

# Color Matching & Accuracy

## PROVIDING & CHOOSING COLORS:

- ALL colors submitted for matching must be supplied as Pantone Solid Coated colors ONLY.
- Please note that not all Pantone colors can be reproduced 100% accurately. Using a standard Pantone chart there are indicators showing whether a color can be closely replicated in CMYK or RGB printing formats. See below:



close match achievable  
in RGB



close match achievable  
in CMYK



- If there are no indicators, that means that a similar but not a close match can be achieved.
- If you have concerns regarding color matching Pantone colors please request to see the Solid to Process conversion chart or a color proof can be provided for a small fee.
- If no Pantone colors are available, you may provide a sample for matching.
- Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

## PROVIDING & CHOOSING COLORS:

Sometimes a display has multiple types of graphic, therefore multiple types of printers and printing methods are used within one display. This can cause variations in color throughout the display.

- Graphics printed on fabric, will vary in texture and color slightly from those printed on paper, vinyl or direct to substrate.
- Printed items will vary in color and texture from the different types of material.
- If a match is trying to be achieved between a printed graphic and an exhibit component, such as a laminate color, there will be a variation in color and texture.
- If concerns exist we recommend requesting hard copy proofs (available for a small fee).
  - Please note that hard copy proofs require additional time added to the project timeline, to accommodate printing & shipping.