

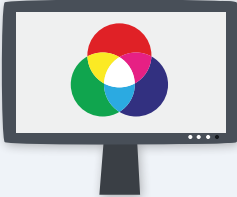




COLOR MODELS: PMS, CMYK, RGB, HEX

Color models such as PMS, CMYK, RGB, and HEX use different processes to generate colors, leading to variations in how designs appear depending on which model is used. Conversion between models can shift colors due to different color gamuts.

PMS Pantone® Matching System	CMYK Cyan, Magenta, Yellow, Black	RGB Red, Green, Blue	HEX Hexadecimal Color
PMS AND CMYK ARE FOR PRINT MEDIA		RGB AND HEX ARE FOR DIGITAL MEDIA. DO NOT USE WHEN SETTING UP PRINT FILES.	
 Uses pre-mixed spot color ink for offset printing EXAMPLES: Logos, Branding	 Uses four-colors of ink on offset presses and other printers to make a wide spectrum of colors EXAMPLES: Flyers, Brochures	 Uses different intensities of three-colors of light to make a wide spectrum of colors for web and digital screens EXAMPLES: Web, Video, Apps	
ADDITIONAL INFORMATION			
Provides consistent color across different print products	Not all RGB or PMS colors convert identically in CMYK.	Bright, vibrant colors for screens; not suitable for printing.	Web-friendly version of RGB (e.g., #FF0000 = red). Used in HTML/CSS.
COLOR ACCURACY			
Very high (pre-mixed inks)	Good (approximation)	High on screens	

✓ RGB is the color mode used for screens, and CMYK is used for printing. When converting an image from RGB to CMYK to prepare it for print, some colors—especially really bright or neon-looking ones—may not look the same. This is because screens can show more vibrant colors than printers can reproduce. We do our best to match them as closely as possible, but a slight shift in how the colors appear is normal when converting for print.