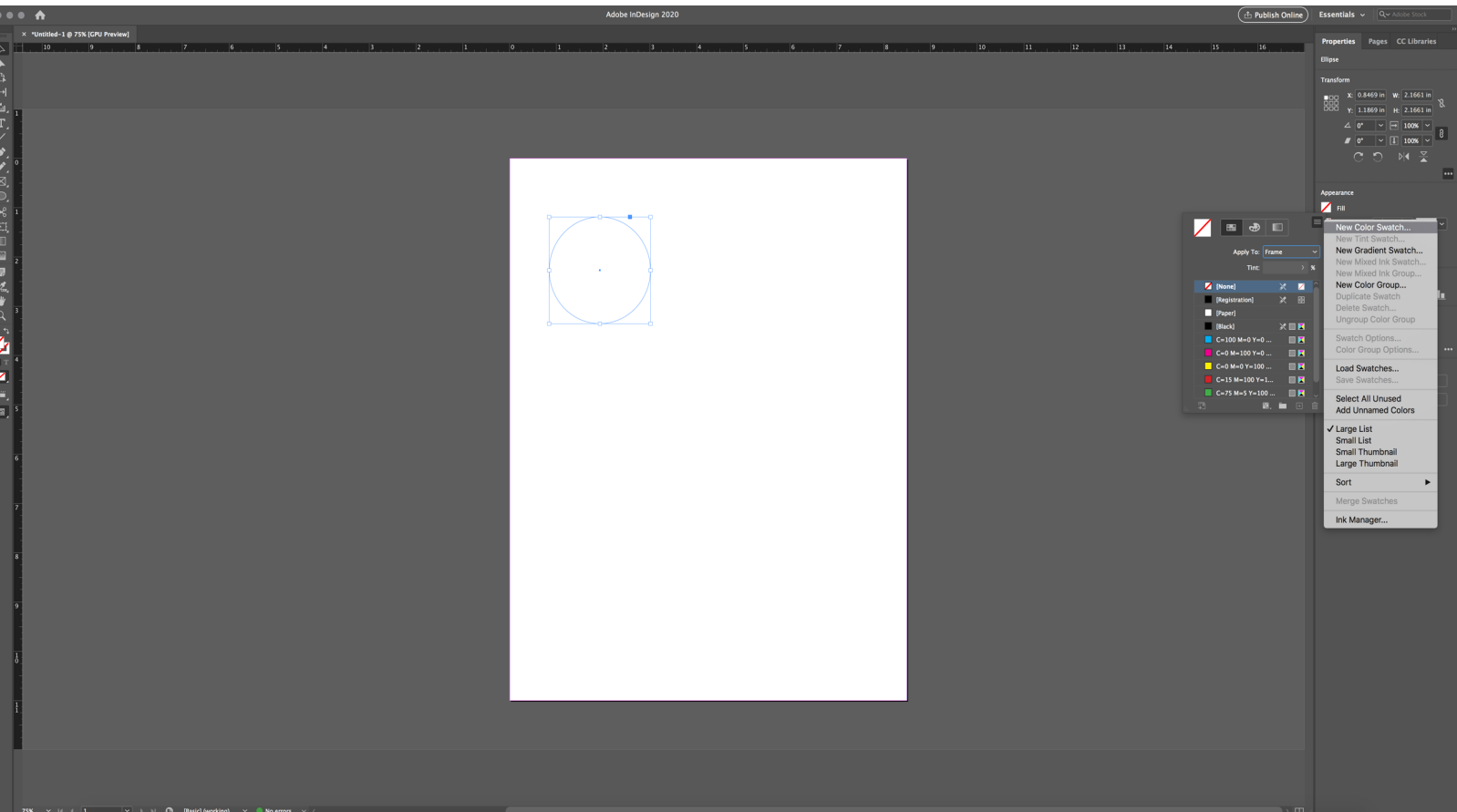
When using secondary colors, use caution to avoid creating designs that do not represent the University of Oregon, or, worse, appear to represent another institution.

IMPORTANT: When naming spot colors in your design file you MUST use the format EXACTLY as written in this document (e.g. PANTONE 396 C). Deviating from this naming convention will lead to production delays, additional prepress charges, and may result in the rejection of your file!

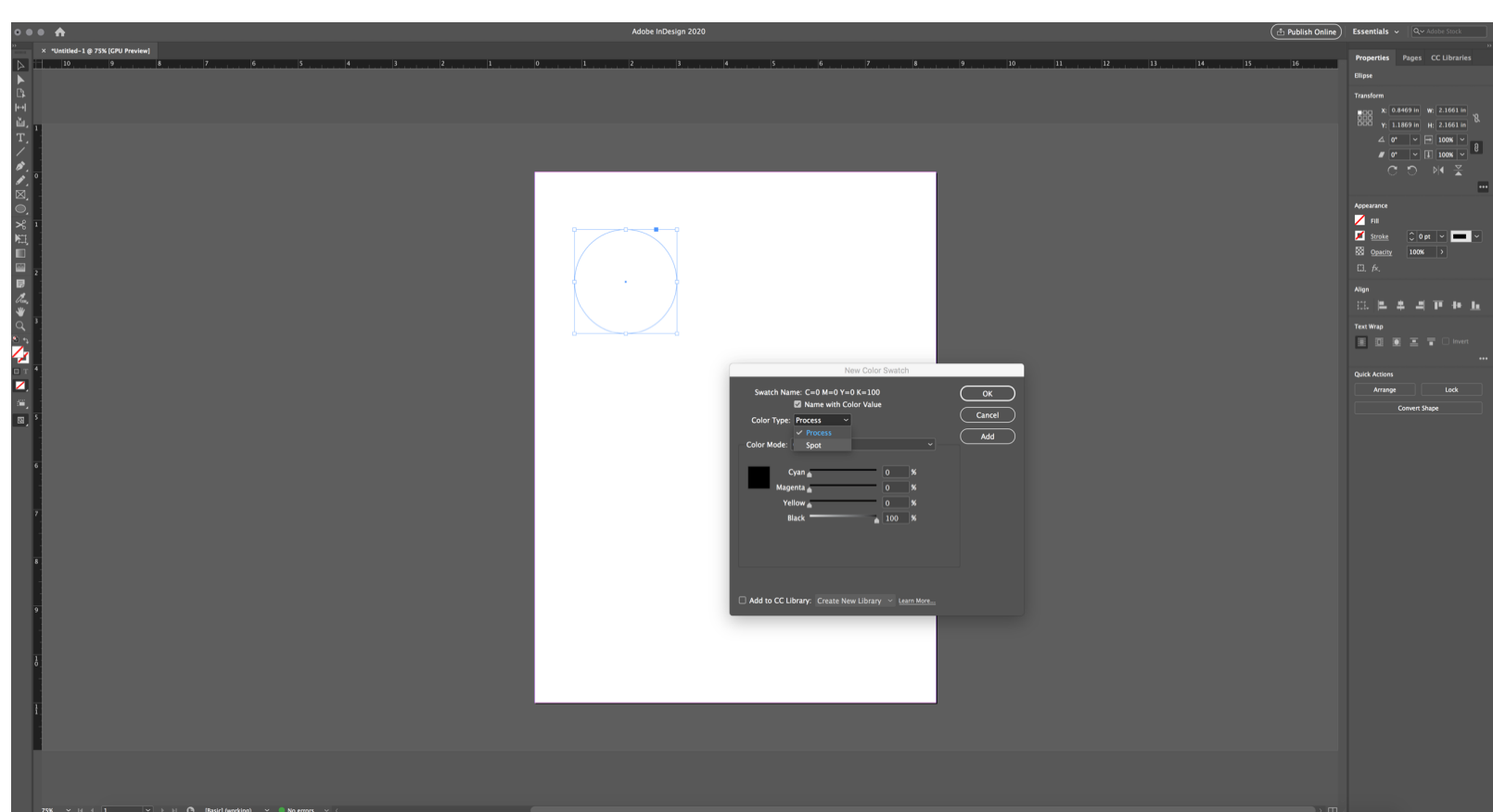
Please see the next page for a step-by-step tutorial on adding spot colors to your design files



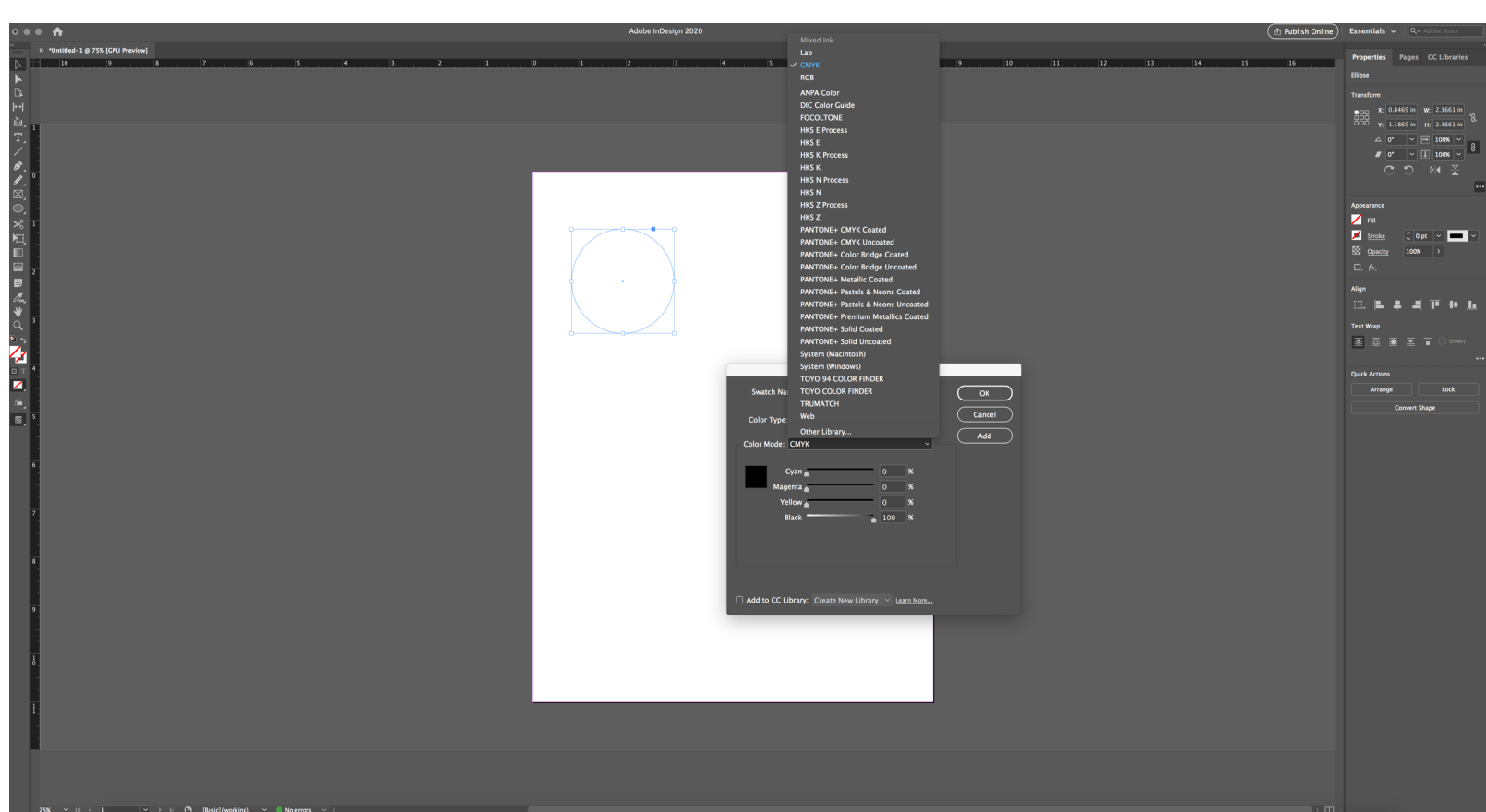
1. Select the object you wish to add color to and choose either “Fill” or “Stroke”



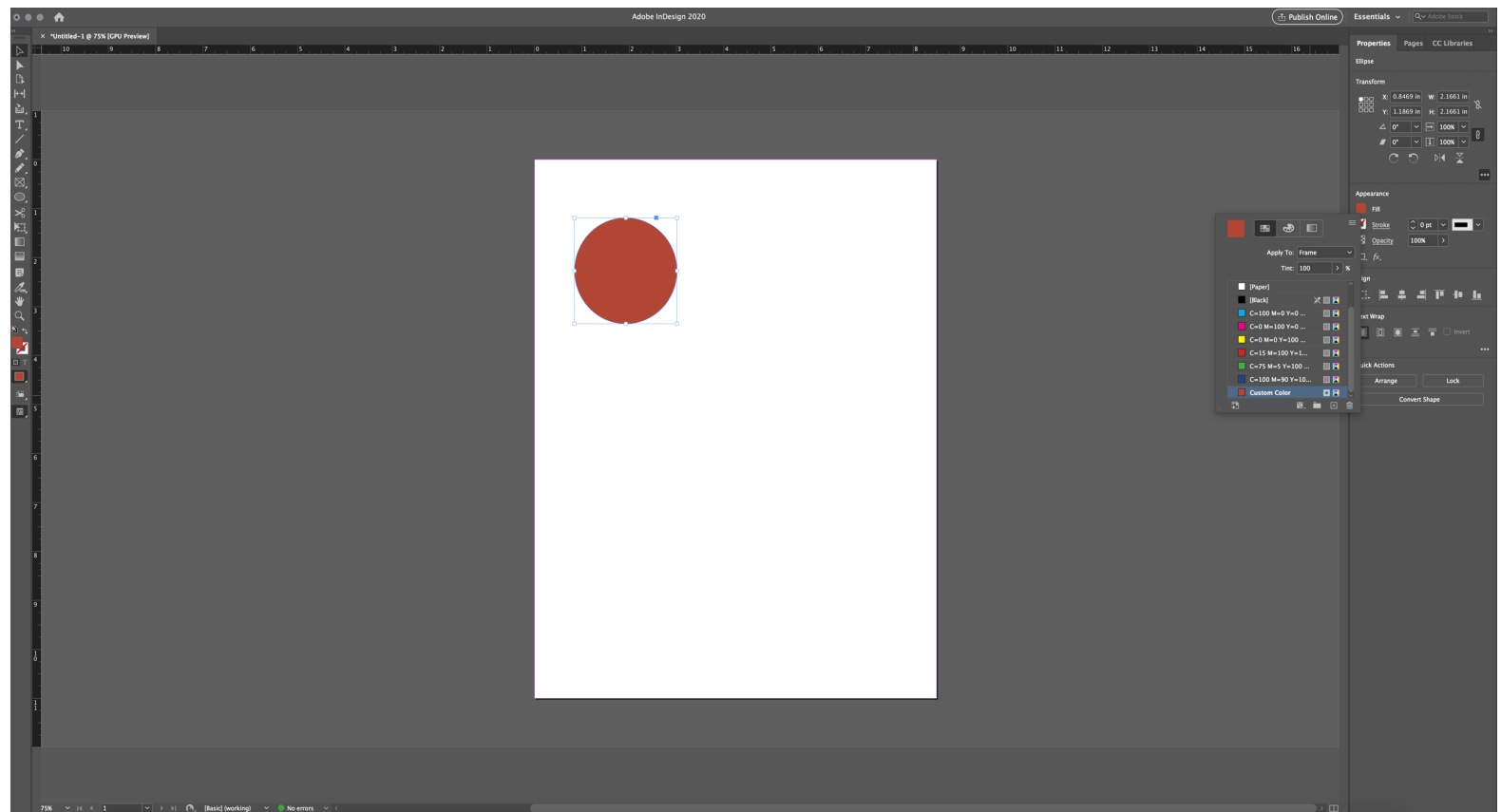
2. Select “New Color Swatch”



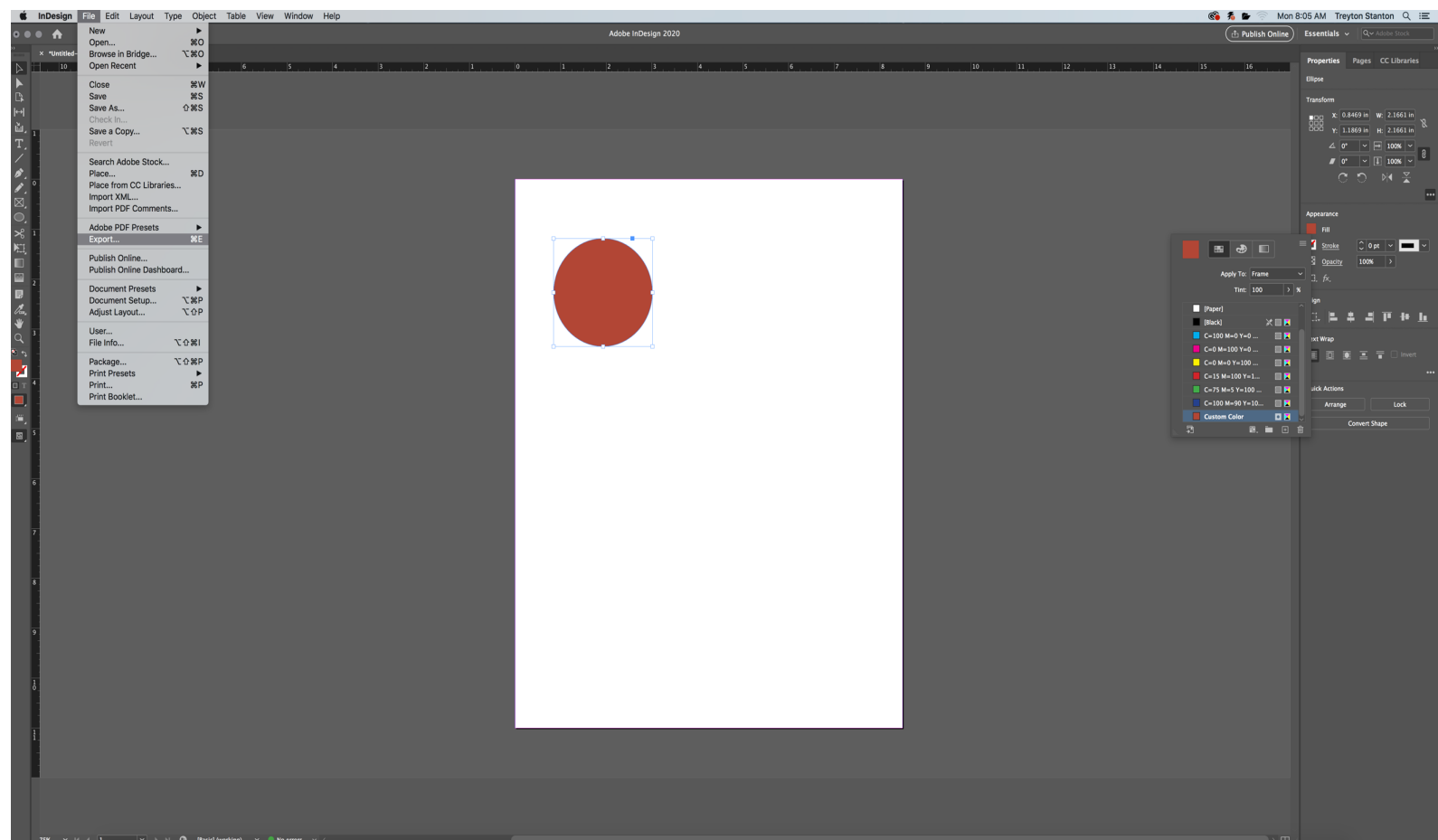
3. Open the menu for Color Type and select “Spot” instead of the default “Process”



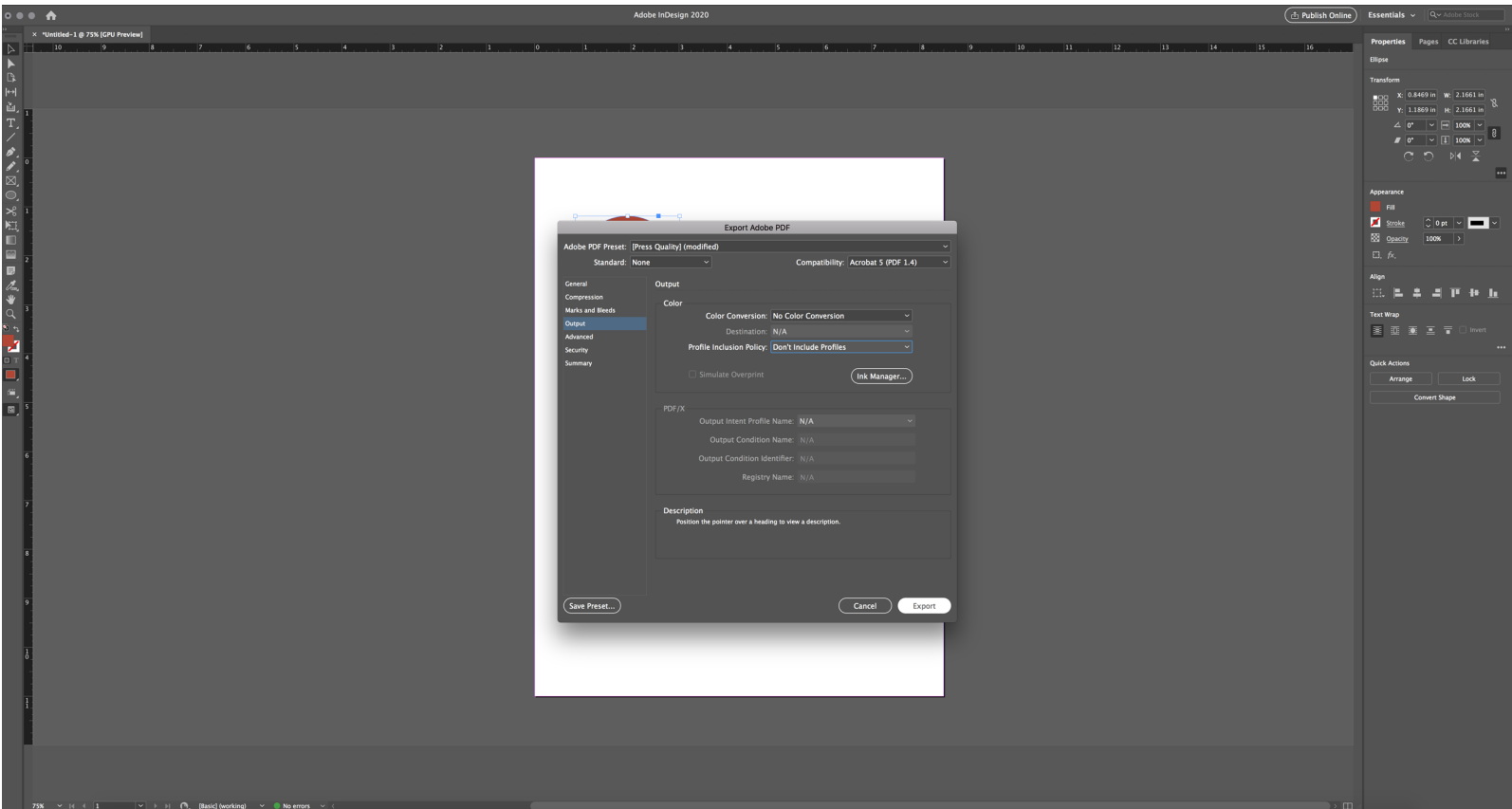
4. Open the Color Mode menu. If you wish to match an already existing PANTONE color, you can select the appropriate mode (e.g. PANTONE+ Solid Uncoated) and color. If you would prefer to create a custom spot color, leave the color mode as CMYK and enter in the desired values.



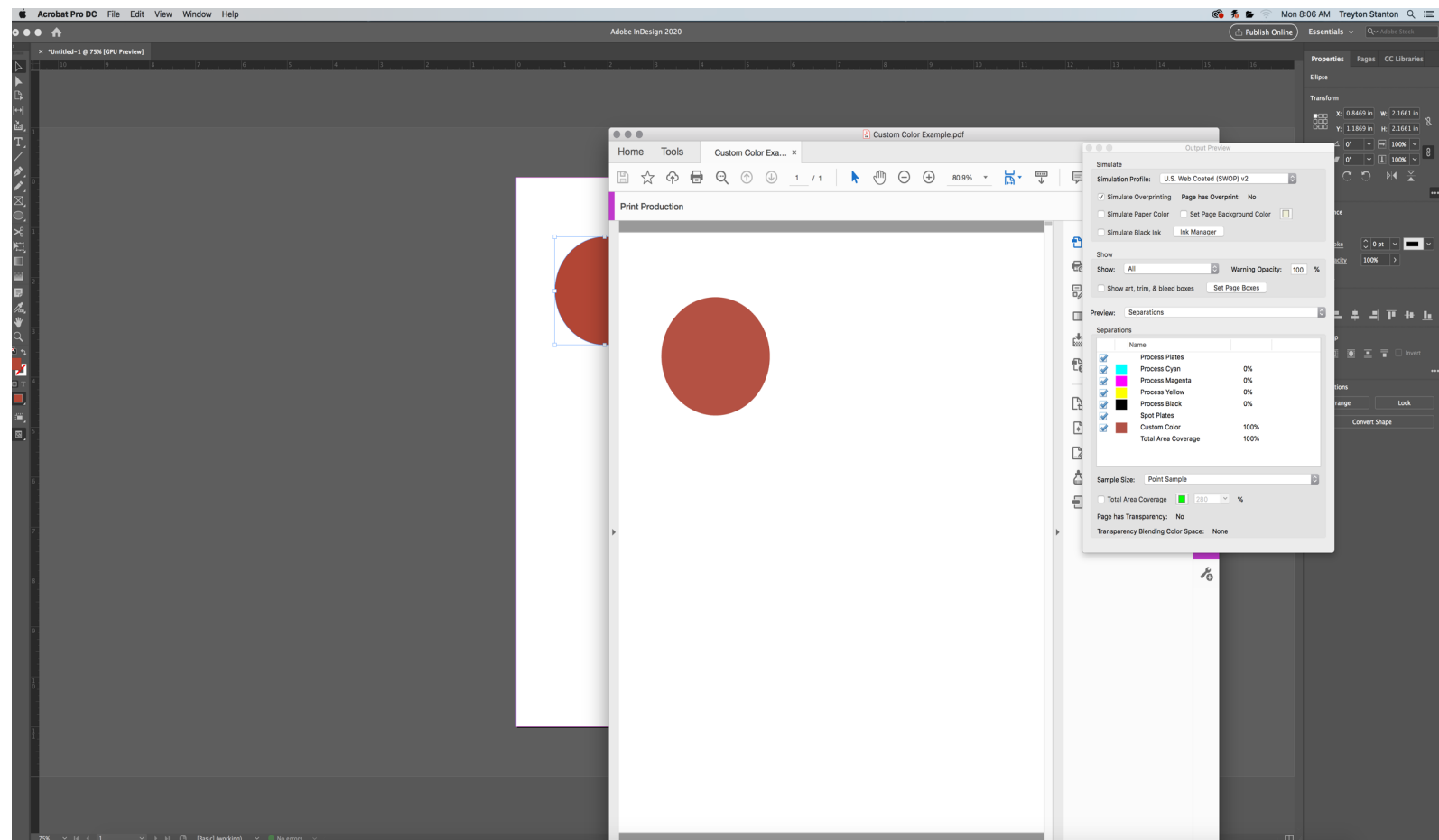
5. You have now created a new custom spot color in your available color swatches. Any object that it is applied to will carry that label from now on.



6. It is important that your design files are exported to a print-ready PDF correctly in order to preserve your new custom spot color. Go to File > Export.



7. In the Export Adobe PDF dialogue box, go to Output and make sure “No Color Conversion” and “Don’t Include Profiles” are both selected. You can now export your document to PDF.



8. You can now see in the print-ready PDF that the color data is “Custom Color”