

# CMYK Value Color Guide

## Confused with Full Color? We're here to help!

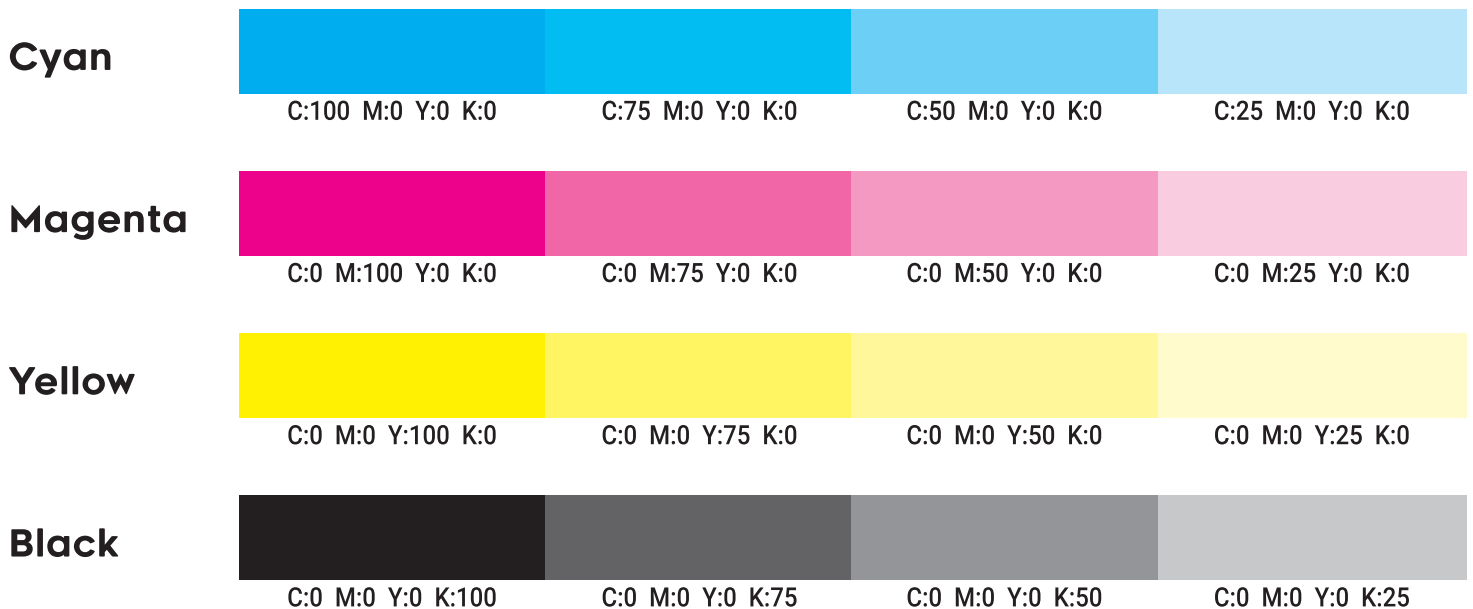
This CMYK Value Color guide contains common color values used in CMYK printing. We hope you'll be able to use this tool to create or adjust your artwork to get the best printing result possible.

Something important to remember! Your monitor may display these colors differently. Due to varying monitor settings, these colors may not be 100% accurate, but they'll be pretty close!

Interested in the most accurate color matching tool? We recommend purchasing a Pantone Solid Coated Color book and our Full Color Swatch book. Contact us for more info!

## Getting Started: The Basics

If you've made it this far, you probably know that CMYK printing means printing with values of Cyan (C), Magenta (M) Yellow (Y), and/or Black (K).



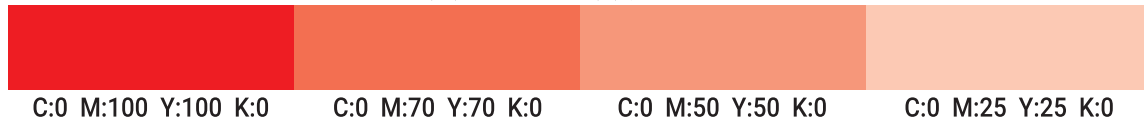
Although we strive to print as consistently as possible, there may be a 5-10% tonal difference from print to print. Values below 5% may not print at all.

# CMYK Value Color Guide

## Reds

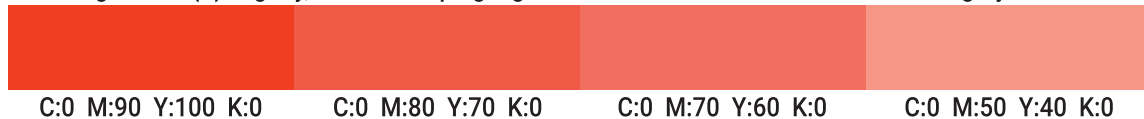
This first value is the “truest” red.

Equal or near equal values of Magenta (M) and Yellow (Y) yield “true” reds



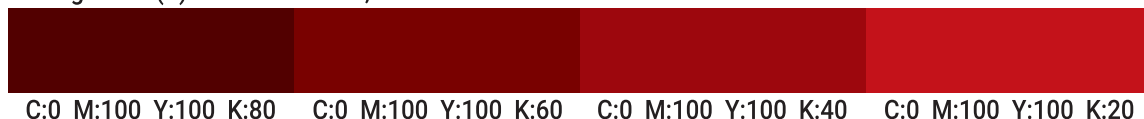
Looking for an orange-y red? Keep the Yellow (Y) value higher.

Reducing Yellow (Y) slightly, but still keeping high values of it in reds creates a more orange-y red.



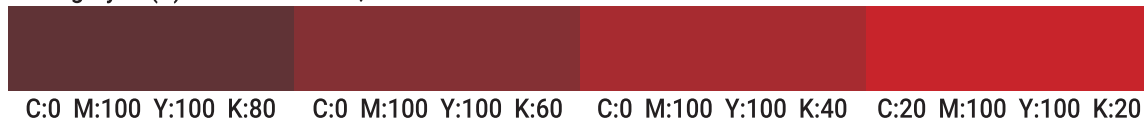
Adding values of Black (K) will darken the color as a ‘true’ red.

Adding Black (K) creates a darker, “truer” red



Avoid using Cyan (C) to darken a “true” red, unless you’re looking for a duller color.

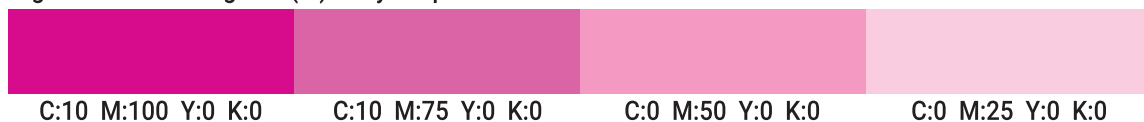
Adding Cyan (C) creates a darker, duller red



## Pinks

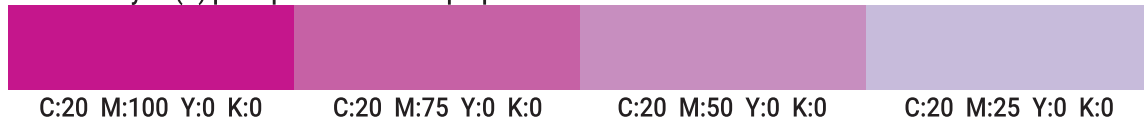
Magenta (M) will usually be the highest value in pinks.

Higher values of Magenta (M) will yield pink colors



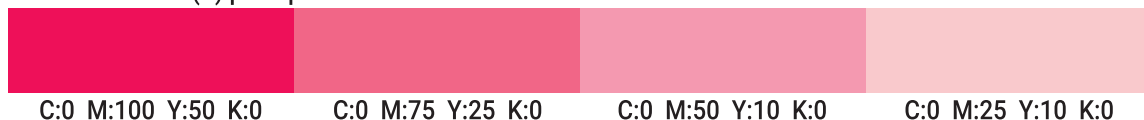
Adding more cyan (C) will create more “purple-y” pinks.

Values of Cyan (C) push pinks towards a purple hue



Adding Yellow (Y) will yield redder colors.

Values of Yellow (Y) push pinks towards a red hue



Using Black (K) to darken the color will provide the most stable results.

Adding Black (K) creates a darker shade without the color looking “dirty”

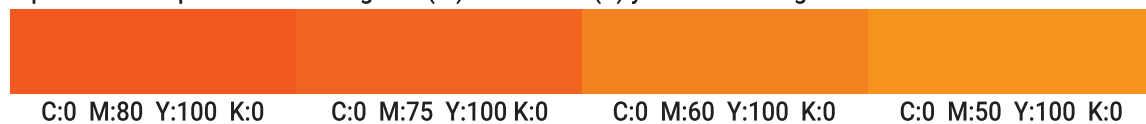


# CMYK Value Color Guide

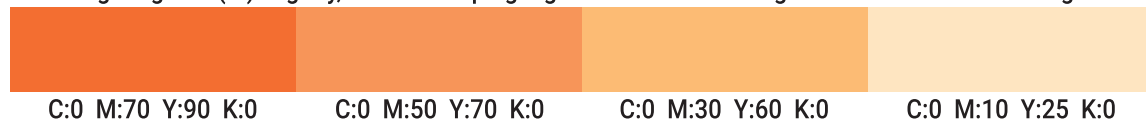
## Oranges & Browns

Avoid using Cyan (C) values when creating oranges and browns as this can create unwanted 'greenish' tones.

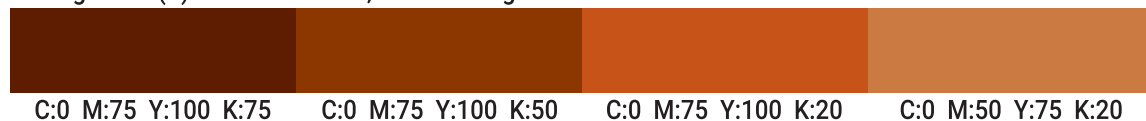
Equal or near equal values of Magenta (M) and Yellow (Y) yield 'true' oranges



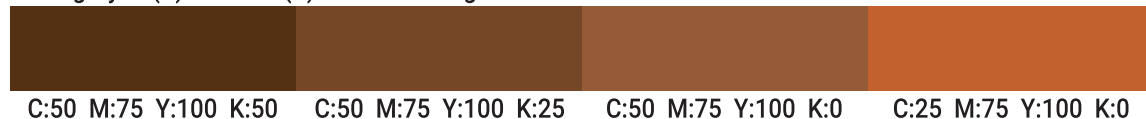
Reducing Magenta (M) slightly, but still keeping high values of it in oranges creates a "hotter" orange



Adding Black (K) creates a darker, "truer" orange



Adding Cyan (C) or Black (K) can turn oranges into browns



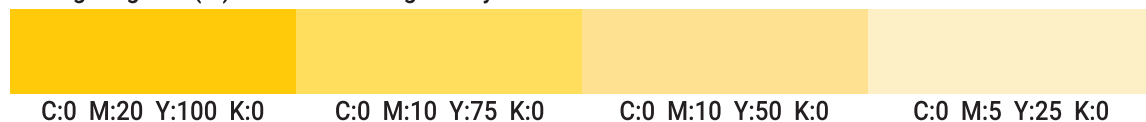
Too much Cyan (C) can give browns a greenish hue



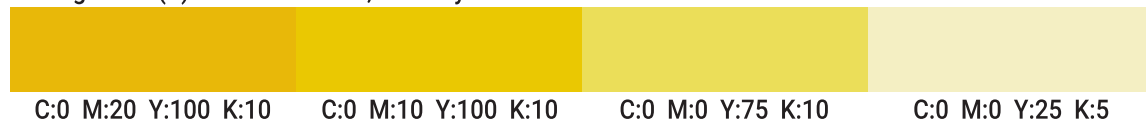
## Yellows

Similar to oranges, avoid using Cyan (C) values when creating yellow as this can create unwanted 'greenish' tones.

Adding Magenta (M) creates a more golden yellow

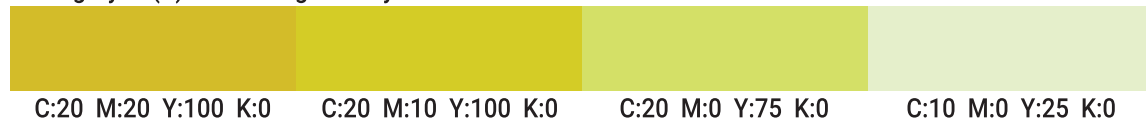


Adding Black (K) creates a darker, "truer" yellow



Adding Magenta (M) can warm yellows toward golden hues.

Adding Cyan (C) creates a greener yellow

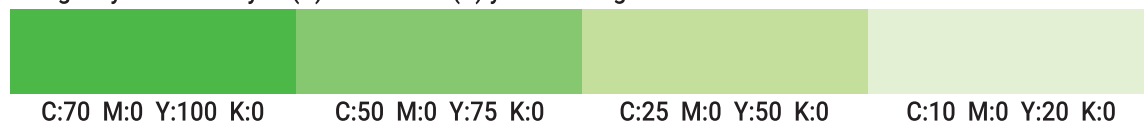


# CMYK Value Color Guide

## Greens

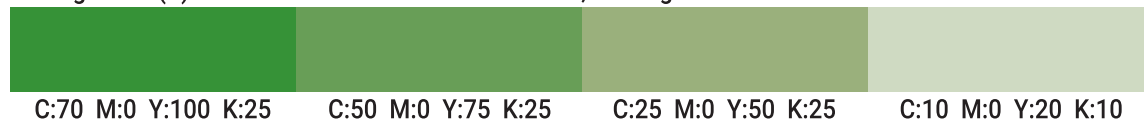
Use Cyan (C) and Yellow (Y) values to create bright, "true" greens.

Using only values of Cyan (C) and Yellow (Y) yield "true" greens

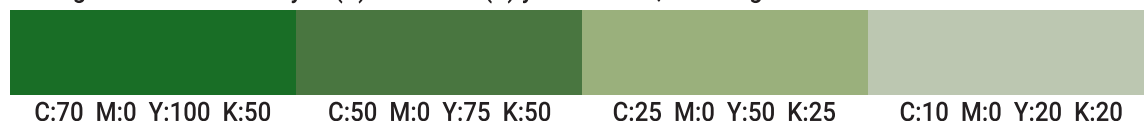


Using Black (K) to darken the color will provide the most stable results.

Adding Black (K) alone to these values creates darker, "true" greens

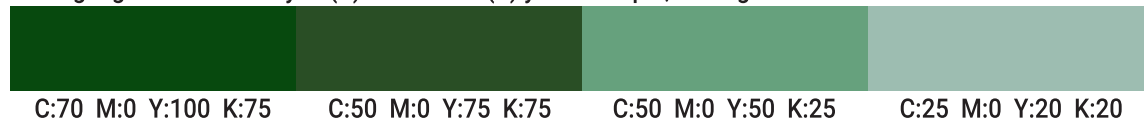


Adding similar values of Cyan (C) and Black (K) yields darker, neutral greens

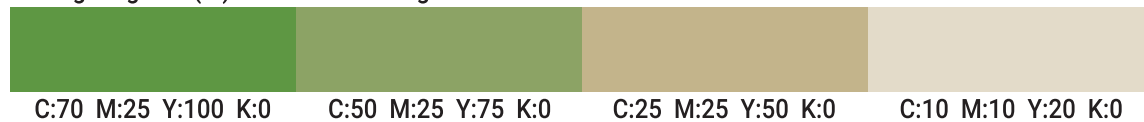


Avoid using Magenta (M) values when creating Greens as this can create unwanted "brownish" tones.

Adding higher values of Cyan (C) than Black (K) yields deeper, bluer greens

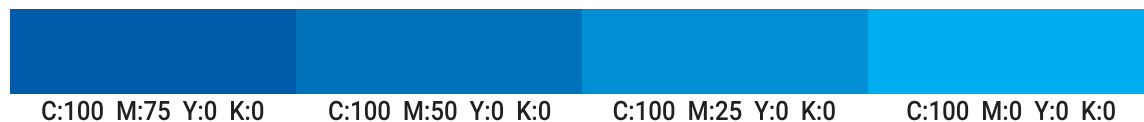


Adding Magenta (M) creates browner greens

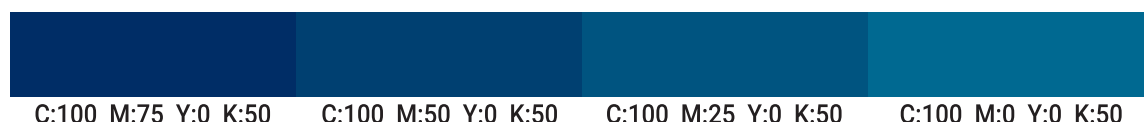
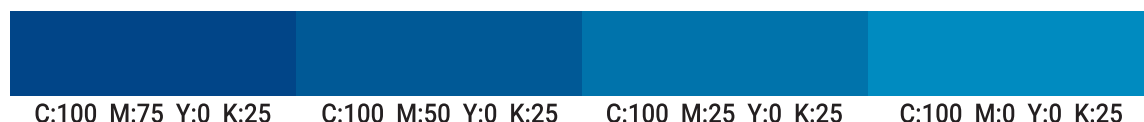


## Blues

Use Cyan (C) and Magenta (M) values to create blues.



Keeping Magenta (M) values at 75 or below with no Yellow (Y) will yield more "true" blues.

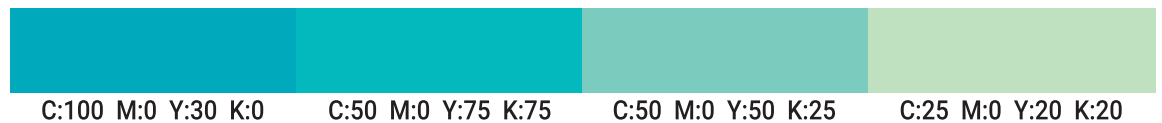
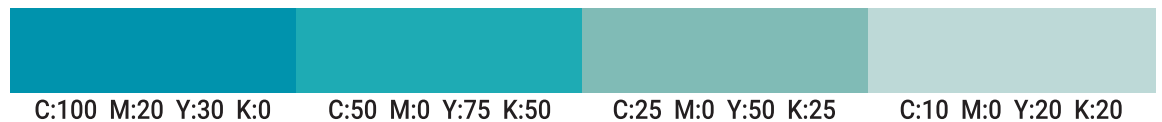
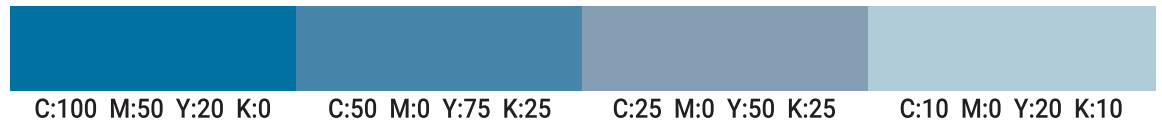
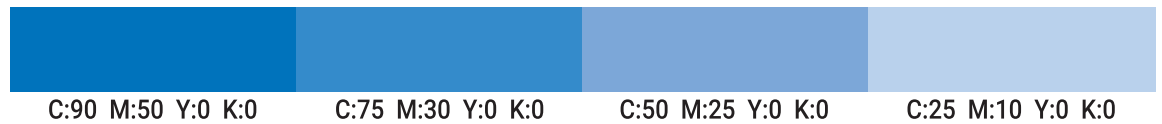


# CMYK Value Color Guide

## Blues, Teals, & Purples

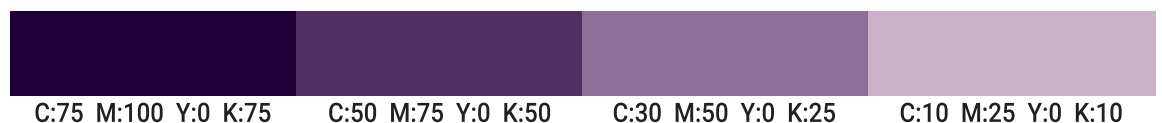
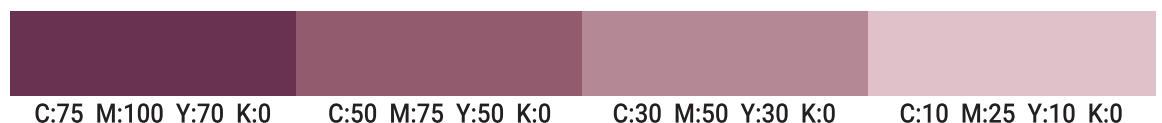
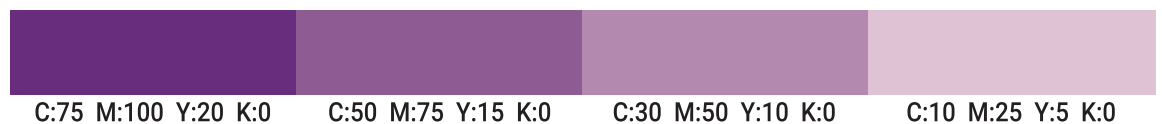
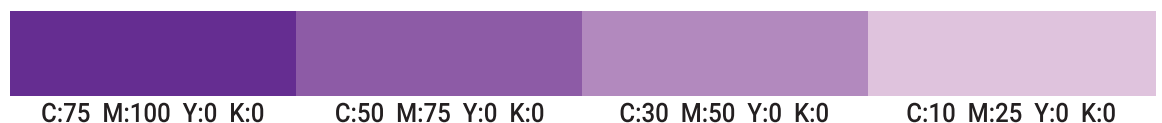
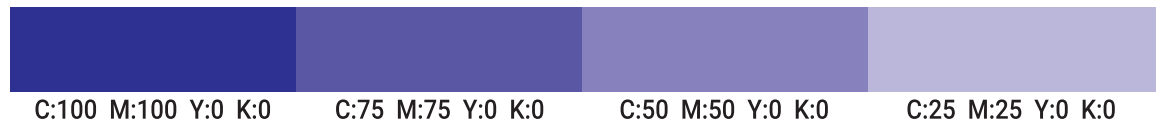
Adding Yellow (Y) will create teals and greener blues.

Using Black (K) to darken the color will provide the most stable results for both blues and purples.



Reducing Cyan (C) will create warmer purples.

Adding Yellow (Y) will create redder purples.



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## Blacks & Grays

For a deep, rich black, use the values listed here.



Rich Black: C:60 M:40 Y:40 K:100

For neutral grays, it's best to use only values of Black (K). This will yield a look similar to newsprint.



C:0 M:0 Y:0 K:100 C:0 M:0 Y:0 K:90 C:0 M:0 Y:0 K:80 C:0 M:0 Y:0 K:70 C:0 M:0 Y:0 K:60



C:0 M:0 Y:0 K:50 C:0 M:0 Y:0 K:40 C:0 M:0 Y:0 K:30 C:0 M:0 Y:0 K:20 C:0 M:0 Y:0 K:10



C:20 M:0 Y:0 K:100 C:20 M:0 Y:0 K:90 C:20 M:0 Y:0 K:80 C:20 M:0 Y:0 K:70 C:20 M:0 Y:0 K:60

If you're looking for a cooler, bluer gray, use values of Cyan (C).



C:20 M:0 Y:0 K:50 C:20 M:0 Y:0 K:40 C:20 M:0 Y:0 K:30 C:20 M:0 Y:0 K:20 C:20 M:0 Y:0 K:10

If you're looking for a warmer gray, use values of Magenta (M).



C:0 M:20 Y:0 K:100 C:0 M:20 Y:0 K:90 C:0 M:20 Y:0 K:80 C:0 M:20 Y:0 K:70 C:0 M:20 Y:0 K:60



C:0 M:20 Y:0 K:50 C:0 M:20 Y:0 K:40 C:0 M:20 Y:0 K:30 C:0 M:20 Y:0 K:20 C:0 M:20 Y:0 K:10

## Rainbow!

Here are some bright, vibrant colors we love.



C:0 M:100 Y:100 K:0 C:0 M:70 Y:100 K:0 C:0 M:30 Y:100 K:0 C:0 M:12 Y:100 K:0 C:90 M:10 Y:100 K:0

Try them out today!



C:100 M:15 Y:0 K:0 C:100 M:70 Y:0 K:0 C:60 M:100 Y:0 K:0 C:5 M:100 Y:0 K:0 C:0 M:30 Y:0 K:0

## Need more help?

We're here for you! Email us at [support@613originals.com](mailto:support@613originals.com) or call us at 866-613-6744.