When you apply the new “NACcolorset033108” profile to images you will notice a dramatic “dulling” or “lightening” effect occur since the profile has been professionally calibrated for our press restricting the color gamut to print within the parameters our press is capable of reproducing. Because of this restriction when an image is converted from RGB (which has a large color gamut) to CMYK (which has a much smaller gamut) a considerable amount of color is “clipped” from the original image. This clipping will have the effect of making an image toned in RGB suddenly appear much lighter or duller when converted to CMYK.

Photoshop has a nifty feature that allows you to tone in RGB while previewing the results in CMYK. This allows you to do all of your toning in RGB, and yet you will see real time results as they will appear in CMYK so that when you are finished toning in RGB and convert the image to CMYK there will be absolutely no change applied to the image.

In order to use this helpful tool the first thing you should always do before toning any photo is turn on the “Proof Colors” option. This will have the effect of applying the profile to the image while not really doing so for a preview purpose.

In Photoshop SELECT “View”—>“Proof Colors” (Y). Notice that at the top of the image below on the left next to the image name it says (RGB/8) 1, once “Proof Colors” 2 has been applied it says (RGB/8/CMYK) 3 which signifies the image is still RGB while being viewed or “proofed” in CMYK.

When you are finished toning the image you will STILL need to convert it to CMYK.
CHANGING PROFILES FOR ADOBE

Open Acrobat
Select “Acrobat” —> “Preferences”
Select “Color Management” from the list on the left.
Select the desired profile* from the “Settings” list.

MAKE SURE TO SWITCH BACK TO “NACcolorset” WHEN YOUR DONE!

Changing Profiles for Distiller

Open Distiller
Select “Settings” —> “Edit Adobe PDF Settings”
Select the “Color” tab at the top of the dialog box.
Select the desired profile “Settings File”.*

MAKE SURE TO SWITCH BACK TO “NACcolorset” WHEN YOUR DONE!

*Use the “North American General Purpose 2” profile for out of house printing.
ASSIGNING PROFILES IN PHOTOSHOP

When opening a piece of art in Photoshop you will want to make sure to use the “Assign working RGB (1998)” RGB profile. This will assure that your art is converted to RGB to do any color correction.

All color correction should be done in RGB with the “View—> Proof Setup” option selected in Photoshop (allows you to view the document in CMYK while toning in RGB, and then converted to CMYK (you should rarely ever do any color correction once you have converted the art to CMYK, because the CMYK profile has been calibrated to our press.)

When you open an image that has an “Embedded Profile Mismatch”, you will receive the following warning below. This means that a “CMYK” profile has already been applied to the image. **NEVER SELECT “DON’T COLOR MANAGE”**.

Our profile is called “NACcolorset033108” it is the “WORKING” profile. Therefore when this prompt opens make sure you select “Convert document’s colors to the working space, because the “working space” refers to the “working” profile.
If you need to turn off our profile the easiest way to do so is to use “Adobe Bridge”. 
(Below is the path to find it.)

**Open Bridge.**

Bridge allows you to change the Color Settings for Indesign, Illustrator and Photoshop all at once!

1. Select “Edit” —> “Creative Suite Color Settings”.

   This opens the various profiles on the suite. (Make sure the “Show Expanded List of Color Settings Files” box is selected.)

2. Our Press Profile is called “NACcolorset033108” this should always be used when designing for our press. (ONLY USE THIS PROFILE FOR OUR PRESS, NEVER FOR OUTSIDE JOBS)

3. When you are designing for out of house ads use the “North American General Purpose 2” profile.

4. ALWAYS REMEMBER TO SWITCH BACK TO “NACcolorset033108” WHEN YOU ARE FINISHED!