

COMPUTER COLOR

rgb vs. cmyk

rgb (red–green–blue)

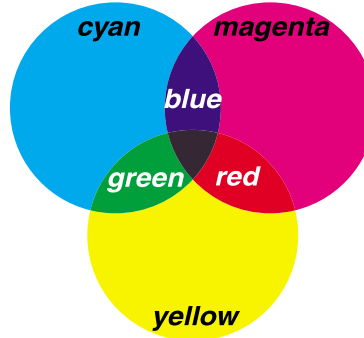
Computer monitors display colors with a process called additive color – it transmits light which we perceive as color. Images saved in RGB mode do not separate correctly or print well on color copiers.

NOTE: Computer representation of Pantone PMS colors may not match the ink color on the final printed piece. If your monitor is not calibrated correctly, it will show a different color, darker or lighter, than the exact Pantone PMS color you are looking for. Please check your color choice with a Pantone PMS swatch book, or with a matchprint proof.

RGB file separated to film and printed:



cmyk (cyan–magenta–yellow–black)



Printed media uses a process called subtractive color – translucent cyan, magenta, and yellow inks are printed on a substrate and actually absorb colors and we perceive the reflected light as different colors. Images saved in CMYK format produce correct color separations and print best on color copiers.

RGB file printed to color copier:



CMYK file printed to color copier:

