

PANTONE

Best for: Designs that use a few colours, or if you need a very specific colour.

Uses premade inks, rather than mixing together different colours. Pantone (or Spot) Colours are incredibly accurate as they are always made to the exact same standard.

Pantones use specific references, such as **363U** or **485C**. Uncoated(U) is for matt surfaces, Coated(C) is for glossy surfaces.



Pantone
1375U



Pantone
363U



Pantone
485C

CMYK

Ideal for: Shading, colour gradients and photographic images.

Uses a mixture of four different colours (**Cyan, Magenta, Yellow and Key/Black**) to create various shades. This is the method used by most office and household printers.

C/M/Y/K codes (e.g., 10/20/30/40) tell the printer what percentage of each colour is needed.

There is no limit to the number of colours used in CMYK printing.



cyan



magenta



yellow



black