

Proofing and Color Matching Proof:

Superior Photo and Design uses the industries' highest valued and recognized Archival Pigment Inks. Along with this is extended lightfastness. This product is world acclaimed as superior to typical dye based inks used in common photo labs. Archival Pigment is the preferred process used by Museums and Historical archives.

Our recommended procedure for color matching is for the customer to order a proof. Unproofed orders are either printed as supplied "no adjustment" or printed "best judgment" - the best call of what the Lab perceives to be accurate or most similar to a proof if supplied. If a proof is supplied one must know that every thing reflects light differently so only the exact same paper and the exact same process would yield a same or mostly similar result. (Given the infinite possibilities)

The illusion of color is the way a wavelength reflects off of a certain surface based on the color temperature of that wavelength and the reflective or absorbent quality of the surface would determine how that color is identified. Our lab determines color similarity under the standard of the industry "proper viewing light", which is to view photographs at 5500 degrees Kelvin - daylight balanced.