

COLOUR CODES

Print: CMYK + PMS + RGB
Web: HEX

COLOUR

WHAT IS IT?

WHEN TO USE IT?

CMYK

Cyan - Magenta - Yellow - Black

Print - Majority of printing, including digital

PMS

Pantone Matching System

Print - Universally standardized colour system

RGB

Red - Green - Blue

Photography / Screens - Print photos in RGB

HEX

Hexadecimal colour values

Web - Colour codes for online needs