A Better Brand Color Guide

Basic color definition

Name: insights4print Orange CIELab (D50 / 2° / M1): 70 / 47 / 79

Derived colors

Digital colors (1)

sRGB: 255 / 132 / 0 HEX (sRGB): FF8400 AdobeRGB: 236 / 131 / 23

Printed CMYK colors (4 inks) 🛕 (2)

Coated paper: 0 / 59 / 100 / 0Par(PSO Coated v3)HKUncoated paper: 0 / 50 / 100 / 0Pa(PSO Uncoated v3)RASimilar profiles: keep CMYK numbers
(Conversion NOT allowed)RAOther profiles: use procedure described in Project BBCG tutorial
Keep channels clean: no small percentages
High percentages, >95% set to 100%
The fewer channels, the better
Make test prints with real ink!

Closest match in color systems

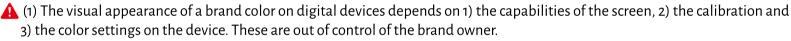
Science based color systems

Munsell: 5YR7/14 NCS 1950: S 0585-Y40R

Spot colors (specific ink for each color)

Pantone: 151 C (coated) Pantone: 151 U (uncoated) HKS: 7 **Paint**

RAL Classic: 2003



(2) Simulating a brand color with 4 inks (CMYK) will result in higher deviations and require higher tolerances than printing brand colors with 1 ink only (spot color). Also, the 'tint' of the substrate will influence the color appearance, the choice of the substrates should be an essential part of a good brand color guide. E.g. the use of optical brightners (OBA) in paper will influence the color appearance.

General printing

Printing

CMYK: preferred ECG (CMYKOGV): NOT recommended Spot colors: NOT recommended

Substrates

Coated - Glossy: preferred Coated - Satin: allowed Uncoated: NOT for marketing material OBA (Optical Brigthening Agents): allowed Tinted papers: NOT allowed

Finishing

Coating/laminates- Glossy: allowed Coating/laminates- Matte: NOT allowed

Packaging & Labels

Printing

Spot colors: NOT recommended ECG (CMYKOGV): preferred, consult printers! CMYK: allowed Flexo: allowed, HD Flexo preferred Gravure: allowed Digital - toner: allowed Digital - inkjet: allowed

Substrates

Brown corrugated: NOT allowed