

# Important Information About RGB and CMYK

Many graphics software programs give you the choice to work in either RGB or CMYK. These are called "color spaces". Scanners and digital cameras create images using combinations of just three colors: Red, Green and Blue (called "RGB"). These are the primary colors of light, which computers use to display images on your screen. Printing presses print full color pictures using a different set of colors, the primary colors of pigment: Cyan (blue), Magenta (red), Yellow and Black (called "CMYK"). This is "4-color process" or "full-color" printing that comprises the majority of magazines and marketing materials you see every day.

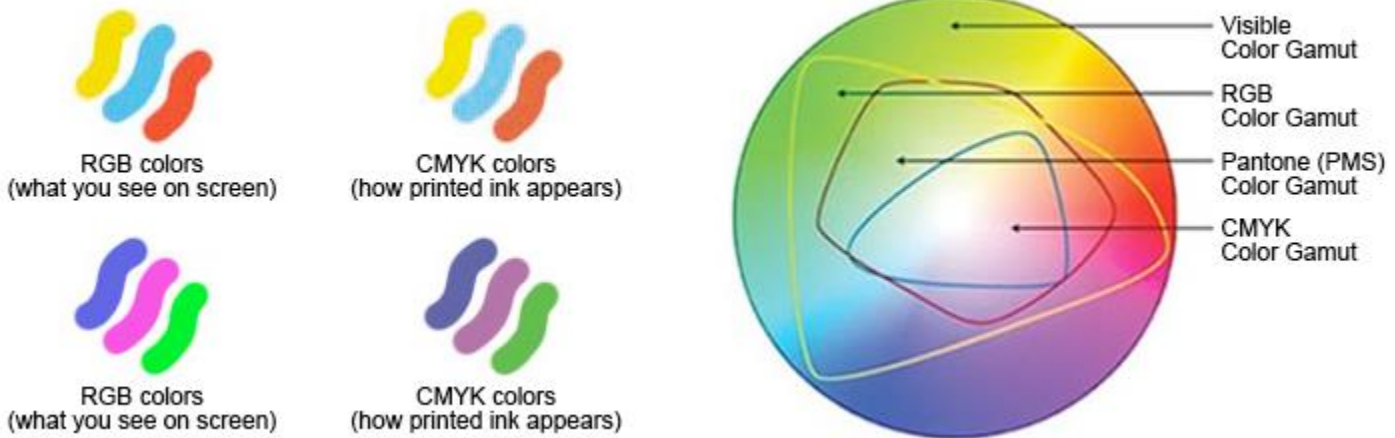
**At some stage your RGB file must be translated to CMYK in order to print it on a printing press.**

When we receive RGB images, we do a standard-value conversion to CMYK, which may result in slight changes to the colors of your image. Even though monitors always use RGB to display colors, the colors you see on your monitor will more closely match the final printed piece if you are viewing them in the CMYK color space.

**Be aware that it is possible to see colors in RGB that cannot be replicated with CMYK.**

Such colors are said to be "out of the CMYK color gamut". The RGB-to-CMYK translator gets as close as possible to the appearance of the original, but the colors will not always be an exact match. It's best to select any colors you use for fonts or other design elements in your layout using CMYK definitions instead of RGB. That way, you will have a better idea of how they will appear in your printed piece.

Here are some examples of how various RGB colors convert to CMYK:



**This kind of color shift is likely go to unnoticed in a color photograph.**

Colors shifts during the RBG to CMYK conversion are most likely to happen if you pick a very rich, vibrant color for a background or some other element of your layout. The color change will not necessarily look bad. The colors simply may not look exactly the same. The color change may also be so minor that it is not noticeable. If you have concerns about the colors in your image undergoing minor changes during color conversion, please email [graphics@allthingsjeep.com](mailto:graphics@allthingsjeep.com) and we will be happy to help talk you through the steps needed to view your image in the CMYK color space.