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
  - Films requiring no filtration.
  - Transparency: Fuji: Sensia, Provia, Velvia
  - Ektachrome 100, 400 S & SW
  - Negative: Fuji: Superia, Reala, Fujicolor NPS, Kodak: Portra or Supra

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

- 3,400 °K Photo floods
  - 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