Big Splash Graphics | Wide Format Print & Wrap Color Disclosure

Below you will find the Big Splash Graphics color disclosure guidelines and restrictions. Big Splash Graphics strives to balance the client's needs and expectations along with the limitations and commercially acceptable variables that are common to the Wide Format print industry. Please review the information provided in this disclosure to help you decide your color requirements prior to the "start" of "any" project. Due to the high volume nature of our business, unless the client outlines or specifies during the **Artwork Consultation** any terms and/or restrictions pertaining to this disclosure, decisions will "automatically" be at the discretion of **Big Splash Graphics and its employees**.

1) **Color Assignment**

   When designers are creating artwork they typically choose color at their own discretion to best suit the overall creative. Designers have many color pallets or sets of swatches available to them within their available programs. When choosing color for a specific project or element within a design, the designer may determine the color selection based upon one or more of the following reasons:

   a. **Client specified PMS Color discussed during the artwork consultation**
   b. **Client provided color sample during the artwork consultation**
   c. **CMYK/RGB color pallets within the design program**
   d. **Sample/Eye Drop a color from an area in a "Photo" or provided "Logo File" used in current design**

2) **Color Match Service - $175.00 hr**

   a. **Client must to be present during the color match process, allow 1 to 5 hours for this service**
   b. **Final "Color Match" will be considered complete and accurate within a 10-15% shade variation due to mediums**
   c. **Although not typical, "Final Production" may vary by 10-15% shade variation from the "Color Match Service" due to/but not limited to small fluctuations in printer ink flow, daily ink cartridge levels, climate conditions, file processing, Print media's white flash point, etc**

3) **Soft Proof Approval**
   Standard proofs for projects are emailed to "the client" for final approval, for this approval process please review and accept the following restrictions/guidelines:

   Soft Proof is considered a proof of any project that is either:

   a. Emailed to you "the client" as a representation of the project
   b. Printed on a standard desktop printer by "Big Splash" or "the client"
   c. Viewed on a Monitor or Mobile Device

   ** Soft proofs do not in any way represent the color or scale of final output of any wrap or printed project from our facility. Due to various brands of printers and devices and the screen technology of each, we can in no way be responsible for what color "the client" may be viewing.

4) **Hard Proof Approval** *(recommended for color shade specific project)*

   Hard Proof is considered a proof of any project that is:

   a. Produced at Big Splash Graphics Facility w/ "the client" present
   b. Printed on the Wide Format printer to be used for said project
   c. Printed on specified material choice for said project
   d. Signed and Dated Hard Proof Sheet by "the client"

5) **Commercially acceptable conditions that may alter or vary Color Output/Perception**

   a. Climate inconsistencies
   b. Interior Lighting inconsistencies
   c. Exterior Lighting inconsistencies
   d. Human Color Perception (Color Blindness, etc.)
   e. Media inconsistencies
   f. Equipment: Software Processing, Ink Cartridge levels, Ink Flow