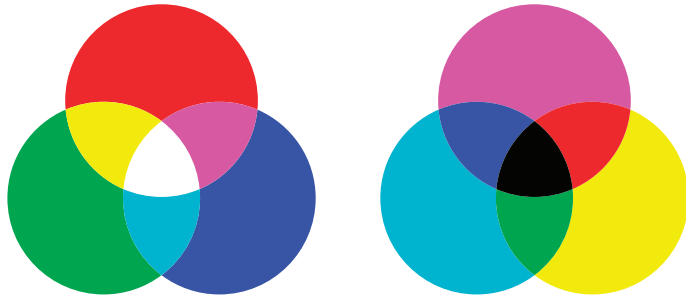
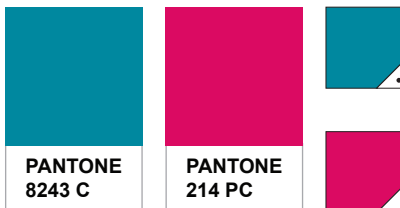
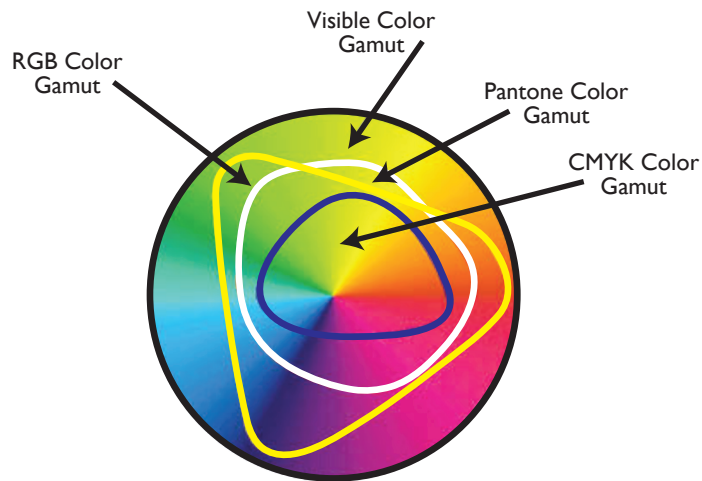


COLOR MODELS



RGB Model

CMYK Model



Examples of Pantone Chips and Swatches

(The white triangle in the bottom right corner of the swatch, means that it is a global color, and the black dot means that it is a pantone. The black dot will generally appear in all sets except the process which relates to CMYK).

RGB (for web)

- R=Red G=Green B=Blue
- Computers and varying monitors use differing amounts of these three hues to create their entire color light spectrum. They are known as the “additive colors” because full values of each color results in a white screen and absence of each color results in a dark screen.
- All other colors are created by varying the intensities of these 3 hues in a range value of 0-255.

CMYK (for print)

- C=Cyan M=Magenta Y=Yellow K=Black/Key
- All colors of the standard print-spectrum are achieved through combinations of these four ink colors. This kind of printing is often referred to as four-color process printing or full-color process printing.
- These colors are referred to as “subtractive colors” because when mixed together they make black. Black is therefore only added as a fourth color to save ink and to not have to be concerned with registration (alignment) of colors.
- CMYK densities of hues are listed as percentage 0-100%.

PMS (for print)

- The Pantone Matching System (PMS) is a collection of print pre-mixed inks.
- These colors are referred to as “spot colors” and are often used in branding or when achieving the exact color in print is crucial.
- A Pantone color is shown in percentages of 0-100% of tints (color plus white).
- Pantone colors include standard process colors, inks such as metallic, fluorescent, pastel, opaque, and warm/cool black. They also include iridescent and other hot foil stamps with either gloss or matte varnishes.
- To access your pantone colors go to your swatch libraries> color books> and select the pantone book you want to access. The panel menu will then give the option to view as a list or to enter a find field to look up a specific number.