When to use CMYK color vs PMS color

Choosing between CMYK and PMS depends on the intended use and printing method of your particular marketing piece. Know the difference before incorporating specific assets into your design to insure your color values print accurately.

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

PMS: This value is based on the Pantone Matching System® and should only be used when a spot color is needed (limited use).