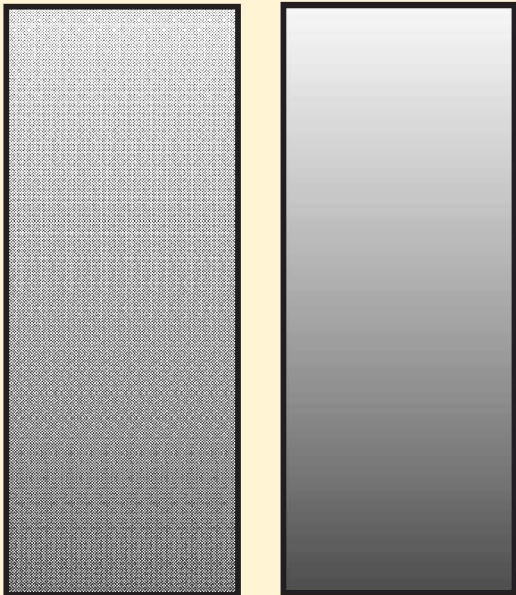
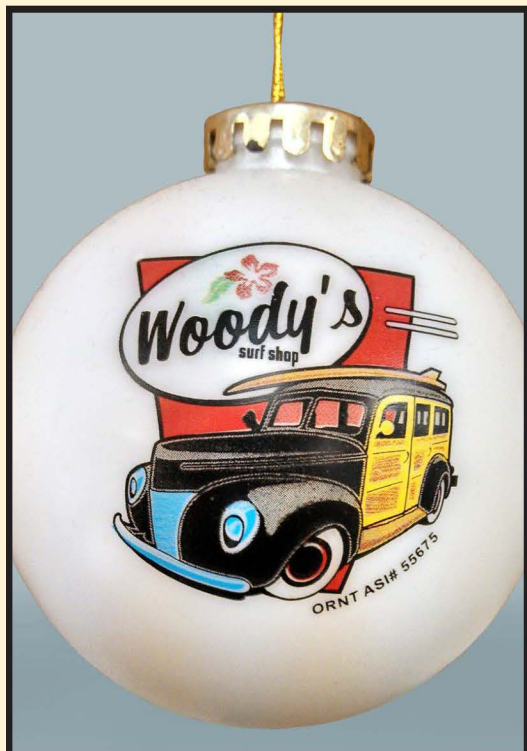


Halftones for Pad Printed Products



Left: Halftone dots. Right: How the human eye would see this sort of arrangement from a sufficient distance.



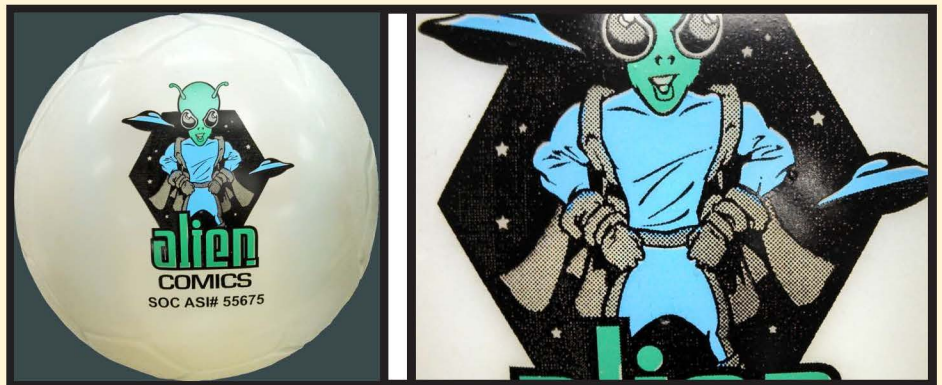
A 5 or 6 color effect can be achieved by layering halftones. The example above shows a 4 color imprint that appears to have 7 different colors, Red, Black, Gray, Green, Cyan, Yellow and Brown.

Halftone is the technique that simulates continuous tone imagery through the use of dots, varying either in size, in shape or in spacing. This reproduction relies on a basic optical illusion - that these tiny halftone dots are blended into smooth tones by the human eye.

As long as the resolution, or **screen frequency** of the image (measured in **Lines Per Inch (LPI)** is high enough, the dots appear as a continuous image to the human eye. However, if you closely examine the images printed in a newspaper, magazine or one of our imprints you should be able to see the dots that make up the halftone image.

All Sport Ball and Novelty products can print in a 133 LPI Screen Frequency. Vector artwork is highly recommended to print halftones at the best quality.

(Actual product samples)



Send questions and art files to artdept@galaxyballoon.com