HULU GREEN COLOR & PRINT GUIDELINES

In order to hit the vibrancy of our new green, please follow this print guideline

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We have a Spot Color that is unique to Hulu. You will not find this in the Pantone book. It is a value between PMS 7479 & 7480.

Think of this as a custom PMS for Hulu.

You can communicate this PMS value as a "Spot Value with Lab intent" to all printers and it will be acceptable. (See LAB values at right)

HEX
#1ce783

PMS = SPOT COLOR = LAB
L 74
A -65
B 28
(Device independent)

RGB
R 28
G 231
B 131

CMYK (XCMYK, GRACOL & SWOP)
C 76
M 0
Y 70
K 0

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*Please paste these instructions to print vendors as necessary

These values were obtained by converting the Lab values of each specific Pantone color to the XCMYK color profile.
This conversion was done using the Adobe color engine with a Relative Colorimetric rendering intent.

Note from our color operator:
Please note that XCMYK is an expanded color gamut printing method.
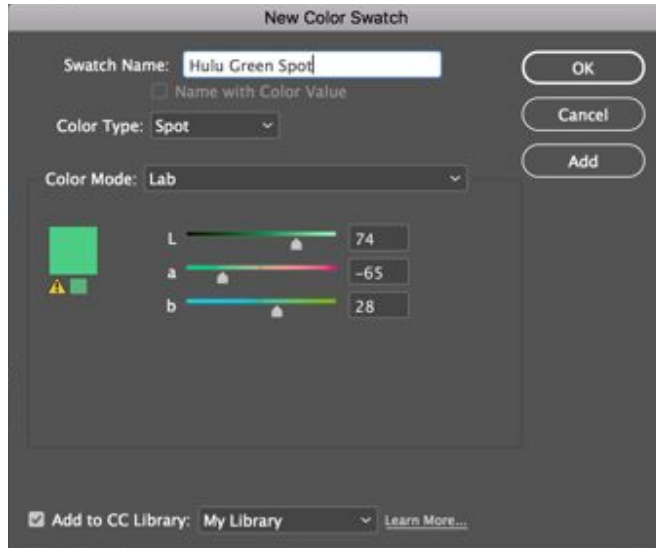More information on the XCMYK profile can be found on the Idealliance web site.

FILE PREP NOTES

Note for Indesign Prep.

USE SPOT COLORS INSIDE BUILD FILE instead of CMYK swatches.

BLACK: Choose Spot Color Black C

GREEN: Choose Create New Swatch: Input Spot with LAB color intent.

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THANK YOU

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