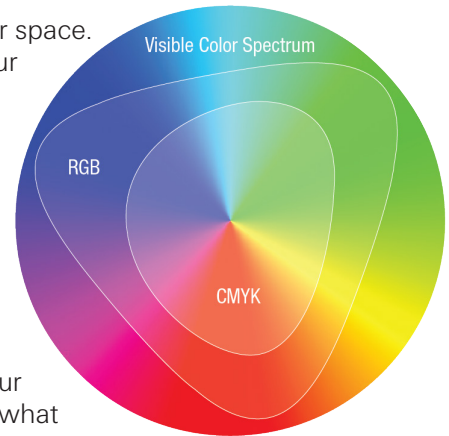# EDESIGN AND CANVA
CMYK TO HEX COLOR

Colors created electronically using light from a screen are in the RGB color space. These are the colors you see on your computer.

Colors created using ink on paper (like your yearbook) are in the CMYK color space. The CMYK color space is limited to colors created using combinations of four primary ink colors: Cyan, Magenta, Yellow and Black.

Bottom line: you can create colors in RGB on a screen that are not possible in CMYK—or colors that you create in RGB may look different when translated to CMYK.

Visible Color Spectrum

RGB

CMYK

COLORS IN CANVA
This poses a challenge when you're working on graphics in Canva and you want those graphics to match as closely as possible the printed colors in your book. Canva only allows you to specify colors in the RGB color space using what are called "hex codes." You cannot specify CMYK colors in Canva.

If you want a color in a Canva graphic to match a color created in eDesign, the only reliable way is to go from a chosen CMYK color and use a conversion tool to translate the CMYK blend into a hex code (an RGB color). *For best results, you should NOT pick a hex value and then translate that back into CMYK.*

No process is foolproof, and there may still be variance between the color in the graphic and other CMYK colors on your page. You should not rely on (or expect) an exact match.

Below are your best options for making a good translation. These are in the order of preference and accuracy: first choice, pick from the colors poster; second choice, use Photoshop for the conversion; third choice, use an online converter.

OPTION 1: REFERENCE THE COLORS POSTER
The Colors poster that comes with your yearbook kit provides printed samples of 64 popular CMYK colors. Along with the CMYK values, each color shows the closest equivalent hex code. Select the color you want and activate the CMYK color swatch in eDesign. When you create a graphic you want to match in Canva, use the hex code from the poster.
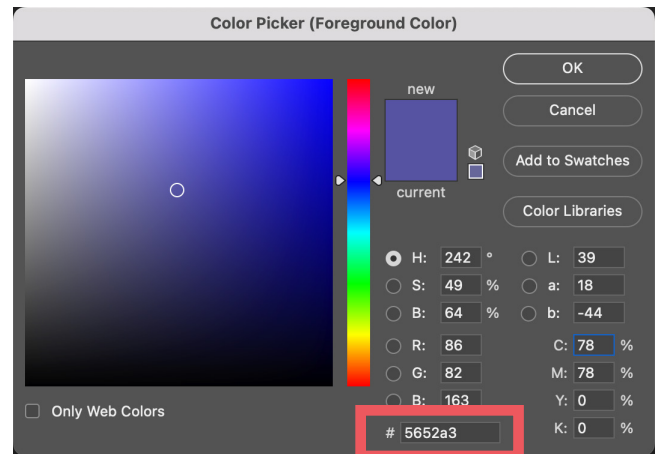

eDESIGN

OPTION 2: USE PHOTOSHOP

Many schools have access to Photoshop (possibly in one of the computer labs). If you have access to Photoshop, it is a great tool for converting CMYK blends into the closest equivalent hex code for use in Canva.

With Photoshop open, click the color swatch at the bottom of the tool panel. This will open the Photoshop Color Picker. In the Color picker window, enter the CMYK values for your eDesign color. You will then see the closest equivalent hex code in the area shown in the screenshot to the right.

Remember: you should always go from a selected CMYK color to the equivalent hex code and not the other way around.
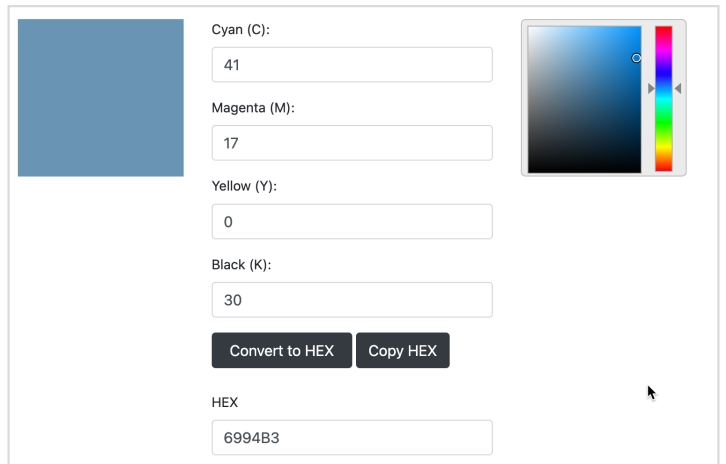
OPTION 3: USE AN ONLINE CONVERSION TOOL

There are a variety of online conversion tools that allow you to plug in CMYK values and get a conversion to a hex code for RGB. The short link below will redirect you to a converter that is easy to use.

Go to **herff.ly/cmyk-hex**

Enter the CMYK values in the designated fields. Then click "Convert to HEX." Copy the hex code from the bottom field and use it for your graphic in Canva.

CHECK COLORS IN PDF PROOF

As stated earlier, there is no perfect conversion from CMYK to RGB (hex). For the most accurate on-screen representation of how colors will print, you should create a PDF proof and check the color match there. If the colors in the PDF are not close in appearance, they won't be close in appearance on the printed page.