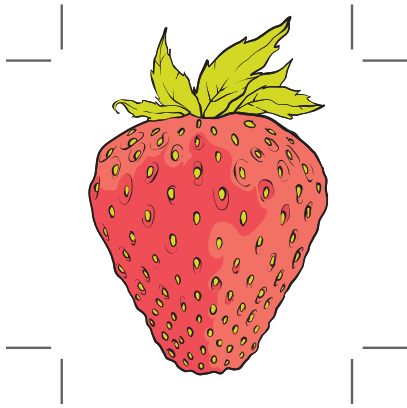


# CMYK VS RGB VS PANTONE

How do they compare and what are their uses?

## CMYK



CMYK is the standard color profile for full-color printing.

CMYK uses a series of dots (composed of cyan, magenta, yellow, and black) to create the illusion of different colors. CMYK color builds won't always be an exact match for a Pantone color, but they will create more colorful photos.



### BEST FOR

Full-Color Print Media  
Brochures  
Postcards  
Signs and Banners

## RGB



RGB is the standard color profile used for on-screen design.

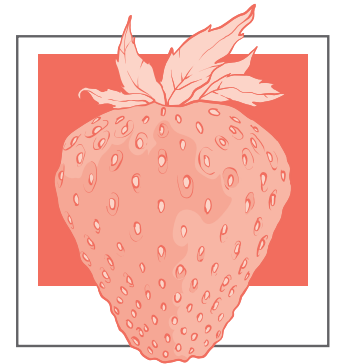
RGB combines red, green, and blue light in different combinations to create the colors you see on a screen.



### BEST FOR

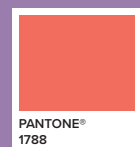
Digital Screens  
Websites  
Devices

## PANTONE



The Pantone Matching System (PMS) assigns each color a name and number, ensuring the color looks the same each time it is used on a product.

Think of Pantone colors like picking out a color chip at the paint store. A Pantone color is mixed using a precise formula and always looks the same.



### BEST FOR

1 or 2-color Printing  
Stationery  
Forms