

IMAGE USE CHEAT SHEET

RGB vs CMYK – WHAT'S THE DIFFERENCE?



RGB

The RGB color breakdown is for assets which will be used/displayed on screen, this could be mobile, computer, tablet, tv, digital billboards, etc.

R-Red, G-Green, B-Blue

Instead of the colors being mixed together in a printing process, these three primary colors are blended together using the red, green and blue light beams used in screens to create the color spectrum.

Note: RGB colors are usually brighter, more saturated and vibrant when compared to CMYK.



CMYK

The CMYK color breakdown is for assets which will be printed.

C-Cyan, M-Magenta, Y-Yellow, K-Key Color (Black)

These four colors are all mixed together in different percentages to create all the different colors we see in print. This is why CMYK is also referred to as 'four color process'.

Note: CMYK can have inconsistencies when printing. What printer/ink you are using, the paper you are printing on and the scale you are printing can all effect the final result.

IMAGE RESOLUTION

Image resolution is an important item to consider when working with photos. It can impact image clarity and file sizes.

Images at high resolution will contain more detail because the number of pixels used in a space is much higher. The more detail you have in an image the larger your file size will be. However if you lower the resolution to much (decrease the pixels per space) you will have a smaller image but it may become blurry, also known as pixilated.



TIP: Taking photo and sending photos from a mobile device.

Make sure your camera settings are to the highest resolution that you have available. Makes sure to send photos at the original (actual size). Your images might be too small if you have downloaded them from the web, come from an older model phone or camera, or if you have the settings on your phone or camera set to save images as a smaller size. If your images are too small, there's no way to edit them to make them bigger and maintain the quality.

SCREEN VS PRINT (PPI VS DPI)

Print and digital (screen-based) work use different image resolutions. The terms you need to pay attention to are PPI and DPI.



Screen - 72 ppi

The term **ppi** stands for **pixels per inch**. This is important for anything created in RGB for digital use. The higher amount of pixels per inch, the better quality (higher resolution) the image will be.

72ppi = 72 pixels per inch



Print - 300 dpi

The term **dpi** stands for **dots per inch**. This is important for anything created in CMYK for print. This refers to the amount of ink dots per inch within the image. Again, the more ink dots in an inch, the higher the resolution and better quality the printed image will be.

300dpi = 300 pixels per inch

FILE TYPES

Vector-Based (Scalable)

Vector based file types can be scaled to any size without effecting the resolution of the image.

File types include:

.eps
.pdf
.ai
.svg

Raster-Based (Not Scalable)

Raster-based images are not scalable, meaning they can only be used at the created size or smaller. If you try to scale them larger they will begin to pixelate or become blurry.

File types include:

.jpg (.jpeg)
.png
.tiff
.gif
.psd