



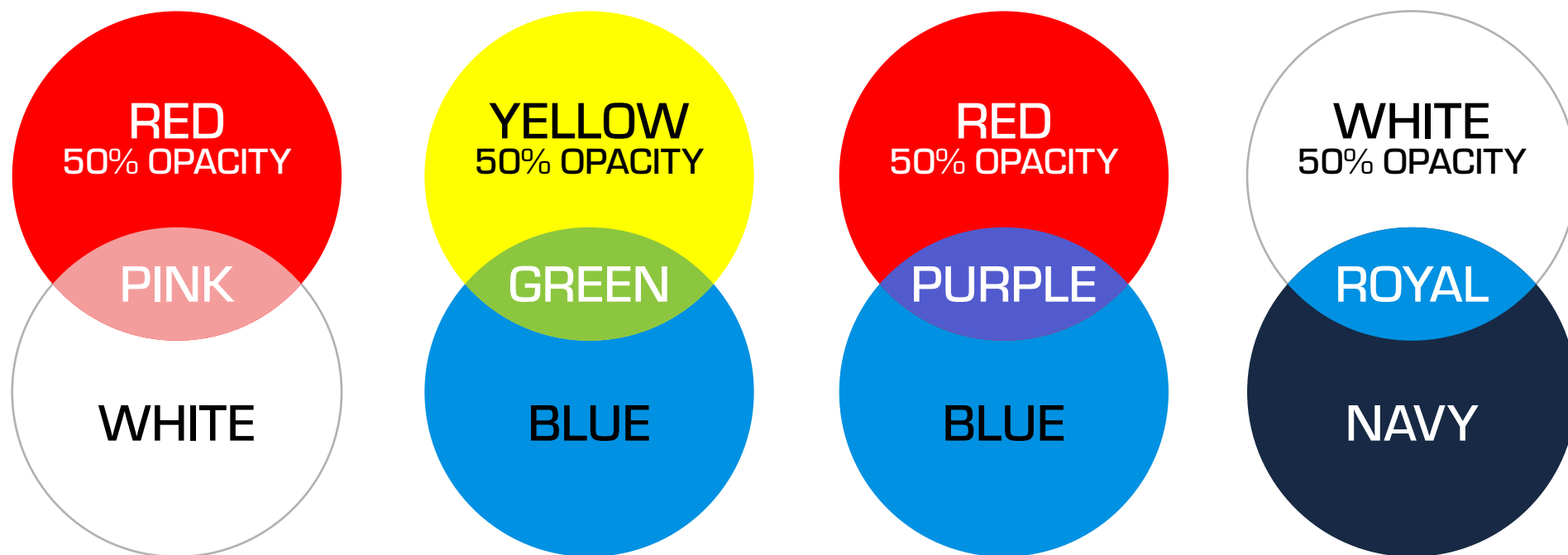
COLOR STANDARDS

A GUIDE TO FULL SUB DESIGN BEST PRACTICES

COLOR OVERLAP WITH REDUCED OPACITY

This is a quick visual explanation of challenges of overlaying certain colors with transparency. This can create the appearance of a color mix that could be undesirable for the client in the finished product. We should try to avoid these combinations or mixes as much as possible.

Overlaying these colors on top of each other with reduced opacity (Making an object see through) Can result in colors that **ARE NOT** the clients specified colors.



GRADIENT TRANSITIONS & PATTERN OVERLAP

Color shift challenges can occur when transitioning certain pantone colors with a gradient effect. Overlaying certain patterns may appear to alter the base color of a design. We try to educate the client on these challenges prior to design.

PRIMARY PANTONE
COLORS GRADIENT
TO BLACK



WHITE W/ REDUCED
OPACITY MUTES
THE BASE COLOR



OVERLAID LINES
CAN APPEAR TO
BE A DIFFERENT COLOR



COMPLEX PATTERNS
CAN LIGHTEN/DARKEN
BASE COLOR

