



Design



Print



Mail



Scan

# OA DOCUMENT SOLUTIONS

4720 Scruggs Station Road,  
Jefferson City, MO 65109  
573.751.3307

## AT A GLANCE

### RGB:

- Digital Colors (websites, photos, etc.)
- Colors are produced via light
- Uses: Websites, Mobile Apps, Photo Editing

### CMYK:

- Printed Colors
- Dots of each (CMYK) color creates additional colors
- Uses: Printing Brochures, Business Cards, Posters and other paper based products

### Pantone® Colors:

- Special mixed ink to give an exact color
- Used in logos, and company materials
- Industry standard set of colors that can be matched accurately over a variety of processes, equipment and materials
- Identified as a series of numbers  
Example: PMS 425
- Uses: Letterheads, Business Cards, Posters, T-Shirts, other printed products

## RGB VS CMYK VS PANTONE

### ALL ABOUT RGB (red, green, blue):

Digital representations of images are generally produced using light in the RGB color model. RGB is a light additive color model, meaning that colors have to be added together to produce lighter colors and ultimately white. That's why the colors appear "brighter" on your screen!

### ALL ABOUT CMYK (cyan, magenta, yellow, and black):

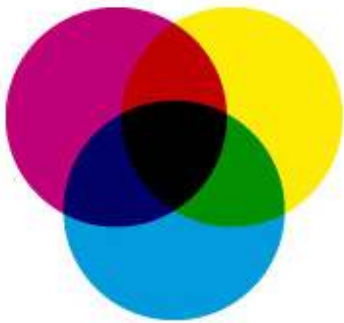
Most home grade, consumer & industrial printers use CMYK inks colors to reproduce images. CMYK color is a subtractive color model, meaning, that ink must be removed in order to achieve lighter colors with the lightest color you can achieve being the surface you are printing on. You do not have to combine ink colors to create standard black, however another black known as chromatic black is created from the combination of colors without the use of black ink.

### ALL ABOUT Pantone®:

The Pantone® Color Matching System ensures that manufacturers all around the world can refer to the exact same color and feel confident in their matching ability, despite never coming into direct contact with one another. There are 4-color builds for Pantone® colors, but since PMS colors are mixed with a specific recipe of pigments, attempting to recreate Pantone® colors with CMYK typically results in a shift in color. Each Pantone® color is labeled via a unique number and currently, Pantone boasts a total of over 1,800 different colors.



**RGB**  
**digital**



**CMYK**  
**print**



**PANTONE®**  
**print**