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 / 0
(PSO Coated v3)
Uncoated paper: 0 / 50 / 100 / 0
(PSO Uncoated v3)
Similar profiles: keep CMYK numbers
(Conversion NOT allowed)
Other 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

⚠ (1) The visual appearance of a brand color on digital devices depends on 1) the capabilities of the screen, 2) the calibration and 3) the color settings on the device. These are out of control of the brand owner.

⚠ (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