

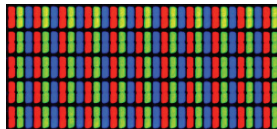
RGB vs. CMYK

What and Why

That's a lot of letters and acronyms...

Simply put, **RGB** (Red, Green, Blue) are the colors that are used in viewing what you see on your computer monitor. These colors can appear very vibrant as they are made up of light.

CMYK, (Cyan, Magenta, Yellow, Black) are the colors that are made up of tiny dots used in printing. These 4 inks, when printed together can create almost all colors in the spectrum.



Why do my images and my document need to be in CMYK?

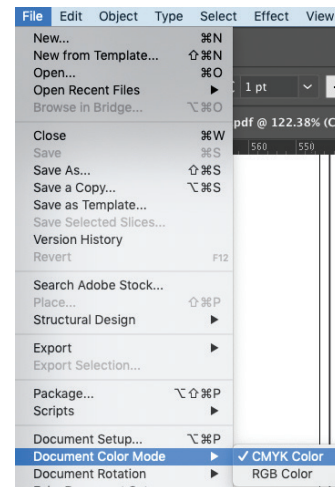
RGB is fine for anything that will be viewed on computers and on the web. However, since the presses use CMYK inks, files will need to be converted to the format that the presses use. It can be very confusing for the machine to try and match ink to what is basically light. While some colors will look the same on the screen whether they are RGB or CMYK, some can be very, very different. When the customer is viewing the artwork in the correct format, they will have a better idea on how it will print.

In Illustrator:

Using the drop down menus at the top

1. File > Document Color Mode > CMYK Color

This is best to do at the beginning of creating your artwork, but will also work after it is done. However, be aware this may mean your colors will appear different than when they were first created.



In Photoshop:

Please be sure that your links, images are CMYK, too!

1. Image > Mode > CMYK Color

As always, be sure to save your files before resending! Thanks for coming to my TED Talk!

