

RGB & CMYK

Art & Design

Two colour models, two gamuts, and the conversion that quietly loses colours.

RGB

- Additive: red, green and blue light
- Screens, cameras, projectors
- Wider gamut, bright saturated colour
- sRGB, Adobe RGB, Display P3
- 0 to 255 per channel

CMYK

- Subtractive: cyan, magenta, yellow, key
- Ink laid on paper
- Narrower gamut, no true neon
- Profile depends on press and stock
- 0 to 100 per cent per channel

THE DIFFERENCE THAT MATTERS

Design in RGB only if you convert and check early. Vivid RGB greens and oranges have no CMYK equivalent.

Convert once, at the end, using the printer's own profile. Repeated round trips between the two models degrade the file.