

A fan of color calibration charts is shown, fanned out from left to right. The charts display a variety of colors, including shades of blue, purple, magenta, red, orange, and yellow. The text "Colour Codes" is overlaid in the center of the image. The charts are arranged in a fan shape, with the top edge of the fan pointing towards the upper left and the bottom edge pointing towards the lower right. The colors transition from cool tones (blues and purples) on the left to warm tones (reds, oranges, and yellows) on the right. The text "Colour Codes" is written in a white, sans-serif font with a black outline, centered over the middle of the fan. The background is a plain, light-colored surface.

Colour Codes

In digital and print design, there are four types of identifiers for colour.

RGB

CMYK

HEX

PMS

Each of these identifiers is organized by a “colour code”.



C M Y K
68 3 0 0

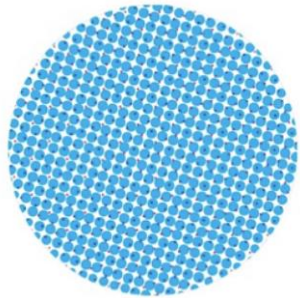


C M Y K
0 50 77 0

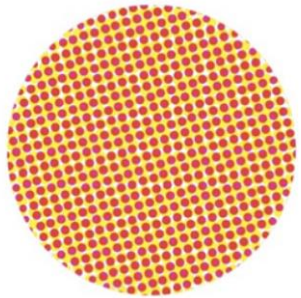


C M Y K
63 0 97 0

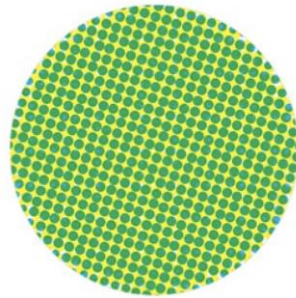
CMYK values of the original Pantone swatches



C M Y K
68 3 0 0



C M Y K
0 50 77 0



C M Y K
63 0 97 0

CMYK transparent dots magnified

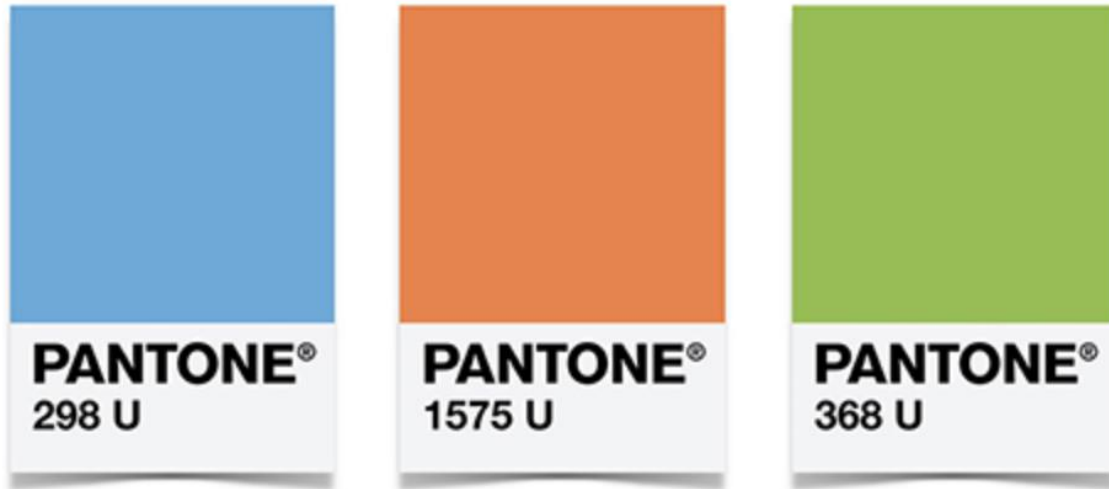
CMYK

- Print production
- Used in offset and digital printing. Ideal for full-color brochures, flyers, posters and post cards, etc.

PMS

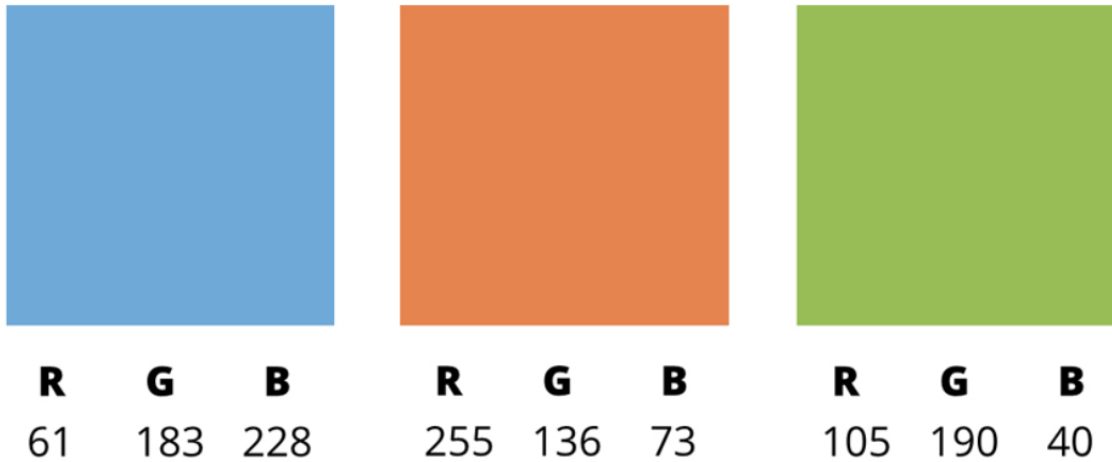
(Pantone Matching System)

- **Print production**
- **Offset printing only. Ideal for stationery. Often used in one or two-color jobs. Also used as spot colors on premium brochures in addition to four-color process.**



Pantone Swatches

RGB



RGB values of the same three colors

- Digital production
- The most commonly used color profile in the world of computers, TV screens and mobile devices.

HEX

(Hexidecimal Colour)



HEX
#3DB7E4



HEX
#FF8849



HEX
#69BE28

HEX values of the same three colors

- Onscreen for websites
- Designers and developers use HEX colors in web design.
- Basically, a HEX color code is shorthand for its RGB values with a little conversion gymnastics in between.