Color Systems

CMYK – The Subtractive System

- Cyan
- Magenta
- Blue
- Black
- Green
- Red
- Yellow
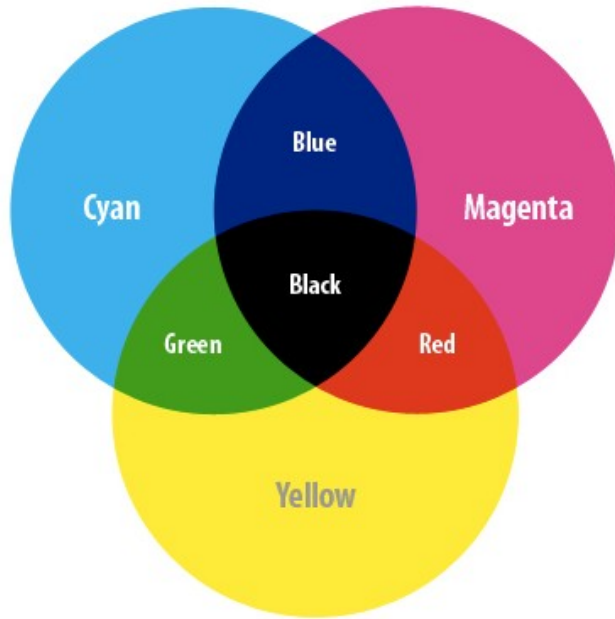
CMYK Color Model

RGB – The Additive System

- Red
- Green
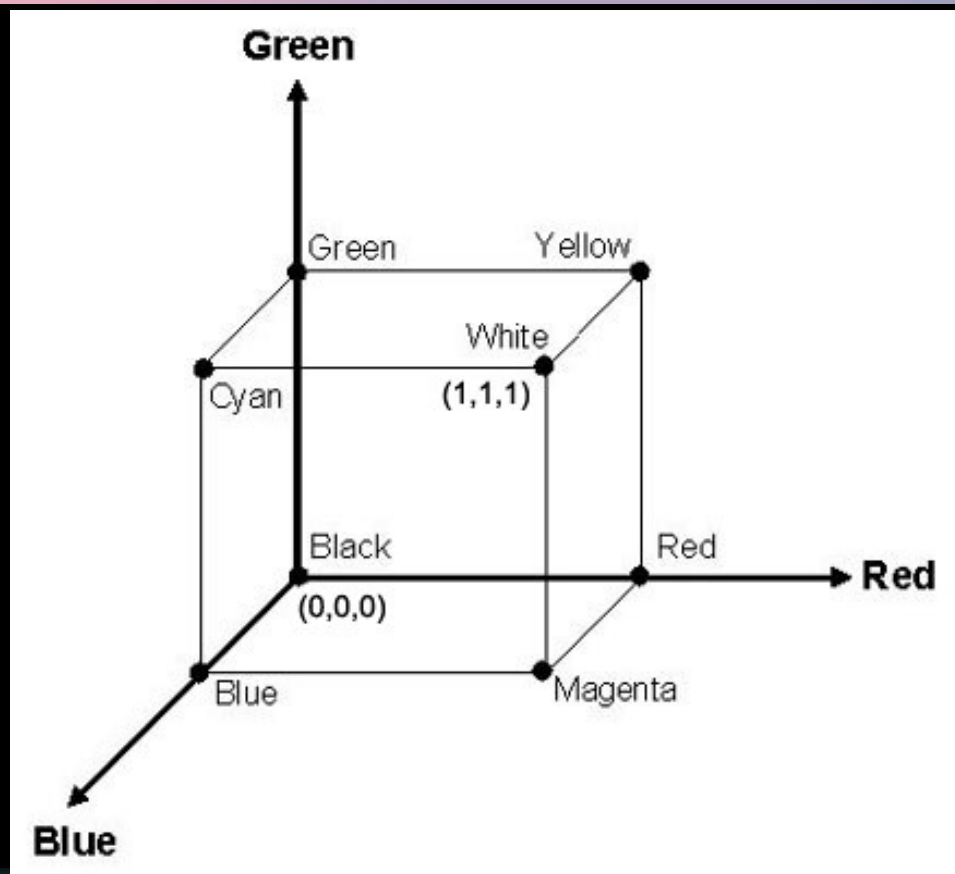- Yellow
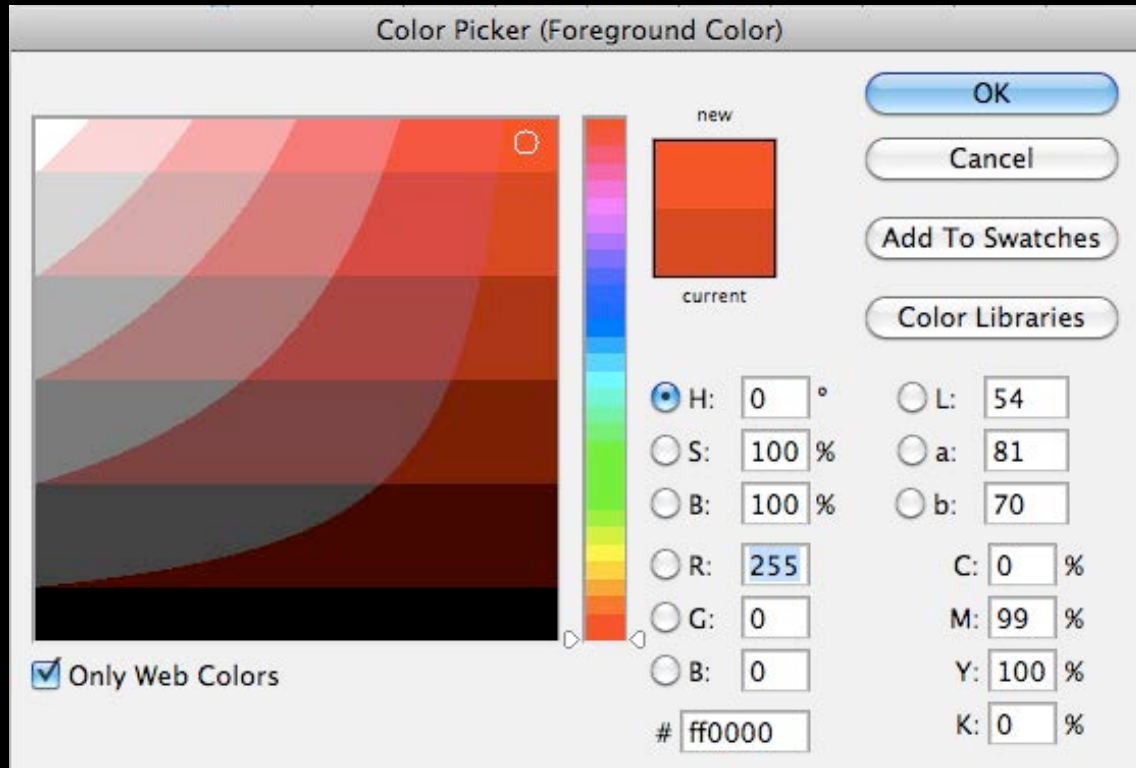- White
- Magenta
- Cyan
- Blue

RGB Color Model

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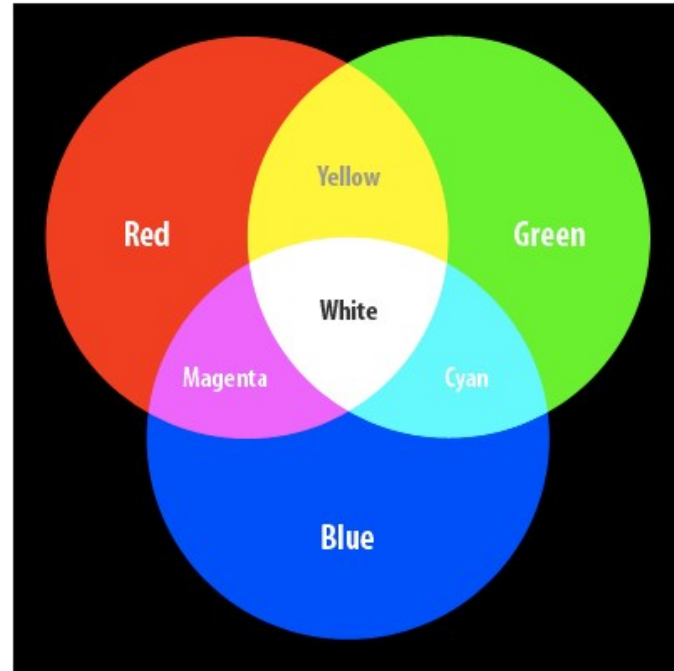
Color Picker (in Photoshop)

RGB Color

Values for red, green, and blue are expressed as numbers between 0 and 255.

rgb(255,0,0)

This red color is made up of the following values:

255 red

0 green

0 blue

Hexadecimal Color

In mathematics and computer science, hexadecimal (also base16, or hex) is a positional numeral system with a radix, or base, of 16.

It uses sixteen distinct symbols, most often the symbols 0–9 to represent values zero to nine, and A, B, C, D, E, F (or alternatively a–f) to represent values ten to fifteen.

Hexadecimal numbers are used on web pages to specify colors.

Decimal:	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Hexadecimal:	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F

No intensity   Full intensity

Hexadecimal Color

The color is defined by its mix of Red, Green and Blue intensities, each of which can be in the range:

- – 0 to 255   (in decimal)
- – 00 to FF   (in hexadecimal)

HEX # rrggbb

BLACK #000000

WHITE   #FFFFFF

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Hexadecimal Color

HEX # rrggbb

red	#FF0000
green	#00FF00
blue	#0000FF

- The first two digits are the red color blend, from no intensity (00)to full intensity red (FF)

- The second two digits are the green color blend, from no intensity (00)to full   intensity red (FF)

- The third two digits are the blue color blend, from no intensity (00)to full intensity red (FF)

Hexadecimal Color

HEX # rrggbb

     magenta # ?

     cyan   # ?

     pink   # ?

What the HEX?

Decimal:	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Hexadecimal:	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F

No intensity   Full intensity