

# Color Models

Before a marketing piece is created, please consider which is the correct color model for the medium. The following is a quick guide to help understand the differences between CMYK, RGB, and Pantone color models.

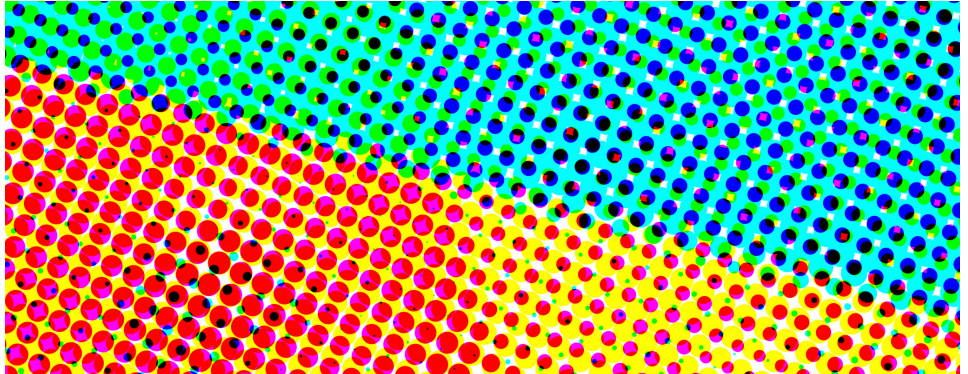
## CMYK Color Model

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The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow and key (black).

### EXAMPLE USES:

- Poster design
- Printed magazine ad
- Printed brochure design
- Trade show banner
- Printed catalog



## Spot Color Model

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In offset printing, a spot color is any color generated by an ink (pure or mixed) that is printed using a single run. By using spot colors, a better consistency is maintained across multiple printers.

### EXAMPLE USES:

- Business cards
- Letterheads
- Envelopes
- Any offset printed piece that does not require process colors



## Spot Color Model

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The RGB color model (red, green, and blue) refers to a system for representing the colors to be used on a computer/digital display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

### EXAMPLE USES:

- Digital displays
- Website page or banner ad design
- Email template design
- Presentation
- App design

