

A COLOR GUIDE TO PRINT ON DIFFERENT STOCKS

Color theory for **custom packaging** is a process of using color to create an attractive and cohesive design. It works on the principles of color relationships and their impact on a product's overall look and feels. Color theory helps to create a sense of balance, contrast, and harmony within a design. It also works well to create a feeling of energy and movement. The key to successful color theory for custom packaging is to consider the colors of the product, the colors of the background, and the colors of the logo and branding.



WHAT IS CMYK?

CMYK stands for Cyan, Magenta, Yellow, and Black. It is a type of color model used in printing in which these four colors are combined to create a wide array of colors. CMYK is also known as four-color process printing or four-color printing.



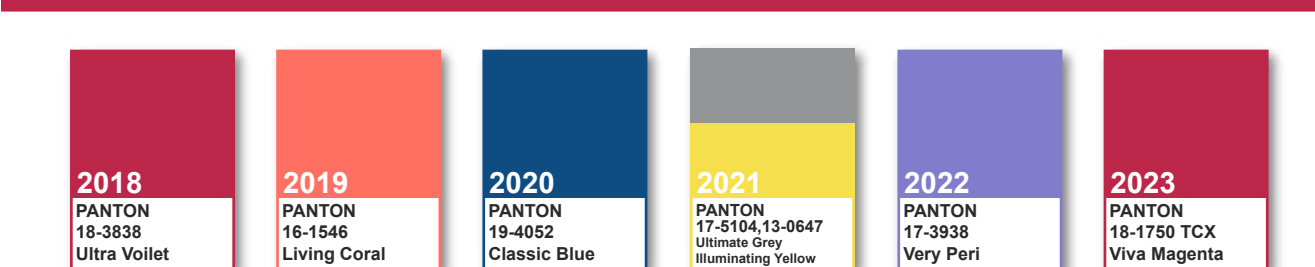
WHAT IS RGB?

RGB stands for Red, Green, and Blue and is a type of color model in digital images and displays. This model works by combining the three primary colors (red, green, and blue) to create a range of other colors.

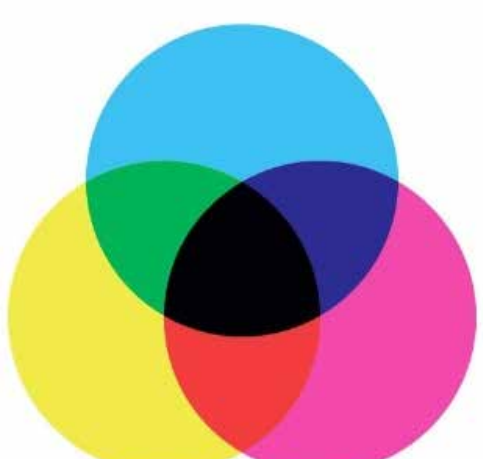


WHAT IS PANTONE?

Pantone is a color matching system in the design and printing industries to ensure accurate color reproduction. It is widely used in the fashion, textiles, home furnishings, and other industries to specify, match, and communicate colors. Pantone colors are identified by a specific number and name, such as Pantone 18-1663 TPX Living Coral.



DIFFERENCES BETWEEN CMYK, RGB & PANTONE



CMYK

CMYK is a subtractive color model in printing. In this color model, colors are created by combining various amounts of cyan, magenta, yellow and black.

RGB

Meanwhile, RGB is an additive color model in electronic displays such as televisions, computers and mobile phones. In this color model, colors are created by combining various amounts of red, green and blue.



PANTONE

Additionally, Pantone is a matching system used by printers and designers to identify and match colors for printing. It is based on a set of standardized color swatches to identify and reproduce colors accurately.

