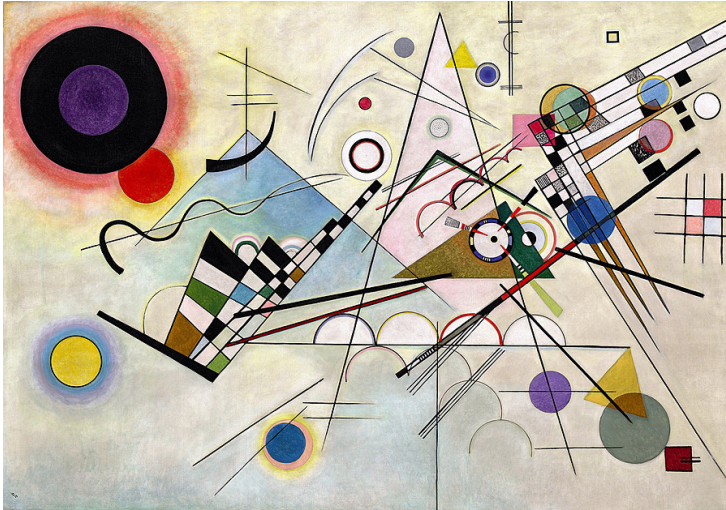


COLOR & TYPE



Composition VIII, 1923

Oil on Canvas, 55 1/8 x 79 1/8 in

Guggenheim Museum, New York

*Color is the keyboard,
the eyes are the harmonies,
the soul is the piano with many strings.
The artist is the hand that plays,
touching one key or another,
to cause vibrations in the soul.*

– Wassily Kandinsky

COLOR & TYPE



RGB

Colors rendered by light rather than pigments, this is used in monitors, computer projectors, phones and other devices with screens. (Red-Green-Blue)

COLOR & TYPE



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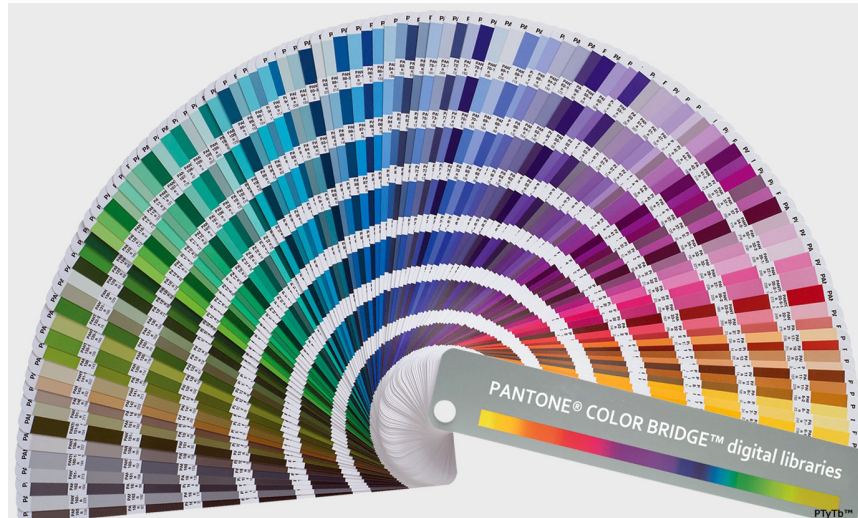
CMYK

Also called Process Color, these are four specific colors used in printing to reproduce full-color images. (Cyan-Magenta-Yellow-Black)

COLOR & TYPE

SPOT

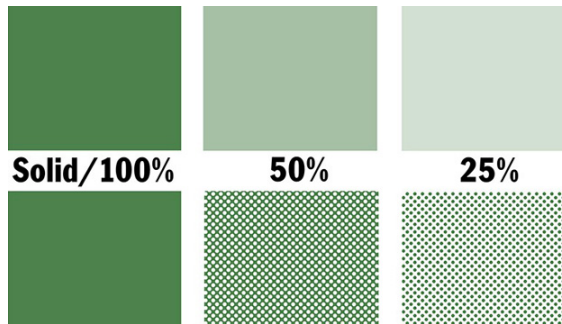
Specially mixed printing inks designed for precise color matching. Spot colors systems include pastels, metallics and fluorescents. Pantone is the most common color matching system.



COLOR & TYPE

Tints

A color that is printed at less than its full density, making it a lighter shade—created by halftone screening. Don't confuse tints with opacity changes!



How to make Tints in InDesign

< <https://helpx.adobe.com/indesign/using/tints.html> >

COLOR & TYPE

Reversing

Also called knocking out, when type is dropped out of a background color, illustration or photograph.



Sturdy typefaces work best for reverse treatments.

COLOR & TYPE

The readability of type over busy backgrounds can be improved by the inclusion of a contrasting “shadow”—created by duplicating the type object and offsetting it behind the original.



This technique doesn't work with high contrast typefaces.

COLOR & TYPE

Overprinting

When one color is printed over another. Carefully consider the typeface, size and color to ensure readability.

