

# Color in Brand Execution



## Color Engine

Color consistency is critical in brand recognition. Defining accurate brand and spot color standards is the first step in maintaining consistency. The next step is using these color standards in all packaging design and production applications.

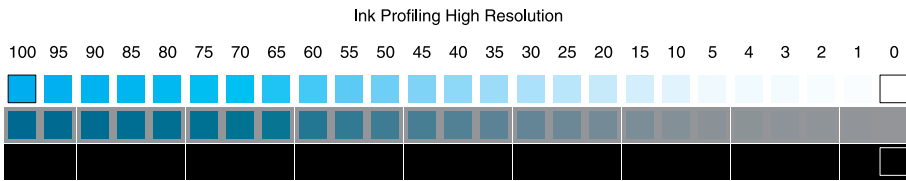


## Key benefits

- **Consistency:** maintain color consistency in brand execution
- **Flexibility:** make color critical decisions anywhere in the supply chain
- **Predictability:** know at the design stage what the result will be on press
- **Accuracy:** Profile, control and simulate spot colors from design to proof/print

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## Accurate brand and spot color matching



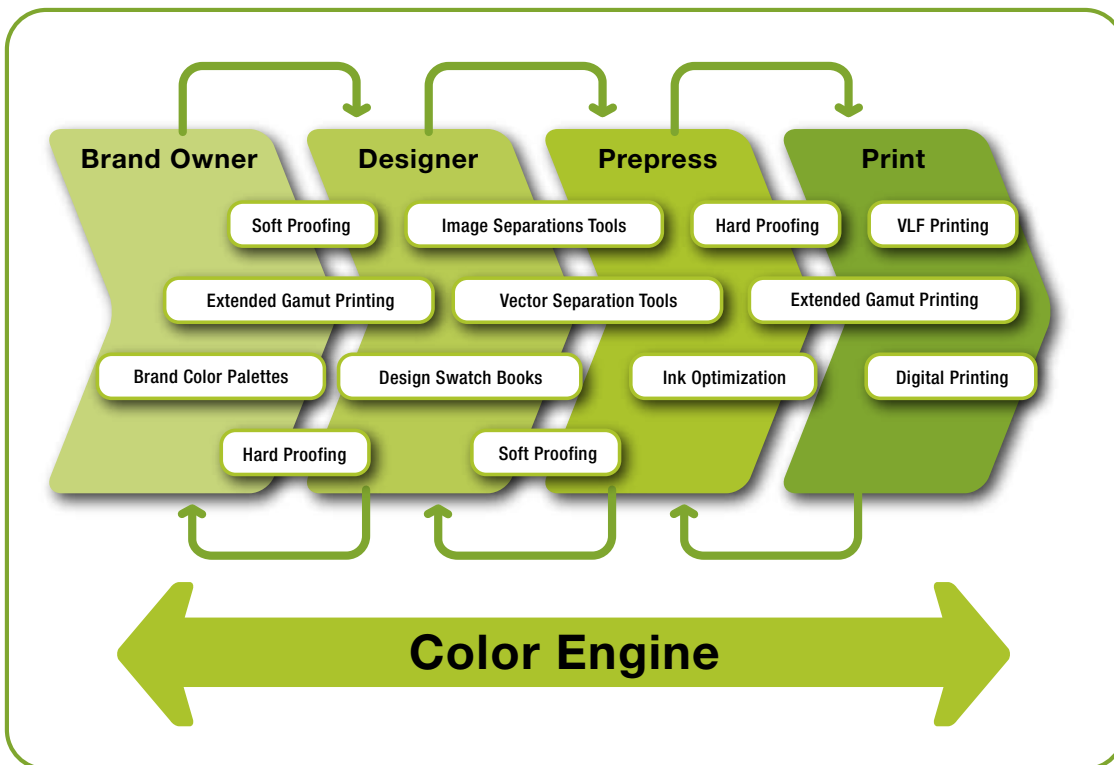
The combination of unique spot color profiling and spectral ink modeling provides absolute accuracy and predictability for spot color simulation.

## Centralized color data

The Color Engine is a central color database for all color critical packaging data. In combination with the color database, The Color Engine Pilot provides the perfect tool set for creating and maintaining critical brand colors, creation of spot color profiles and other color conversion settings. The Color Engine maintains consistency throughout a production environment by ensuring every application and operator works with the same color critical data.

## Share color data across the supply chain

As in a production environment, we also need to share color data throughout the packaging supply chain. We already share files, fonts, images and production specifications. We also need to share the critical color information that goes along with the brands and packaging.



Everyone needs access to the same color information. The goal is to create an environment of color predictability, allowing us to make the necessary color critical decisions.