

Print and web

colour scheme



CMYK:
Cyan-Magenta-Yellow-Black

RGB:
Red-Green-Blue

So what is the difference?

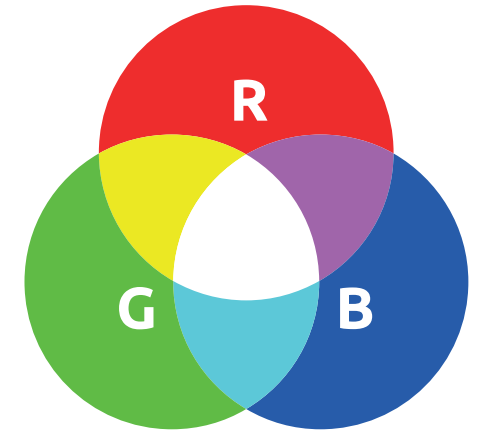
Acronyms like **CMYK** and **RGB** ...If they haven't been explained properly, you've probably just nodded your head and pretended like you understood...

Well in a nutshell, the difference is that **RGB** is additive and displays better on a screen and is mainly used for web and social media; **CMYK** is subtractive and is intended for the printed page.

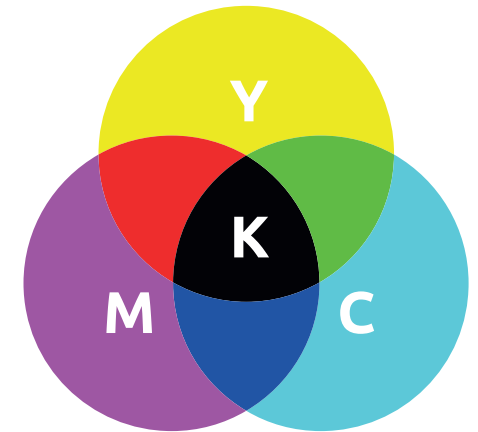
May your images forever be colour-accurate.



RGB, which uses mixtures of red, green and blue, is the preferred colour profile for digital devices and computer screens and appears much brighter than CMYK colours.



CMYK, a four-colour printing process that uses only cyan, magenta, yellow and black inks, is primarily used for printing brochures, business cards, posters and other paper-based products.



PMS, The Pantone Matching System is often used to match specialised blended ink, or a spot colour is also used in Pantone schemes to properly match unique colours for unique printed materials.

