



CUSTOM PRINTED TAPE: SCREENS & GRADIENTS

SCREENS

The goal of a screen is to reduce the number of colors that are used within the artwork. Multiple visual effects can be achieved with different screens. The original color is organized into specialized dot patterns on the plate in order to create the desired graphic.

What you see on your computer screen:



Pantone 361 at 100%

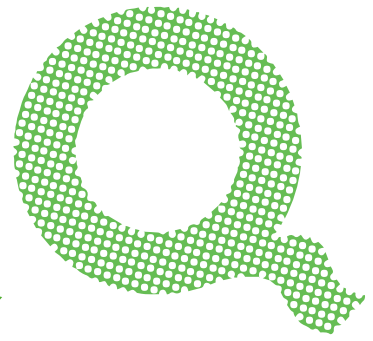


Pantone 361 at 50%

What you see on the tape:



Pantone 361 at 100%



Pantone 361 at 50%
(Actual dot representations may vary.)

GRADIENTS

A gradient, sometimes called a color ramp or color progression, is used to show a range of colors. A gradient can be used to blend two different colors or show the progression of intensity of one color from its most vibrant state to a least vibrant state.

What you see on your computer screen:



What you see on the tape:



(Actual dot representations may vary.)