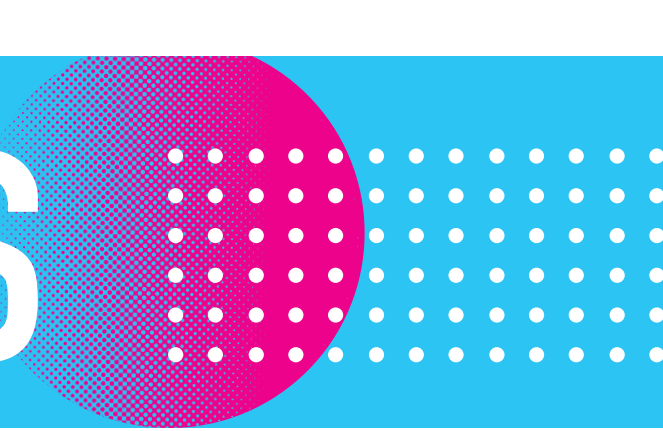


# FORMULA COLORS



*Walsworth* yearbooks

Walsworth has developed **Formula Colors**, which are specific blends of **CMYK**. Use this guide to verify your colors, since this guide shows exactly how these colors will print. Colors on your computer monitor are not an accurate representation.

F0005 F0005	F0010 F0010	F0020 F0020	F0030 F0030	F0040 F0040	F0050 F0050	F0060 F0060	F0070 F0070	F0080 F0080	F0090 F0090	F0100 F0100	F0105 F0105	F0120 F0120	F0125 F0125	F0140 F0140	F0150 F0150	F0160 F0160	F0170 F0170	F0180 F0180	F0190 F0190	F0200 F0200	F0201 F0201	F0210 F0210	F0215 F0215	F0225 F0225	F0240 F0240	F0280 F0280
										CMYK 0.99.100.0	CMYK 1.91.97.0	CMYK 0.54.55.0	CMYK 1.56.29.0	CMYK 0.40.39.0	CMYK 7.39.35.0	CMYK 0.25.24.0	CMYK 1.22.13.0	CMYK 0.10.9.0	CMYK 0.93.78.0	CMYK 0.99.85.0	CMYK 20.100.100.15	CMYK 18.91.89.7	CMYK 17.99.73.5	CMYK 14.94.99.4	CMYK 0.84.72.0	CMYK 0.69.59.0
ONLINE DESIGN COLORS ONLY															NEW			NEW								
F0290 F0290	F0300 F0300	F0325 F0325	F0350 F0350	F0375 F0375	F0400 F0400	F0425 F0425	F0430 F0430	F0450 F0450	F0475 F0475	F0500 F0500	F0520 F0520	F0540 F0540	F0560 F0560	F0580 F0580	F0590 F0590	F0600 F0600	F0601 F0601	F0610 F0610	F0625 F0625	F0650 F0650	F0675 F0675	F0700 F0700	F0701 F0701	F0720 F0720	F0740 F0740	F0760 F0760
CMYK 0.66.50.0	CMYK 3.73.20.0	CMYK 2.49.13.0	CMYK 1.22.7.0	CMYK 0.10.2.0	CMYK 0.99.0.6	CMYK 0.86.0.12	CMYK 19.100.14.0	CMYK 0.55.0.11	CMYK 0.39.0.11	CMYK 0.99.0.0	CMYK 0.71.0.0	CMYK 0.54.0.0	CMYK 0.39.0.0	CMYK 0.26.0.0	CMYK 0.11.0.0	CMYK 0.99.0.23	CMYK 10.100.40.30	CMYK 33.94.30.0	CMYK 0.71.0.25	CMYK 0.56.0.25	CMYK 0.39.0.24	CMYK 0.71.85.0	CMYK 0.80.95.0	CMYK 0.58.70.0	CMYK 0.46.55.0	CMYK 0.20.25.0
F0780 F0780	F0800 F0800	F0820 F0820	F0825 F0825	F0840 F0840	F0860 F0860	F0880 F0880	F0890 F0890	F0900 F0900	F0920 F0920	F0925 F0925	F0940 F0940	F0950 F0950	F0960 F0960	F0980 F0980	F1000 F1000	F1001 F1001	F1050 F1050	F1075 F1075	F1100 F1100	F1150 F1150	F1175 F1175	F1200 F1200	F1250 F1250	F1275 F1275	F1290 F1290	F1295 F1295
CMYK 0.8.9.0	CMYK 0.83.100.12	CMYK 0.69.85.11	CMYK 12.70.62.1	CMYK 0.58.70.12	CMYK 0.46.55.12	CMYK 0.33.41.12	CMYK 0.65.88.0	CMYK 0.56.100.0	CMYK 0.48.85.0	CMYK 0.48.75.0	CMYK 0.30.56.0	CMYK 0.41.100.0	CMYK 0.14.26.0	CMYK 0.7.10.0	CMYK 0.56.100.6	CMYK 0.65.100.9	CMYK 0.47.86.6	CMYK 0.38.70.6	CMYK 0.56.100.12	CMYK 0.48.85.12	CMYK 0.31.55.12	CMYK 0.56.100.24	CMYK 0.46.85.24	CMYK 12.38.74.0	CMYK 22.42.100.2	CMYK 28.37.61.2
F1300 F1300	F1350 F1350	F1375 F1375	F1400 F1400	F1450 F1450	F1475 F1475	F1476 F1476	F1480 F1480	F1500 F1500	F1501 F1501	F1510 F1510	F1515 F1515	F1520 F1520	F1540 F1540	F1560 F1560	F1580 F1580	F1600 F1600	F1620 F1620	F1625 F1625	F1640 F1640	F1660 F1660	F1665 F1665	F1680 F1680	F1700 F1700	F1720 F1720	F1740 F1740	F1760 F1760
CMYK 0.16.65.18	CMYK 0.12.46.18	CMYK 0.7.26.18	CMYK 0.11.70.18	CMYK 0.7.50.18	CMYK 0.4.29.18	CMYK 0.5.50.20	CMYK 14.31.85.0	CMYK 00.0.100.0	CMYK 0.18.91.0	CMYK 2.28.100.0	CMYK 0.18.80.0	CMYK 0.0.71.0	CMYK 0.0.56.0	CMYK 0.0.41.0	CMYK 0.0.26.0	CMYK 6.0.99.6	CMYK 6.0.85.6	CMYK 12.7.84.0	CMYK 4.0.70.5	CMYK 3.0.55.5	CMYK 5.5.54.0	CMYK 2.0.40.5	CMYK 0.5.99.0	CMYK 0.4.71.0	CMYK 0.3.56.0	CMYK 0.2.41.0
F1780 F1780	F1800 F1800	F1850 F1850	F1875 F1875	F1900 F1900	F1920 F1920	F1940 F1940	F1960 F1960	F1970 F1970	F1980 F1980	F2000 F2000	F2020 F2020	F2040 F2040	F2060 F2060	F2080 F2080	F2085 F2085	F2090 F2090	F2100 F2100	F2105 F2105	F2150 F2150	F2175 F2175	F2240 F2240	F2250 F2250	F2255 F2255	F2300 F2300	F2301 F2301	F2320 F2320
CMYK 0.1.26.0	CMYK 0.4.86.18	CMYK 0.3.56.18	CMYK 0.2.40.17	CMYK 0.10.71.0	CMYK 0.7.50.0	CMYK 0.6.49.0	CMYK 0.4.27.0	CMYK 5.12.40.0	CMYK 0.3.17.0	CMYK 45.60.99.0	CMYK 38.51.84.0	CMYK 32.42.69.0	CMYK 25.33.54.0	CMYK 18.24.41.0	CMYK 14.25.35.0	CMYK 11.15.26.0	CMYK 45.60.99.42	CMYK 44.63.78.40	CMYK 38.51.84.42	CMYK 32.42.70.42	CMYK 26.29.44.0	CMYK 016.25.40.24	CMYK 31.40.47.2	CMYK 65.91.100.0	CMYK 36.82.89.56	CMYK 55.77.86.0
F2340 F2340	F2350 F2350	F2360 F2360	F2370 F2370	F2380 F2380	F2400 F2400	F2425 F2425	F2430 F2430	F2450 F2450	F2475 F2475	F2500 F2500	F2550 F2550	F2575 F2575	F2600 F2600	F2601 F2601	F2650 F2650	F2700 F2700	F2725 F2725	F2750 F2750	F2775 F2775	F2800 F2800	F2801 F2801	F2850 F2850	F2900 F2900	F2901 F2901	F2950 F2950	F2975 F2975
CMYK 46.64.70.0	CMYK 36.50.56.0	CMYK 16.23.26.0	CMYK 7.9.11.0	CMYK 3.5.6.0	CMYK 0.40.70.42	CMYK 0.40.70.29	CMYK 22.42.100.2	CMYK 0.31.55.24	CMYK 0.22.40.11	CMYK 6.55.56.30	CMYK 4.41.40.30	CMYK 3.26.25.6	CMYK 0.91.40.42	CMYK 24.100.80.21	CMYK 0.36.16.23	CMYK 0.78.34.24	CMYK 0.51.22.24	CMYK 0.37.16.12	CMYK 0.24.10.6	CMYK 0.99.60.42	CMYK 40.90.84.63	CMYK 0.41.24.24	CMYK 0.99.60.24	CMYK 22.100.83.15	CMYK 0.70.41.24	CMYK 0.55.32.24
F3000 F3000	F3001 F3001	F3002 F3002	F3020 F3020	F3040 F3040	F3060 F3060	F3065 F3065	F3080 F3080	F3100 F3100	F3101 F3101	F3103 F3103	F3105 F3105	F3110 F3110	F3150 F3150	F3200 F3200	F3201 F3201	F3210 F3210	F3225 F3225	F3230 F3230	F3250 F3250	F3275 F3275	F3300 F3300	F3301 F3301	F3302 F3302	F3325 F3325	F3350 F3350	F3375 F3375
CMYK 10.99.100.6	CMYK 10.100.90.0	CMYK 15.100.100.0	CMYK 9.85.85.5	CMYK 7.69.70.6	CMYK 6.55.55.5	CMYK 4.49.41.0	CMYK 4.40.40.5	CMYK 10.99.100.42	CMYK 38.91.67.48	CMYK 41.86.64.51	CMYK 30.83.76.27	CMYK 27.92.85.26	CMYK 9.84.84.30	CMYK 10.99.99.24	CMYK 16.100.85.6	CMYK 27.79.100.21	CMYK 7.69.70.24	CMYK 33.73.60.4	CMYK 6.54.55.24	CMYK 4.39.40.24	CMYK 99.95.0.24	CMYK 89.100.15.6	CMYK 55.100.0.15	CMYK 69.67.0.24	CMYK 54.52.0.24	CMYK 99.38.0.18
F3400 F3400	F3420 F3420	F3440 F3440	F3450 F3450	F3460 F3460	F3480 F3480	F3490 F3490	F3500 F3500	F3501 F3501	F3520 F3520	F3521 F3521	F3540 F3540	F3560 F3560	F3580 F3580	F3590 F3590	F3600 F3600	F3605 F3605	F3620 F3620	F3640 F3640	F3660 F3660	F3680 F3680	F3690 F3690	F3700 F3700	F3710 F3710	F3715 F3715	F3717 F3717	F3719 F3719
CMYK 99.95.0.12	CMYK 69.67																									



- **Formula Colors** can be found on Yearbook Help and within Online Design. They can be loaded into the InDesign Swatches folder through the Color information plug-in. You can use them on the color pages at no additional cost.
- Use of Formula Colors may incur extra charges when used on a black and white flat.
- **ONLY USE** Formula Colors at 100%.
- Type smaller than 10 point **CANNOT** be used with Formula Colors. Boldface works best.
- The minimum size **RULE LINE** using Formula Colors is two point. Darker shades work best for rule lines.



## IMPORTANT: Using Formula Colors

To get the most accurate printing of a Formula Color, select that color. We know, though, that sometimes you want to create your own artwork in separate applications and move it into the application you are using. This will lead you to create your own color mixes.

### Please note:

- **Online Design** – If you use the CMYK or RGB mix specific for each Formula Color in another program and then upload the artwork into Online Design, the colors may shift in printing and not match the original Formula Color swatches in this guide.
- **InDesign** – Make sure you use the CMYK mix to best ensure the colors will match the swatches in this guide.

## Using UV coating

UV coating, a process where a clear coating is placed on the page, will add a shine and contrast that will brighten your pages.

There are two types of UV coating: flood and spot. With flood coating, a few pages or an entire flat can be covered, making dividers or the student section stand out. Use spot coating to highlight the text or photos on a page, for example, your senior portraits. You may also highlight a shape within a photo, such as an individual or object. UV coating should only be used on coated stock. Talk to your sales rep or CSR for additional details.



FLOOD COATING



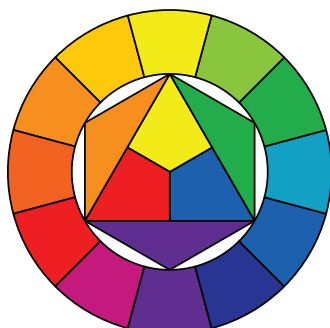
SPOT COATING

Bradley River High School, Bradenton, Florida

## Color Combinations

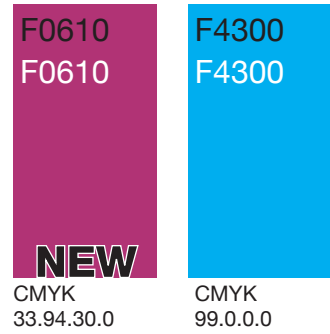
Ideas and moods are often communicated through a color or combination of colors. A color wheel is a great tool to help you choose effective color pairings by demonstrating color relationships.

Related colors are found next to each other on the color wheel and complementary colors are across from each other. Using the triangles shown inside the color wheel, harmonious color combinations can be selected. The examples below show spreads using various formula colors, but we encourage you to create your own combinations!



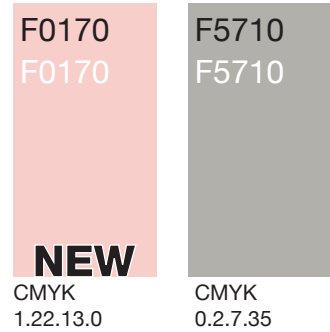
Color Wheel

## DYNAMIC



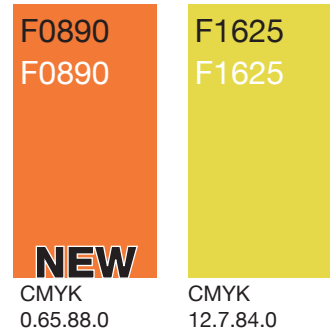
Honestead High School, Mequon, Wisconsin

## SPIRITUAL



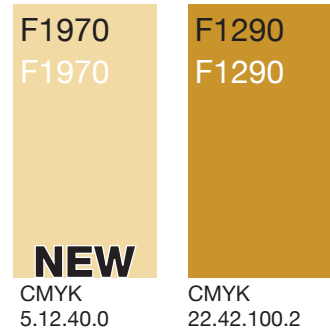
University High School, Orange City, Florida

## FRIENDLY



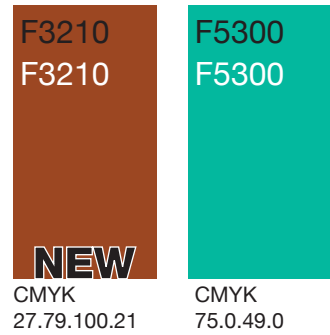
El Dorado High School, El Paso, Texas

## WARM



Honestead High School, Mequon, Wisconsin

## CLASSIC

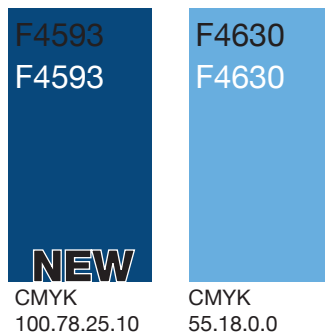


University High School, Orange City, Florida

# FORMULA COLOR GUIDE 2021

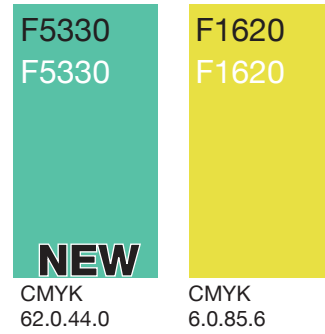
Walsworth yearbooks

## COOL



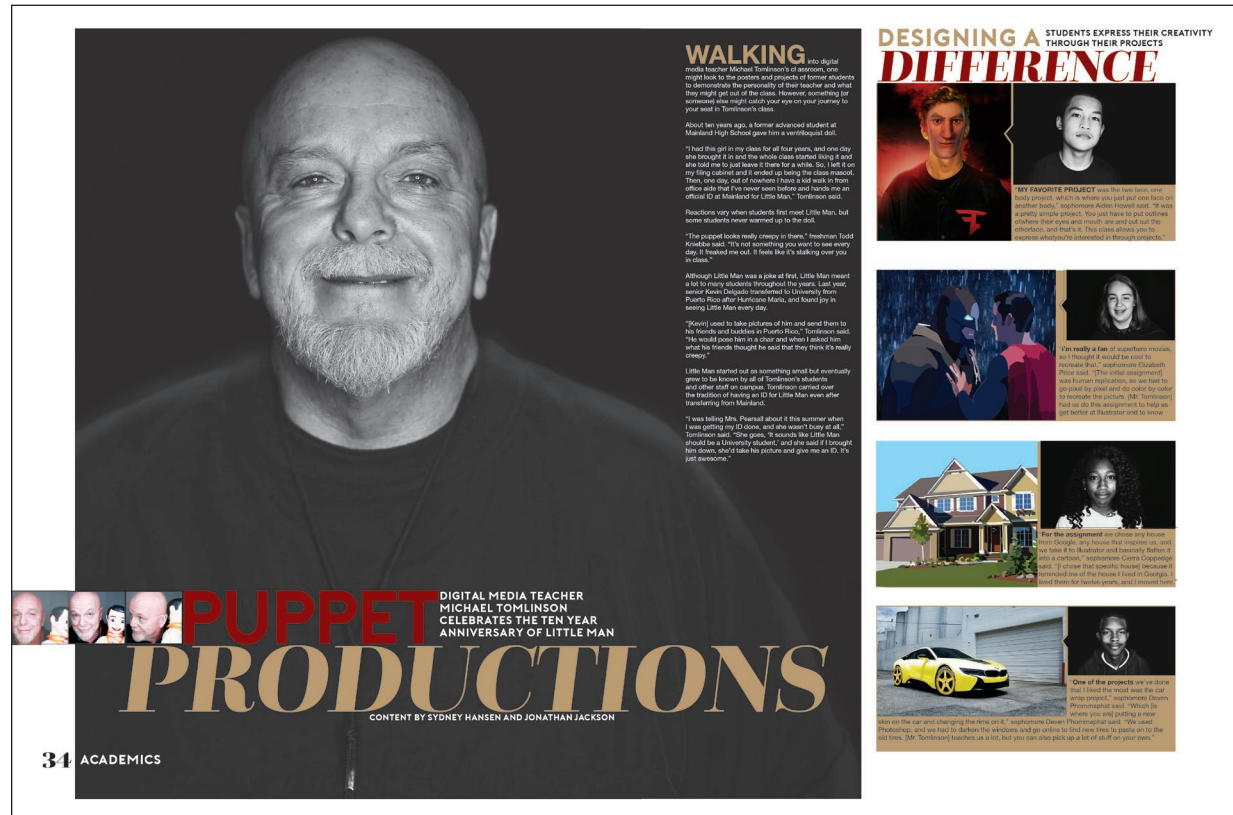
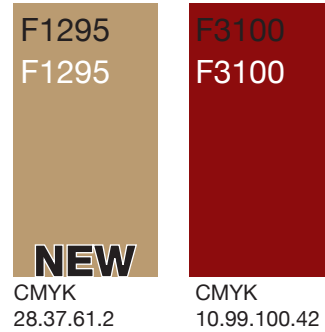
El Dorado High School, El Paso, Texas

## SOOTHING



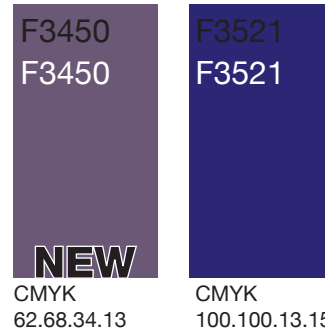
Honestead High School, Mequon, Wisconsin

## RUSTIC



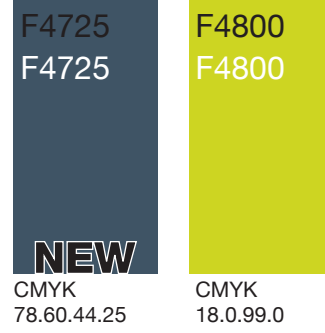
University High School, Orange City, Florida

## UNIQUE



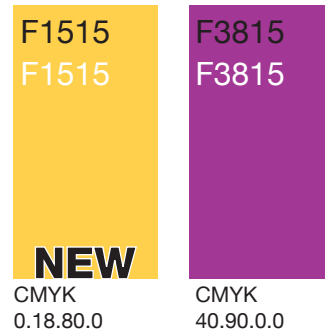
El Dorado High School, El Paso, Texas

## STRONG



Honestead High School, Mequon, Wisconsin

## HAPPY



University High School, Orange City, Florida