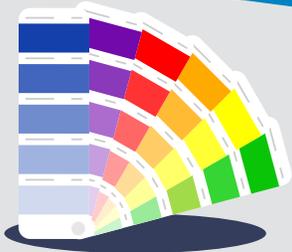


COLOR PRINTING

CHEAT SHEET FOR PRINT BUYERS

Choosing the Right Color Model for Your Print Job.



PMS (Pantone Matching System)

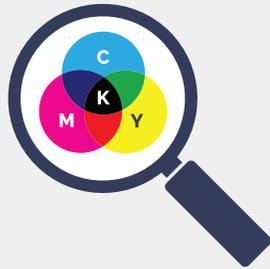
Use: Printing (Offset, Premium Brochures)

PMS colors are patented, standardized color inks, designed for high-quality, accurate color matching.

When to Use:

- ✓ Ideal for 1 or 2-color jobs.
- ✓ Perfect for premium brochures, stationery, and high-end materials.
- ✓ Often used as spot colors in combination with CMYK for richer, more vivid prints.

Tip: Choose PMS when color precision is key and you want to maintain consistent branding across various print materials.



CMYK (Cyan, Magenta, Yellow, Black)

Use: Printing (Offset, Digital)

CMYK is a color model that combines cyan, magenta, yellow, and black inks in varying proportions to create a full spectrum of colors.

When to Use:

- ✓ Ideal for full-color brochures, flyers, posters, and postcards.
- ✓ Works best for digital and offset printing, offering a broad color range at a lower cost than PMS for larger print runs.

Tip: If you're working on projects that require a range of colors but don't need the exact precision of PMS, CMYK is a great choice.



RGB (Red, Green, Blue)

Use: Onscreen (Web, TV, Mobile Devices)

RGB combines red, green, and blue light to create colors displayed on screens.

When to Use:

- ✓ Best for digital media such as websites, social media, TV, mobile devices, and illuminated signs.

Tip: RGB is great for any content that will be viewed on screens. Keep in mind that the color might not match exactly when you print it.



HEX (Hexadecimal)

Use: Onscreen (Web Design)

HEX is a six-digit code that represents RGB colors in a web format. It's a common standard for web design and online branding.

When to Use:

- ✓ Primarily for web design and digital applications.
- ✓ Easily recognizable for graphic designers when specifying colors for websites, logos, and online branding.

Tip: HEX codes are useful for ensuring color consistency across different web platforms and online media.

WANT HELP CHOOSING THE RIGHT COLOR MODEL FOR YOUR NEXT PRINT JOB?

We understand that selecting the right color model is crucial for achieving the best results in your print projects. Whether you're working with premium brochures or full-color postcards, we're here to help guide you every step of the way.

Contact us today for advice on optimizing your print projects and using color to enhance your marketing materials.