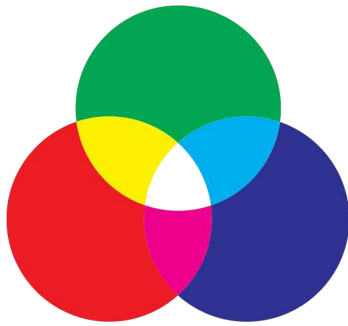


RGB vs CMYK – Colours for the web vs print

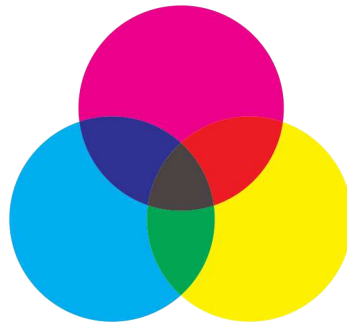
Working together with web and print designs can be tricky and learning how colour works can be the key to getting a successful colour calibration for both your website and your printed designs such as business cards and brochures.

RGB



Red, Green, Blue
(Additive Colours)

CMYK



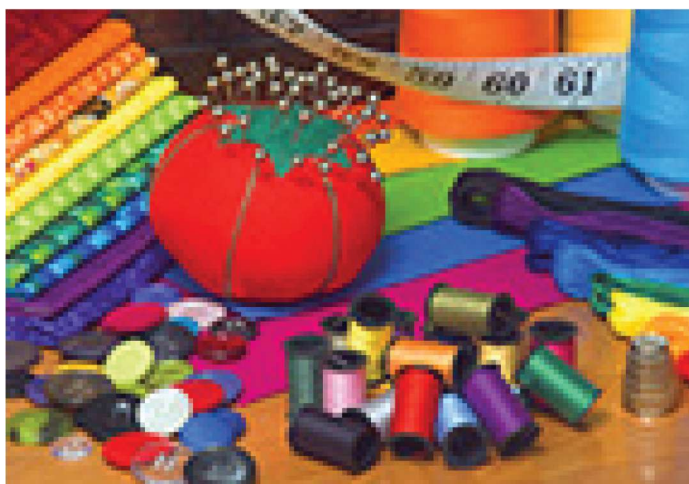
Cyan, Magenta, Yellow
(Subtractive Colours)

Black or key is created to enhance and sharpen the image

Web design uses colour as RGB (red, green, blue) and print design uses colour as CMYK (cyan, magenta, yellow, black.) Basically, monitors emit light and papers absorb light. Computer monitors show colour as red, green and blue light at a low-medium resolution usually 72-75 dots per inch. Print production usually requires the four-colour process CMYK in high resolution of at least 300 dpi.

When you want to convert your web files to produce artwork for print, you only need to make sure that all images are high resolution. We convert the rgb to cmyk for the best possible reproduction automatically for either coated or uncoated papers and boards.

TIP: Produce all work as high resolution. To convert down to low resolution is relatively easy - to convert from low resolution to high resolution is impossible.....



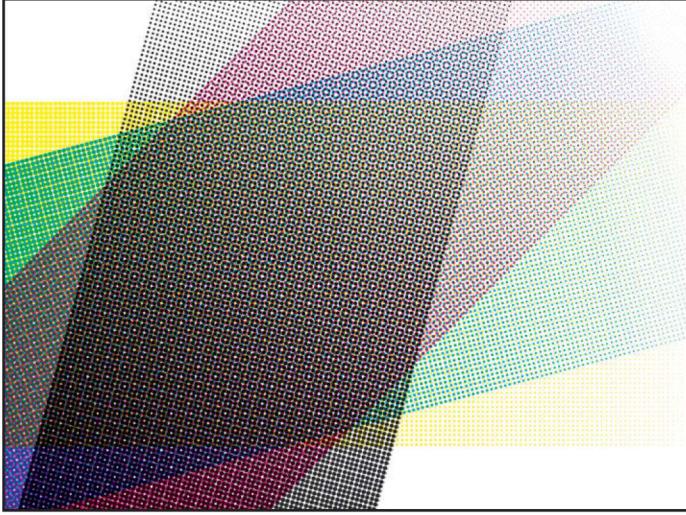
RGB low resolution image for web



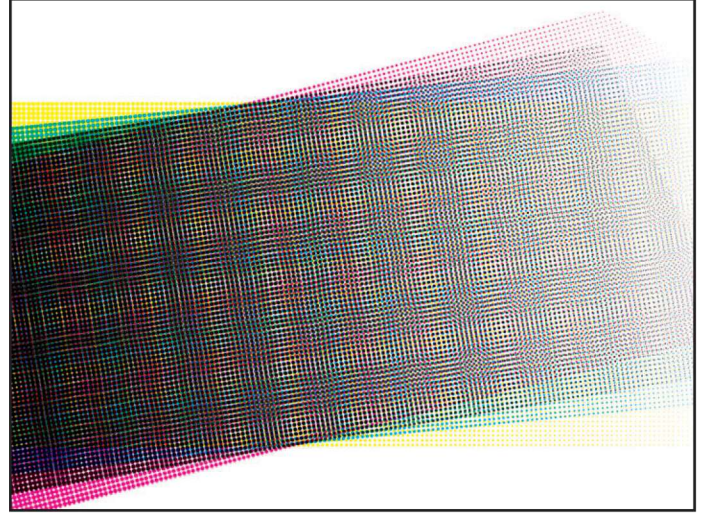
CMYK high resolution image for print

How screen angles work

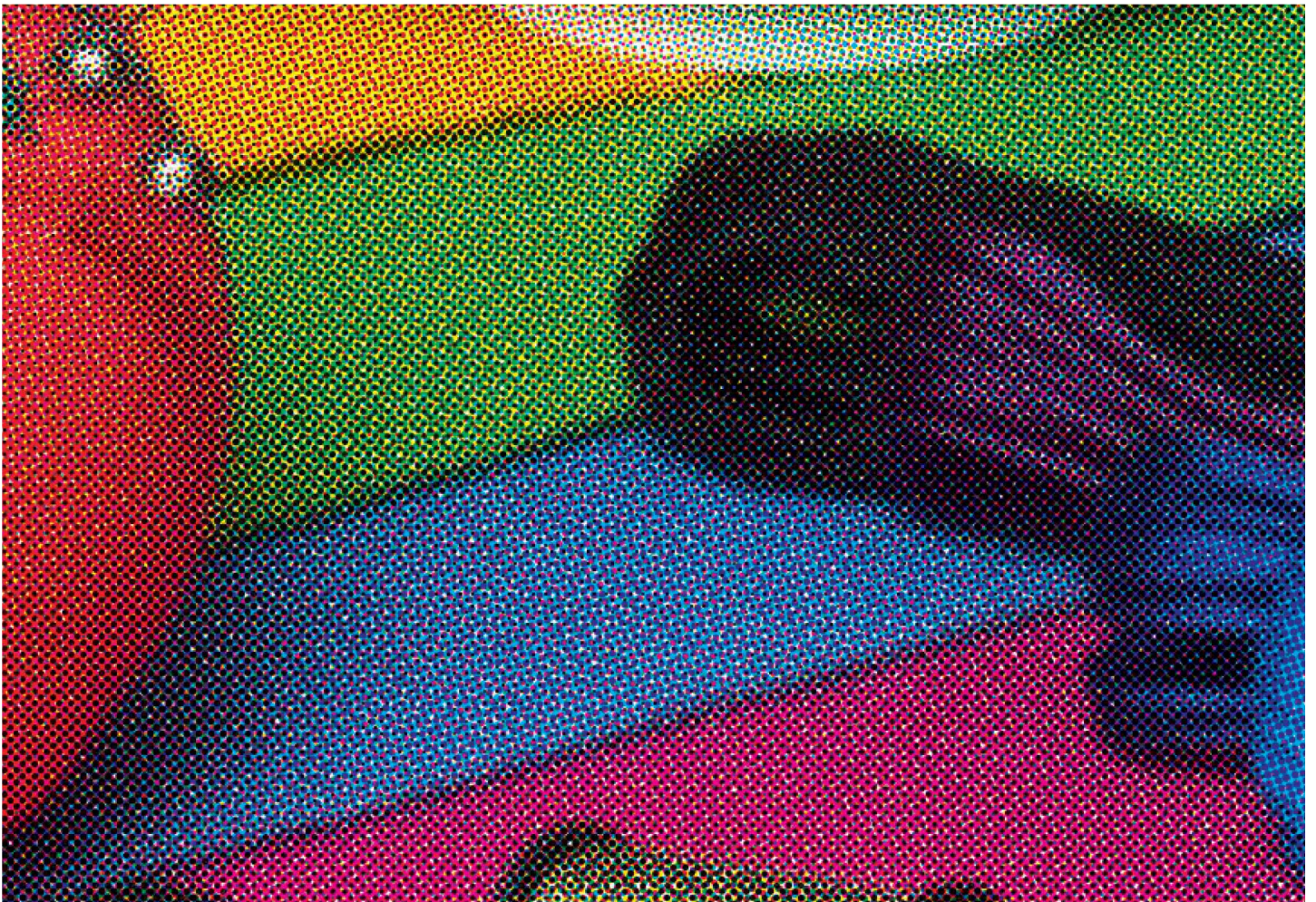
In our waterless printing method, colours are output onto separate Toray plates. The image is lasered onto the plates in the form of dots and each colour has its dots output at a precise angle. Failing to use the correct set of angles to output every colour may lead to a sort of optical noise called a moiré pattern which may appear as bands or waves in the final print. There is another disadvantage associated with incorrect sets of angle values, as the colours will look dimmer due to overlapping.



Correct screen angles for print



Moiré pattern - incorrect angles



Enlarged view showing print dots on paper

How cmyk print process works

The following shows how the cyan, magenta, yellow and black plates come together to form a colour image on the press:

