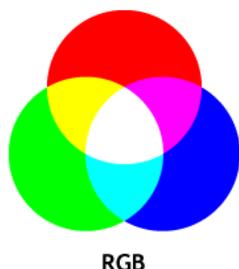


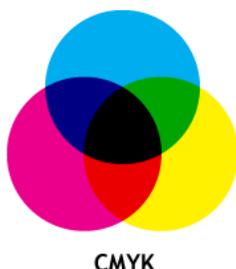


## Why All Color Isn't Created =

Most people think colors are all the same, regardless of media or medium. Orange is just orange right? Well...think again! Every brand should have a detailed guide that defines proper use of their logos, official fonts, and official colors. Color is one of the most important components to successful branding. It must be consistent through all mediums. Here is a brief guide to the different types of color and how they apply to your brand.



RGB



CMYK

### RGB

(Red, Green, Blue) – Anything that is viewed on a screen, such as television, computers, or mobile devices uses RGB color. The images on the screen are made up of red, green, and blue pixels. Note that it is device dependent, which means that the way colors appear on your screen is dependent on the hardware you are using to display it.

### CMYK

(Cyan, Magenta, Yellow, Black) – Anything that is used for print (such as business cards, flyers,

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"Wow, our order was 100 percent correct, impressive! Everyone loves their shirts. Just wanted to let you know. Thank you!!"  
**Marcy Owens**  
 Stratifi



### Did you know...

This smart water bottle calculates your suggested hydration goal and measures intake while also reading water temperature.

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separate ink colors. It is commonly referred to as “four color process” and “process color.” The colors are combined one layer at a time in multiple runs to create the desired colors using four plates. This is the only way to achieve the wide range of colors needed to print photos and other detailed graphics.

technology products, like this and many others for an effective ROI.

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### PMS

(Pantone Matching System) – Also commonly referred to as “spot color”, this is the industry standard to ensure that a color prints exactly the same on everything you print. Each of the nearly 2,100 standard Pantone colors has a unique code for reproduction. Pantone also offer metallics and fluorescents, which cannot be produced by other color methods. Color is produced in a single run using one plate.



An integrated marketing strategy means your brand is carried out across multiple mediums and is therefore represented in RGB, CMYK and PMS. Make sure that you know your color mixes for all color processes. Having a basic understanding of each color process will ensure that you avoid costly

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control. Also remember, as you are developing a new brand or campaign, it is wise to choose colors that can easily be produced to ensure your brand is consistently represented. It is up to you to be the defender of your brand! And of course at ABGI we take the integrity of your brand as seriously as you do!

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