

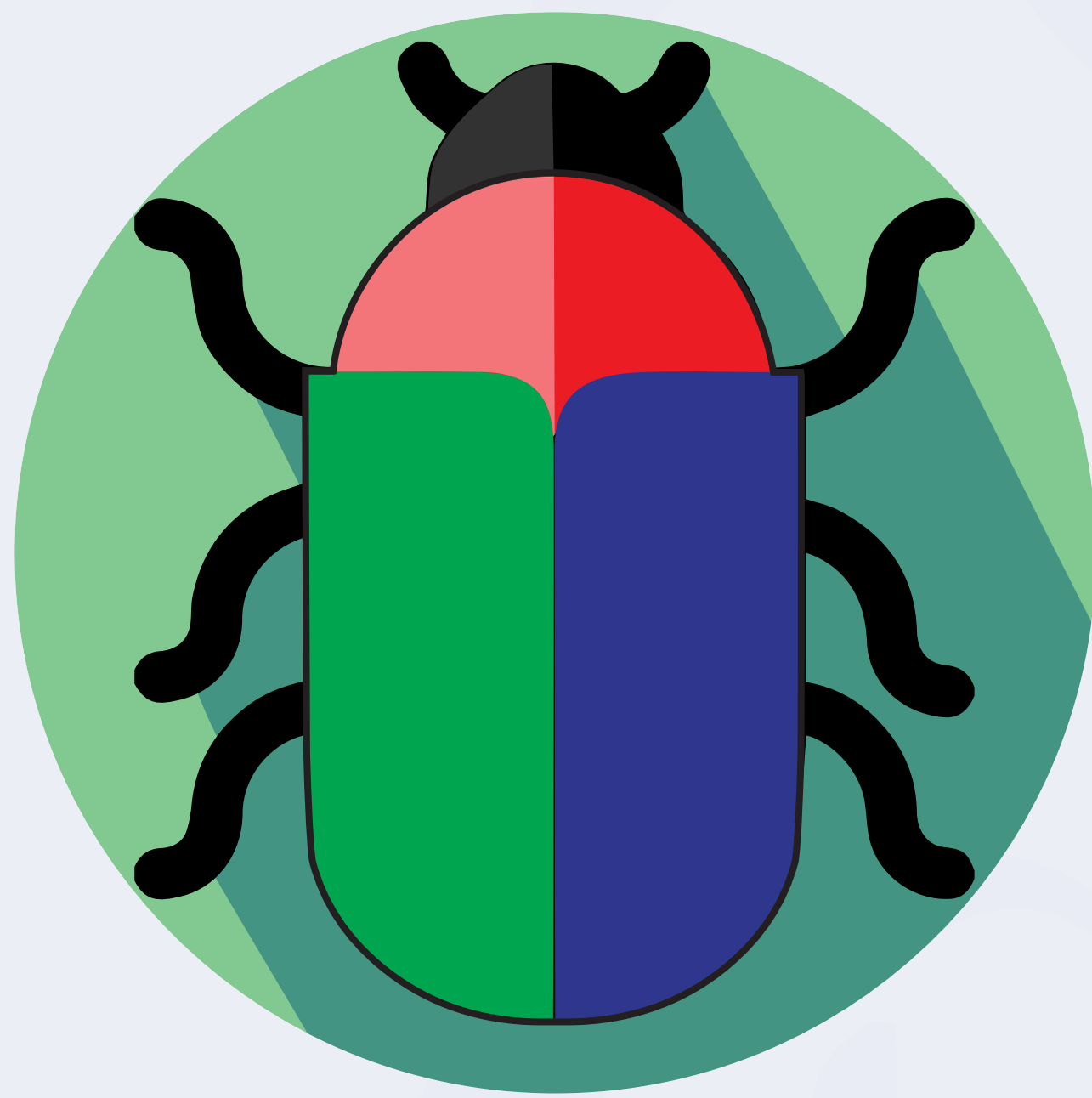
Color Decoded

RGB

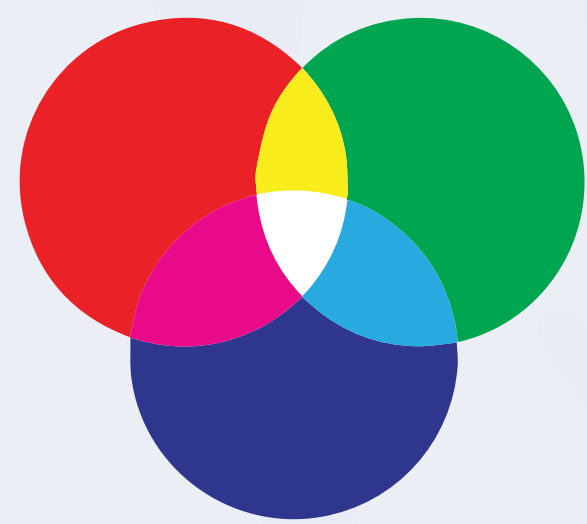
CMYK

SPOT

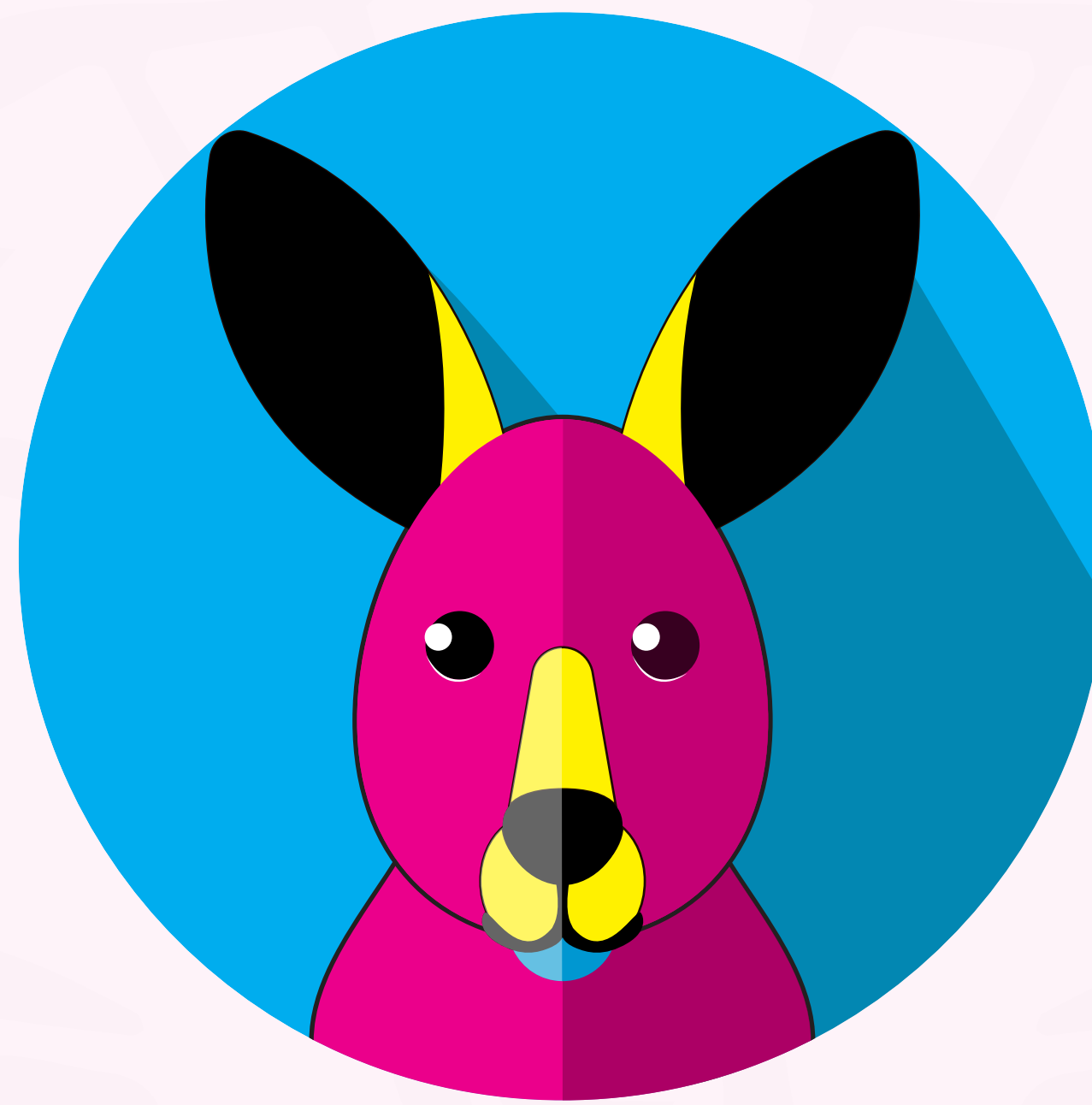
If you've been around the business block, you've probably heard at least one of these terms. Maybe you've even struggled with the disconnect between the colors on your screen & those that come off of your printer. What's really going on? Our friends explain.



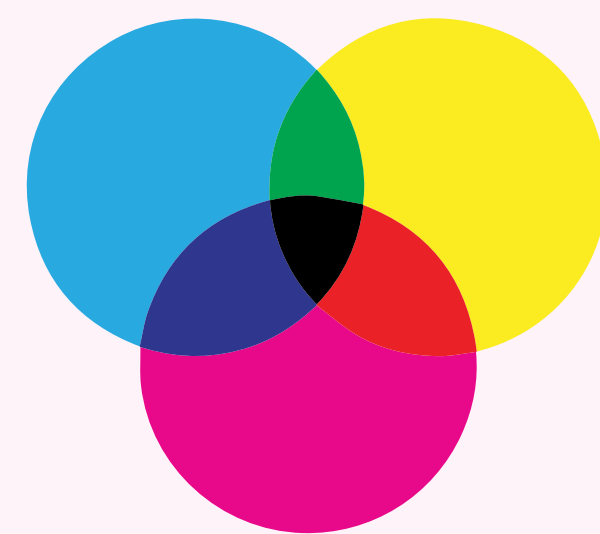
RGBBeetle



RGB is primarily for digital output, and stands for **Red**, **Green**, and **Blue**. Things like phones, laptops, tablets, and other devices use these three colors to produce the images you see on screen right now. Saving in RGB color mode helps keep your digital design colors popping, since this is the best format for rendering accurate on-screen output.



CMYKangaroo



CMYK stands for **Cyan** (sky blue), **Magenta** (hot pink), **Yellow**, and **Black**. This color model is commonly used in printing. Images are made up of layered colors that visually blend together. Because this process requires mixing, colors can vary between print jobs. Most flyers and magazines are printed in CMYK, and your business cards probably are, too!



Spot



Spot color uses solid areas of ink to print custom colors. Because this process doesn't involve mixing, spot colors are accurate and don't vary between printed products. Industry standard for defining spot colors is the **Pantone®** color matching system. Defining Pantone® colors for a company helps keep logo and brand colors consistent.