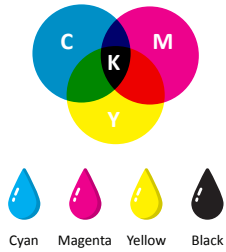


# Understanding colour formats & resolution.



## CMYK

Use CMYK for any project design that will be physically printed, not viewed on a screen. If you create your design to be printed, the CMYK colour mode will give you more accurate results.

All files for PRINT should be created and saved in CMYK.

*To reproduce colour, the CMYK colour model codes for absorbing light rather than emitting it (as is assumed by RGB)*



## RGB

This is the colour space for digital images. Use the RGB color mode if your design is intended to be displayed on any kind of screen.

RGB files are not suitable for commercial printing as when they are converted to CMYK format, there will be a considerable colour shift.

*The key thing to remember about RGB colour is that RGB can only be used by devices that generate light.*

## Vector vs Pixels

Formats in .AI, EPS or PDF are generally “vector” drawings, so resolution is irrelevant, unless they include photos or images, if so see below.



Vector



Vector (enlarged)

Any PSD and JPEG files either supplied, or used in other programs, should be created at 300 dpi at the actual size the print is required for optimal results.



Pixels



Pixels (enlarged)  
*When a “pixel” image is enlarged it becomes more blurry.*