Accurate color reproduction is particularly important in commercial photography. Fashion and interior designers, architects, artists and food stylists all demand a faithful color rendition. While it is possible to make some post-photographic corrections, in the digital or wet labs, for the truest color and best reproduction it is essential to know and understand the relevance of the color temperature of a given light source. For this reason color films, and many light sources, are rated by Kelvin temperature.

13,000 °K North Sky
Auto white balance or shade

8,000 °K Overcast Sky
Auto white balance or cloudy

6,000 °K Electronic Flash
(Studio or portable.)
White balance flash

5,500 °K Average Daylight
Auto white balance or fluorescent

3,400 °K Photo floods
Films requiring no filtration.
with daylight films use 80 B filter

3,200 °K Tungsten Bulb
Auto white balance,
tungsten or incandescent
Films requiring no filtration
Negative: Kodak: Portra 100 T
Fuji: Fuji NPL
Transparency:
Kodak: Ektachrome Tungsten 64 & 160
Fuji: Fujichrome 64T
with daylight films use 80 A filter

3,000 °K Household Bulb
White balance: incandescent

1,000 ° K Candle