

# File & Colour Guide

## ● Colour Formats Explained

### RGB

A colour model using red, green, and blue light to create a spectrum of colours, designed for viewing on electronic displays.

For digital designs intended for screens, ensuring bright and vivid visuals on websites, apps, and digital media.

**Pros:** Full colour spectrum, ideal for digital screens.

**Cons:** Not used for print; colours may vary across different devices.

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### HEX

A six-digit code used in web design to define colours exactly as needed for consistent branding and design elements.

Crucial for maintaining colour consistency in website design and other digital assets, ensuring exact matches in all visual materials.

**Pros:** Precise colour matching in digital design.

**Cons:** Limited to digital applications; no physical print usage.

### CMYK

A print color model combining cyan, magenta, yellow, and black inks to produce a full range of colors on paper.

Required for any print materials, such as flyers and posters, to achieve accurate color reproduction in physical copies.

**Pros:** Standard for print, allows full control over print colour output.

**Cons:** Limited colour spectrum compared to RGB, unsuitable for digital screens.

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