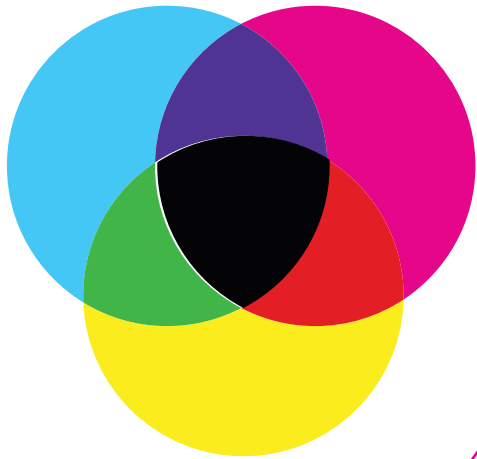


COLOUR MODELS



CMYK

PRINTING

- CMYK = Cyan, Magenta, Yellow & Black
- Subtractive colour - created with inks
- Start with white (usually paper), mix the 4 inks together to create different colours

TIP: Always supply artwork files (including images) to a printer in CMYK

100% Black C=0 M=0 Y=0 K=100

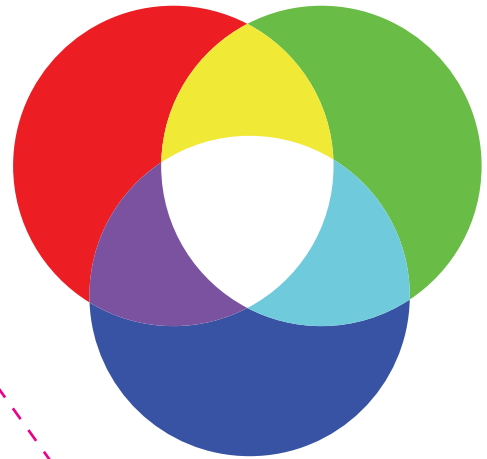
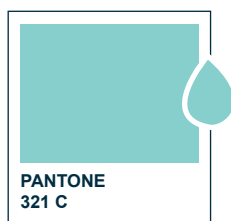
True Black C=75 M=68 Y=67 K=90
Use for a richer print black

PANTONE

COLOUR MATCHING

- Standardised colour matching system
- Commonly used for brand identities
- Most referenced are Pantone Solids Colours
- Identified by a 3-4 digit number followed by a C, M or U

TIP: The most accurate way to select Pantone colours is with a Pantone chart - don't trust your computer screen.



RGB

SCREENS & DEVICES

- RGB = Red, Green & Blue
- Additive colour - created with light
- Displays colour on screens (computers, mobile phones, televisions cameras)
- Start with black (no light), add different amounts of these colours

TIP: By default your camera or phone will capture images in RGB, if you want to print them you will need to convert to CMYK

REMEMBER:
A colour on a screen will not look the same when printed.

#HEX

WEBSITES & CODING

- Start with #, followed by 6 letters or numbers
- Represent RGB colours in format browsers read
- Commonly used in web design / development

TIP: 'ColorZilla' is a free Google Chrome extension which allows you to find the hex colours from any webpage.



OTHER PROPERTIES



Tints are created when you add white to a colour



Tones are created when you add both black and white to a colour



Shades are created when you add black to a colour