HYATT'S
All Things Creative
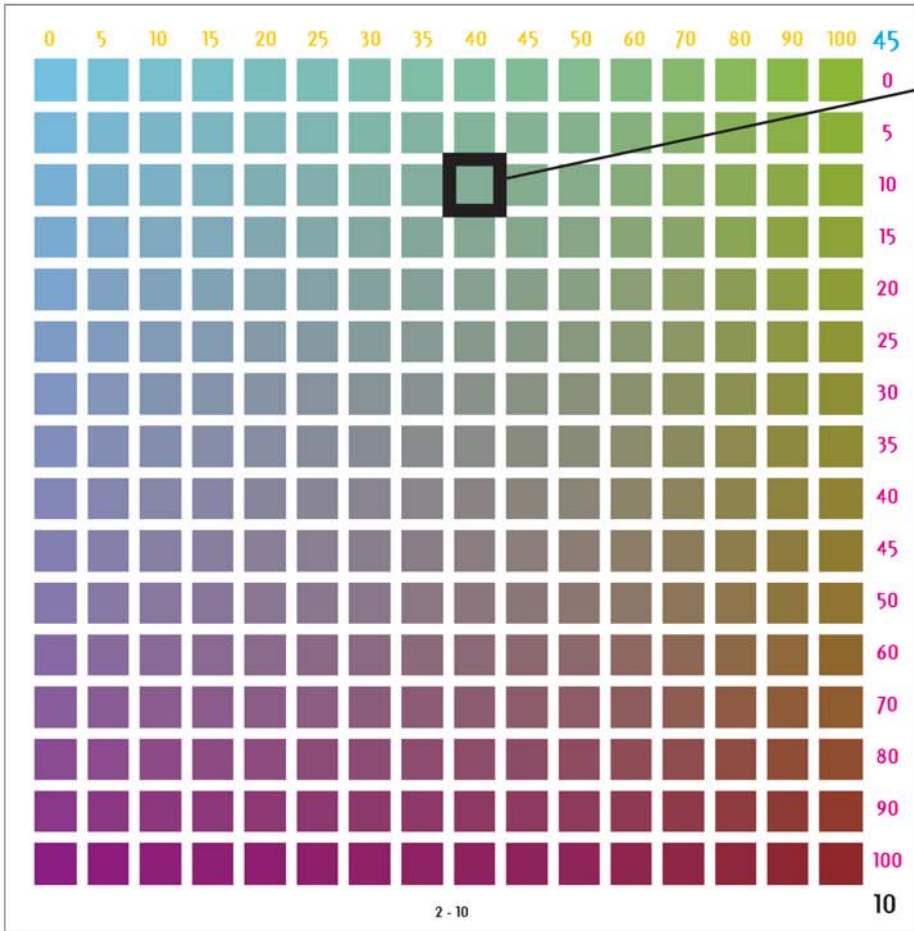
Tintbook is Easy to Use!

1: Simply select the CMYK component values from your color choice.

2: Enter those values into the color palette field of your computer's graphic design software application.

tintbook
CMYK Screen Tint Combinations

AVOID DISAPPOINTMENT ON PRINTING PROJECTS!

C - 45%
M - 10%
Y - 40%
K - 10%

To find a CMYK screen mix value for any solid color, match the color with a color block from Tintbook.

C (cyan):
Is noted in cyan at the upper right corner of every chart page.

M (magenta):
Is noted in magenta along the right side.

Y (yellow):
Is noted in yellow across the top of the chart.

K (black):
Is noted in black at the lower right corner.

Use spotter card to isolate color selection.

2 - 10

With **TINTBOOK**, you can achieve wonderful results, and know they'll work. TintBook is the most accurate, printed, color-reference guide we've seen for taking the guesswork out of color matching when preparing art files for printing projects.

You can literally predict color at the design concept stage, using the TINTBOOK'S 25,000 CMYK process screen tint combinations. A special Pastel section is included showing even the most subtle colors you wouldn't *dare* predict on the screen! The color charts are presented in a well-organized, user-friendly manner -- complete with color management tips and valuable printing information are also defined in uncomplicated terms. TINTBOOK is indispensable to everyone in the graphic design industry.

Archie Boston, Jr., Professor of Visual Communications & Design at California State University Long Beach says: *"TINTBOOK is the most up-to-date color rendering from digital file to plate to press. It is already a student-required book for all of our majors."*

With technology changes in the printing industry, color matching has become a major hurdle for all of us. From the computer screen, to laser printouts, followed by printer's digital proofs that are produced on a variety of substrates using multiple chemical compounds, true color results are often confusing and disappointing. Only a printed sheet will produce accurate results. That is what TINTBOOK is all about.

If you build color -- you'll really appreciate the leaps in creativity and confidence you can gain with Tintbook.