

# all about colour

*an ingenious resource*

## colour

### RGB

Red, green and blue – colours are defined in this way for on-screen use e.g. white is R:255 G:255 B:255.

### HEX Colour Codes

Designers and developers use HEX colour codes in web design. A HEX colour code is expressed as a six-digit combination of numbers and letters defined by its mix of RGB colours.

### Gradient

A term used to describe a fluid range of colour filling an area. Gradients come in various forms, with axial (lateral transition) and radial (circular transition) being the most common.



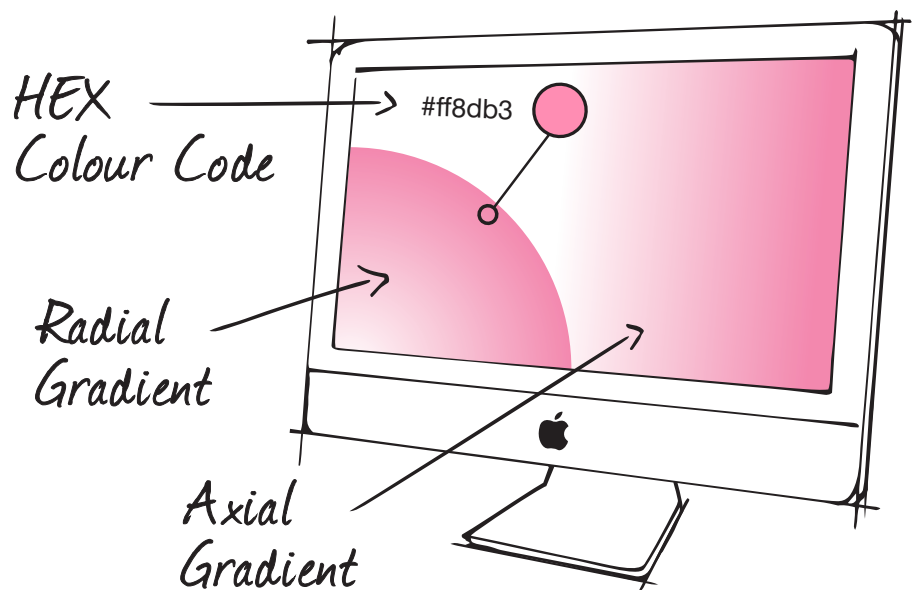
R:255 G:0 B:0



R:0 G:255 B:0



R:0 G:0 B:255



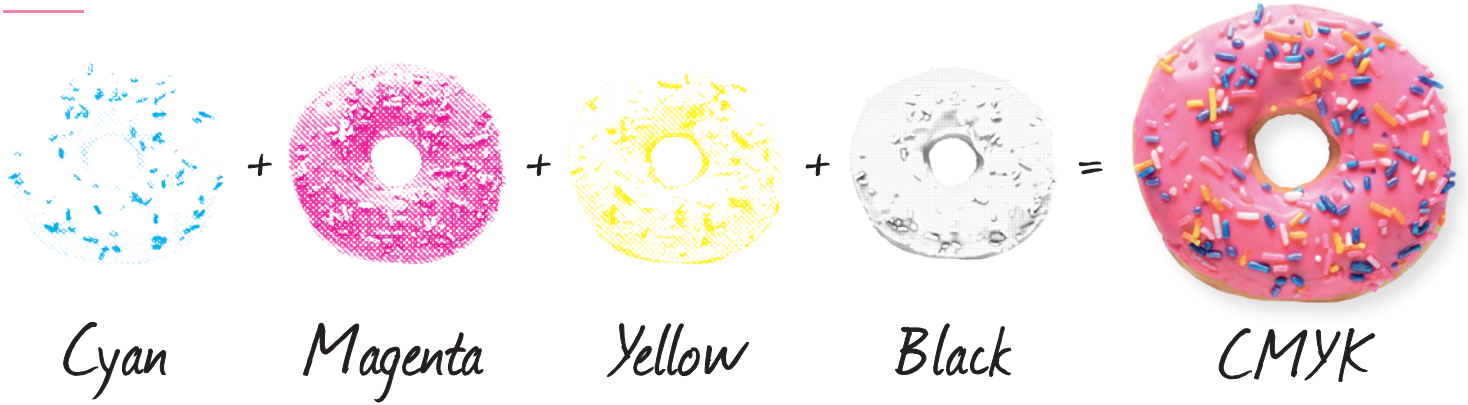
# Ingenious

Creative Communications Agency

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## Process colour

Colour print produced by combining the four primary printing inks CMYK - Cyan, Magenta, Yellow and Black. Black 'K' is known as the key colour.

## Greyscale

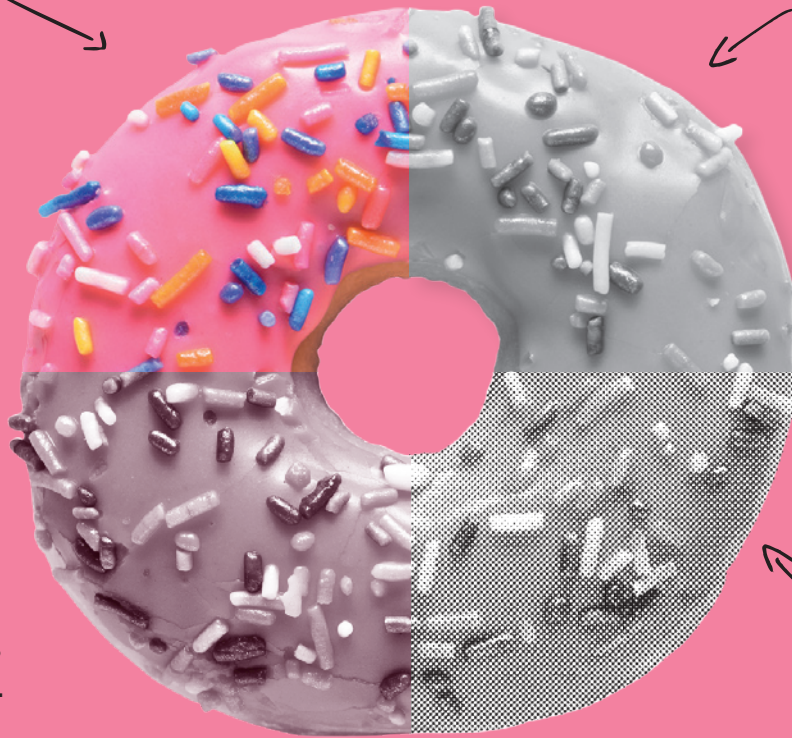
Images that contain only black, white, and tints of grey.

## Duotone

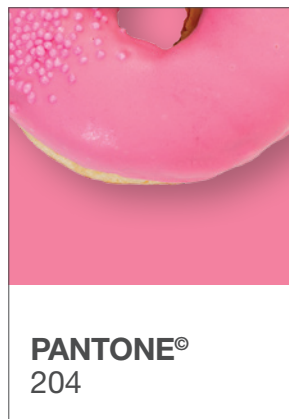
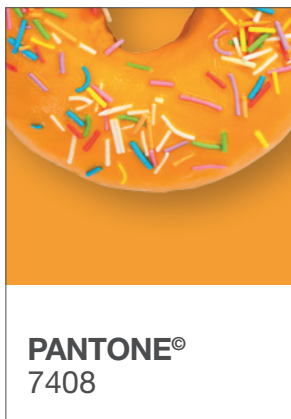
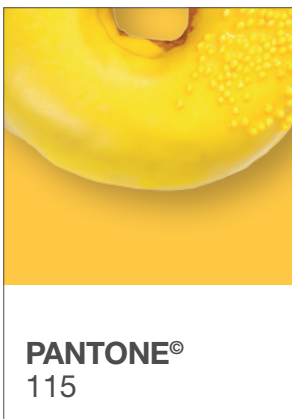
Image made from tints of two specific colours.

## Bitmap

Images containing only pure black and white, with no tints of grey.



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## Spot Colour

An area of colour that is designated to be printed with a specific ink e.g. a Pantone colour rather than a mix of CMYK.

## Pantone® (PMS)

An international colour system which provides an accurate method of matching and controlling colours e.g. Pantone 032 is a particular shade of red.