

RGB

Exclusively used in digital design. It represents the same colors used in screens. It is used and created in the same way as colors in light. More light = white. Less light = black.

* No two monitors are calibrated exactly the same.

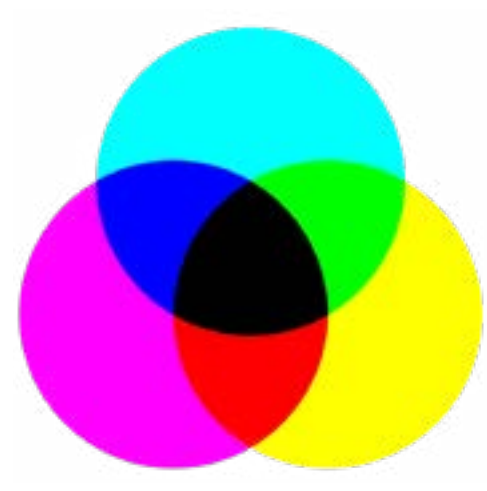


CMYK

Uses **C**yan, **M**agenta, **Y**ellow, and **K**ey (Black).

As opposed to RGB, where more color = white, less color = white in CMYK. Tones are created by varying densities of ink.

When designing with CMYK print in mind, you should always use white stock if you want an accurate prediction of how colors will print.



PMS

PMS = Pantone Matching System

Universal color matching system for printing. Ink is produced beforehand, which means most consistent color matching.

[Pantone color matcher](#)

WEEK 03

TYPE TOOLS - WEEK 03 - RGB vs. CMYK vs. PMS



Which one should I use?

RGB

All exclusively digital designs (web design)

CMYK

Photography, full-color printing, typically documents with more than 4ish colors

PMS

Metallic and neon colors, specific branding (like for logos), and monochromatic designs. Keep in mind that colors are applied one at a time (like screen printing) so more colors is more expensive.