

What's CMYK?

CMYK and RGB are common color modes used in digital imagery. CMYK is used when you print, like for posters and business cards. Color mode affects how work will print and which colors are available. *Make sure* your document is in the right color mode before you start designing!

For screen-based media, see our information on RGB.

CMYK is for **print** media

Cyan
Magenta
Yellow
K ... black

posters
business cards
imagery for publications
pamphlets
letterhead

These are inks your printer uses.

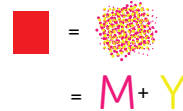


Test print your work. Each printer handles ink differently and your image may look different from printer to printer

Hint: Never use all 4 inks in one color.



Red



Dark Red



Muddy Dark Red (& wet paper)



What's RGB?

RGB & CMYK are common color modes used in digital imagery. RGB is used for media presented on screens, such as presentations and websites. RGB will affect which colors are available.

Make sure your document is in the right color mode before you start designing!

For printed media, see our information on CMYK.

RGB is for media on **screens**

Red
Green
Blue

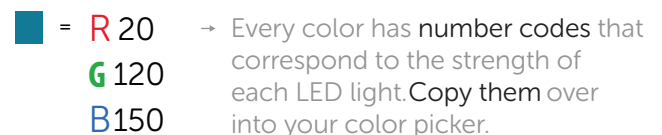
presentations
social media
websites
video

These are the colors of light produced in a monitor or projector



RGB has a larger number of colors to pick from (a larger gamut) than CMYK
A photo on a screen is likely to look different printed on the page.

Hint: Copying colors exactly? Use number codes.



→ This method applies to CMYK *inks too*.

→ Designers often use round numbers when they create colors.