

## jargon, what is RGB, CMYK, PMS?

### RGB

This is what we call an additive color system which uses equal parts of Red, Green, and Blue (primary colors) to create white. We use this system for scanning, digital imaging and monitor viewing. This system is a great representation of how we see color with our eyes.

### CMYK

(Cyan, Magenta, Yellow) is what we call a subtractive color system, mixing these colors in near equal parts create black. Cyan, Magenta, and yellow are secondary colors to the RGB system and has become the foundation to printing. (These colors also known as spot colors.)

Four Color Process - Cyan, Magenta, Yellow and Black inks are applied individually to the press. This means your job will run four times on the press.

### PMS

Is a premixed color system, Cyan, Magenta, Yellow and Black inks are mixed together BEFORE applying ink to the press. A job will run through the press once to obtain the one color. The benefit...more accurate color.