

What is the Globe and Mail ICC Profile?

A **profile** is a file that will proportionately adjust an image based on press and printing characteristics to allow for better reproduction on press, while maintaining the relationship between colours and tones.

The Globe and Mail uses a specific ICC profile based on a coldset web offset printing process using direct-to-plate technology with specific dot gain, ensuring the highest quality reproduction.

When the profile is applied, the image is automatically adjusted so that the colour and resulting ink levels are better suited to newsprint. The result is an image that will have more accurate and vibrant colour, improved contrast, and better detail.

The profile compensates for several important print characteristics, including:

- 26% Dot Gain
- 3% Highlight Dot and 90% Shadow Dot
- Total Ink Density of 240%
- Maximum GCR
- Black Ink Limit of 95%
- Gray Balance
- 4-Colour Black Breakdown of 59% Cyan, 45% Magenta, 41% Yellow, and 95% Black.

The profile also has a **saturation enhancement** which boosts the saturation in the colours to compensate for the dulling effect newspaper has on colour.

All of these characteristics need to be compensated for to ensure quality reproduction.

This profile is for colour images **ONLY** and is **based on ISO specifications**.

The Globe and Mail highly recommends the use of the profile for colour images printed in the newspaper.



The Globe and Mail profile can be downloaded for use at www.globeandmail.com/advertise

Instructions on how to apply this profile can also be found at this site in the downloadable PDF “Steps to Correct Colour Images”.

How do I install/use the Globe and Mail ICC profile?

An ICC profile can be used in any software program that allows for profile-to-profile conversions. The following are steps for using ICC profiles in Adobe Photoshop.

STEP 1: Load the profile so that it is accessible in Photoshop.

For a Mac: Drag-and-drop the ICC profile into the ColorSync folder:

Hard Drive > System Folder > ColorSync Folder

****NOTE:** In the OS X operating system, the ColorSync folder is found in the Library.

For PC Windows 98/95: Drag-and-drop the ICC profile into the Colour folder.

C:/ Drive > Windows > System > Colour

For PC Windows 2000: Drag-and-drop the ICC profile into the Colour folder.

C:/ Drive > Windows > System32 > Spool > Drivers > Colour

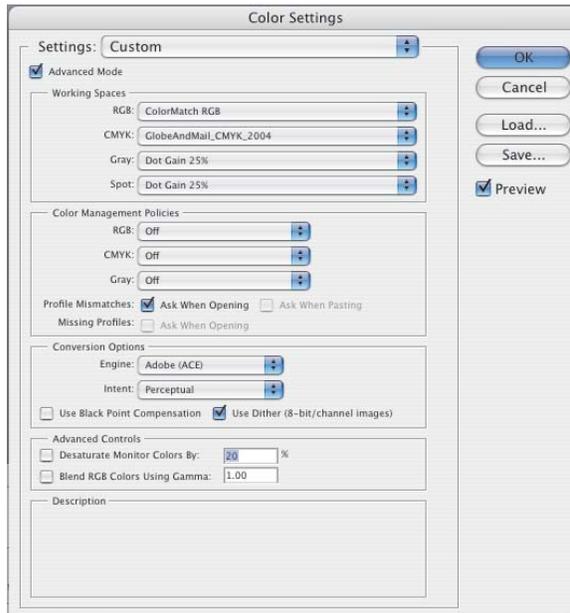
STEP 2: Check your colour settings in Photoshop in the Color Settings menu.

The location of the Color Settings will differ depending on the version of Photoshop:

- Photoshop 6: Edit > Color Settings
- Photoshop 7: Edit > Color Settings
- Photoshop CS: Photoshop menu > Color Settings
- Photoshop CS 2: Edit > Color Settings

Depending on the version of Photoshop you have, the appearance of the Color Settings window and the number of settings will differ.

Change your settings to match those listed below, keeping in mind that you may not have all options as listed. Match those that you do have.



Working Spaces

RGB: ColorMatch RGB (or sRGB)
 CMYK: GlobeandMail_CMYK_2004
 Gray: Dot Gain 25%
 Spot: Dot Gain 25%

Color Management Policies

RGB: Off
 CMYK: Off
 Gray: Off

Profile mismatches

Ask when opening: ON

Conversion Options

Engine: Adobe (ACE)
 Intent: Perceptual
 Use Black Point Compensation: OFF
 Use Dither: ON

Advanced Controls

All OFF

If your image is in CMYK colour mode, follow Step 3 and Step 4.

If your image is in RGB or another colour mode, skip Step 3, and go right to Step 4.

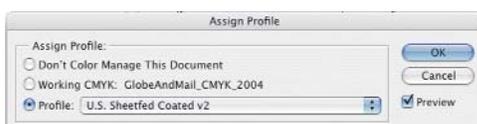
STEP 3: Assign Profile

If your image is already in CMYK colour mode, you first need to **assign a profile**.

The “Assign Profile” option is located in the Mode menu under Image. If you are currently using Photoshop CS2 version, the Assign Profile menu will be located directly under the Edit menu.

- In the Assign Profile menu, select “U.S. Sheetfed Coated v2” for the Profile, as seen in the image below. Select OK.

This will assign the Sheetfed Coated profile to the image, which is the most common default profile.



STEP 4: Convert To Profile

Photoshop will now automatically convert an image using the profiles specified in Colour Settings (Step 2) when the colour mode is changed. An image can be converted to CMYK directly from RGB, or from a CMYK file. This conversion will apply the ICC profile settings to the image.

Image > Mode > CMYK

OR

Image > Mode > Convert to profile (ensure that GlobeandMail_CMYK_2004 is selected as the output profile).

**Depending on the version of Photoshop, the Convert to Profile may be located in the Mode menu under Edit, or directly under the Edit menu itself.

Select OK and save your image.