

## PANTONE

**Best for: Designs that use a few colors, or if you need a very specific color.**

Uses premade inks, rather than mixing together different colors. Pantone (or Spot) Colors are incredibly accurate as they are always made to the exact same standard.

Pantones use specific references, such as **363U** or **485C**. Uncoated(U) is for matte surfaces, Coated(C) is for glossy surfaces.



## CMYK

**Ideal for: Shading, color gradients and photographic images.**

Uses a mixture of four different colors (**Cyan, Magenta, Yellow and Key/Black**) to create various shades. This is the method used by most office and household printers.

C/M/Y/K codes (e.g., 10/20/30/40) tell the printer what percentage of each color is needed.

There is no limit to the number of colors used in CMYK printing.

