



# Guide to 4|0 · 4|1 · 4|4

These terms are a shorthand way to describe if a piece is printed on only one or both sides of a flat sheet.

The first number for all variations is 4 - all printing on front is considered four color for simplicity and pricing.

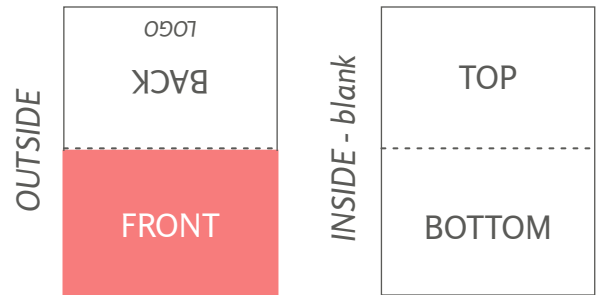
The second number indicates what, if anything, is printed on the back.

Use this guide to help make sure your files are printed correctly.



Pronounced “four over zero”

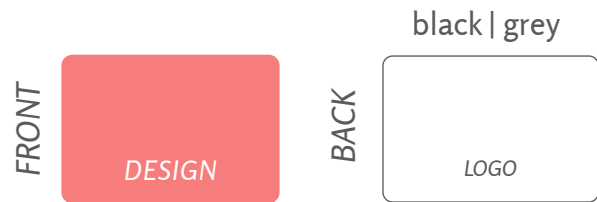
**Only the front side of the file has printing and the other side is blank.** For folded items this means that there is nothing to print on the inside panels, which is the back of the printed sheet.



Pronounced “four over one”

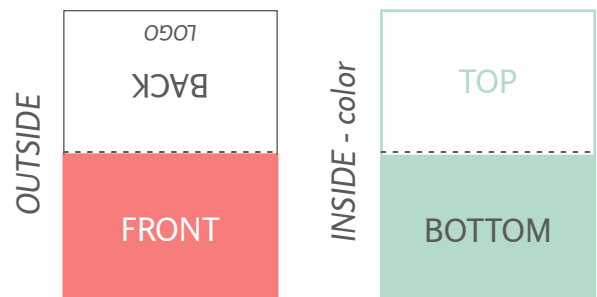
**In addition to the front printing, the back of the piece will only need black ink.**

Only gray or black built with the K value (ranging from 1-100) will count as one color. For files converted from RGB to CMYK, black & grey will always contain 4 colors on our presses.



Pronounced “four over four”

**In addition to the front printing, the back of the piece will need more than just the K in the color profile.**



folded item

\* Note: Our HP digital presses use a 4 color **CMYK** printing process.

**Cyan, Magenta, Yellow, Black** are the four ink colors used to build a full color spectrum.

Set all files up in the CMYK color space.