COLOR PRINT

'CMYK'

System used in the printing world on the basis of cyan, Magenta, Yellow + Black

so that the color impression of a photo is optimally matched, the PIXEL RGB values should be converted to CMYK values

PHOTO RGB → BOOK CMYK

when printing on the basis of a photo document with extension jpeg, tiff, ... there is a bad color match therefore convert your photo files into a PNG extension (RGB values are automatically converted into CMYK via computer software)

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POWERTEX & MIXED MEDIA