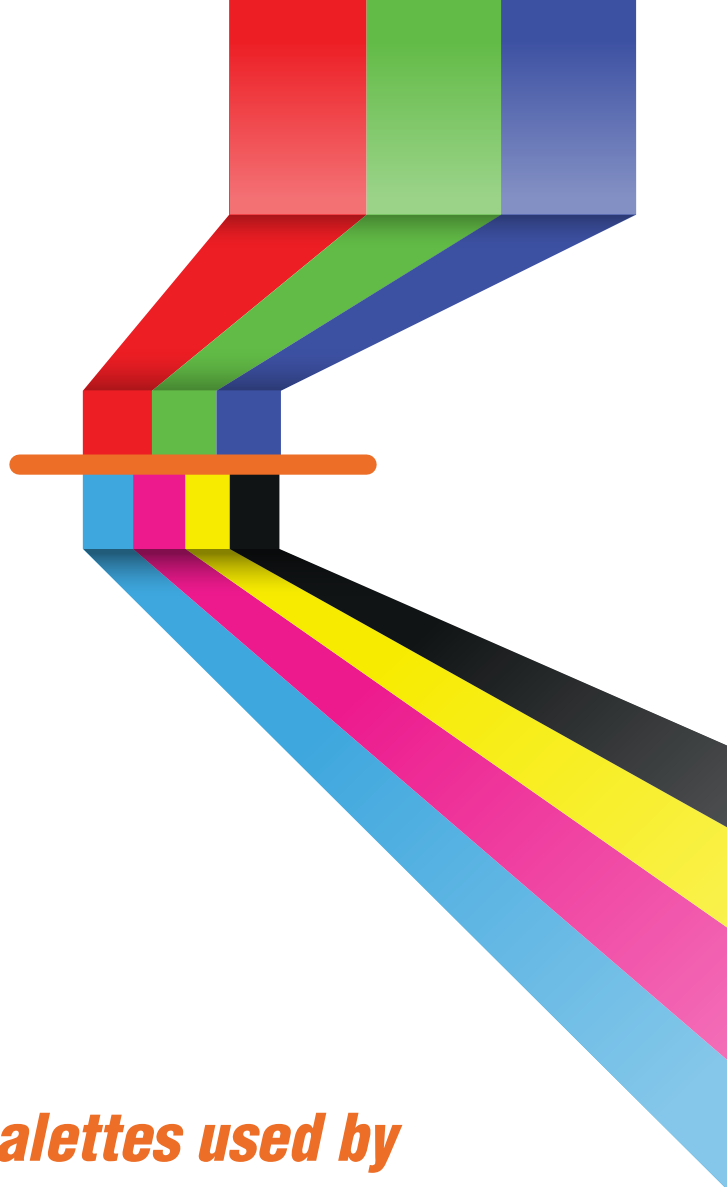


RGB

&

CMYK



*The two most common color palettes used by graphic artists and designers are **RGB** and **CMYK**. The difference between them is that **CMYK** is what we use for printing and **RGB** is used for any type of on-screen, light based display.*

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What is *RGB*?

RGB represents Red-Green-Blue, employing various combinations of these three hues to generate all conceivable colors (16.77 million colors) on computer or television screens through the use of additive light. This characteristic makes RGB an additive color model.



What is *CMYK*?

CMYK stands for Cyan - Magenta - Yellow - Black ("K" means black). By employing various mixtures of these four inks, CMYK produces a complete array of colors within the color gamut through subtractive light (this is why it appears so much less vibrant than RGB).



When exporting PDFs for print, make sure that you choose CMYK in order to get the best outcome, before sending them to Minuteman Press East Dallas.

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