

## Postcard Printing and Colors: Multiply Your Postcards' Intensity

Very few objects bring people closer. Postcards, brought on by postcard printing, is one of the many means which can connect people instantly, and remove any distance between them.

Once considered just a shorter alternative to the written letter, the postcard, by virtue of its unique size and design, draws the recipient to a shared experience with the sender. It bridges people and allows them to share a common ground.

Postcards, as used nowadays, embodies and takes full advantages of such principles. Postcards are now more popularly used to provide people or consumers with information, often packaged in interesting ways, to hook 'em and entertain them as well.

The post card is a treasured memento, an investment and even a capital you can benefit from. With this in mind, careful attention and skill is required during printing to produce high quality postcards. With images captured in vivid colors, printed on high grade and durable premium quality paper, you are sure to enjoy long-lasting prints.

It is too important that postcard printing be entrusted to professional printers who can deliver accurate full color quality prints.

Below are some tips in color management for great-looking post cards:

- Color Mode

Images should be in made in CMYK mode which stands for Cyan, Magenta, Yellow and Black and not RGB which is only used for viewing images in monitors.

Professional printers only work with CMYK. And so, if such files are done or designed in RGB mode and then converted to CMYK, you will lose all the original colors you have used in the first place. All efforts in done in your design will be lost and you would have to start all over again.

- Color Values

Refers to the Hue, Saturation, Value, Tint and Shade. These values provide a more accurate measurement in setting or acquiring specific colors. These can be better managed for optimum full color quality results.

- Resolution

Resolution refers indirectly to the file size of the image or photo. Higher and optimal resolutions mean higher file size. Use large resolution for your images and place them at a minimum of 300dpi or dots per inch. Text too should be done in high resolution, set at a minimum of 400dpi.

- Paper Type

Paper type has a big effect on postcard quality. Choose only premium quality paper such as 14 pt Card Stock, coated with Aqueous, UV or Matter.

These finishes, particularly the first two add glossy that will make your prints more lustrous. Matte, on one hand, creates a soft, flat texture that makes postcards look classy or elegant.

Nevertheless, these finishes make your postcards more durable and resistant to wear and tear.

- Use Full Color Printing

There are different printing methods available but only full color printing provides accurate, detailed, brilliant reproduction of any type of images. For premium quality color prints, insist on full color printing and let your postcards radiate with life.

Postcards can be highly personalized, as unique gifts among family, friends and people in general. It can also, in the same process, cater to your marketing and advertising campaigns. Postcards can send out such messages to consumers who lack information about a new product, service or feature.

To end on a special note, the correct application of colors to postcards give your images added warmth. This is important for it is the postcard's design that allures and captivates your audience. Following the tips on colors mentioned above, you can make postcards that are enthralling and exciting.

Postcard printing can be the measure of your success, especially with the right messages and right color choices.

## About the Author

For more inquiries kindly visit [full color postcard printing](#)

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