4 Criteria for Brand Color Management

Unlike your standard color management that involves balancing thousands of colors on the page, brand color management is the most critical, because there is no wiggle room hitting the brand color exactly.

REVIEW THESE 4 CRITERIA WITH YOUR MARKETING & DESIGN TEAMS:

✓ Style Guide

Define the instructions with a clear and concise Style or Branding Guide that will allow designers to know the recipe for your brand color.

✓ Color Mapping

Use Color Mapping strategies that substitute CMYK and RGB equivalents to eliminate variations for different print and display devices.

✓ Calibration

Calibrate your devices regularly to guarantee color consistency.

✓ Pantone + Adobe

Understand the relationship between the companies producing the standard palettes and the companies developing the design applications.