

Importance of **Color** Consistency for a Consumer Product Company

NPES-ICC Color Management Conference 2015

February 12, 2015 • India Expo Centre • Greater Noida, Delhi NCR



Sundar Moorthi Muthu
Coca-Cola India and Southwest Asia

Content

TOPICS

1

Where Colors Used

2

Why Colors

3

How to Maintain

1. Colors in Company Logo



2. Colors in Brands



3. Color in Packaging Graphics/Labels



4. Colors in Shop Searching

- Consumers shop by

Colors for Categories



Colors for Variants



SKU Size

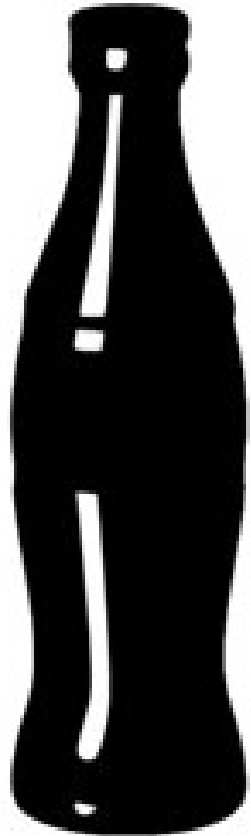


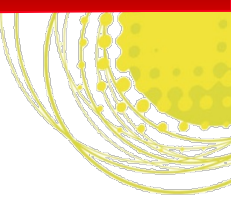
5. Colors in Communications

Colors across all marketing platforms



Brands & Logos without Color





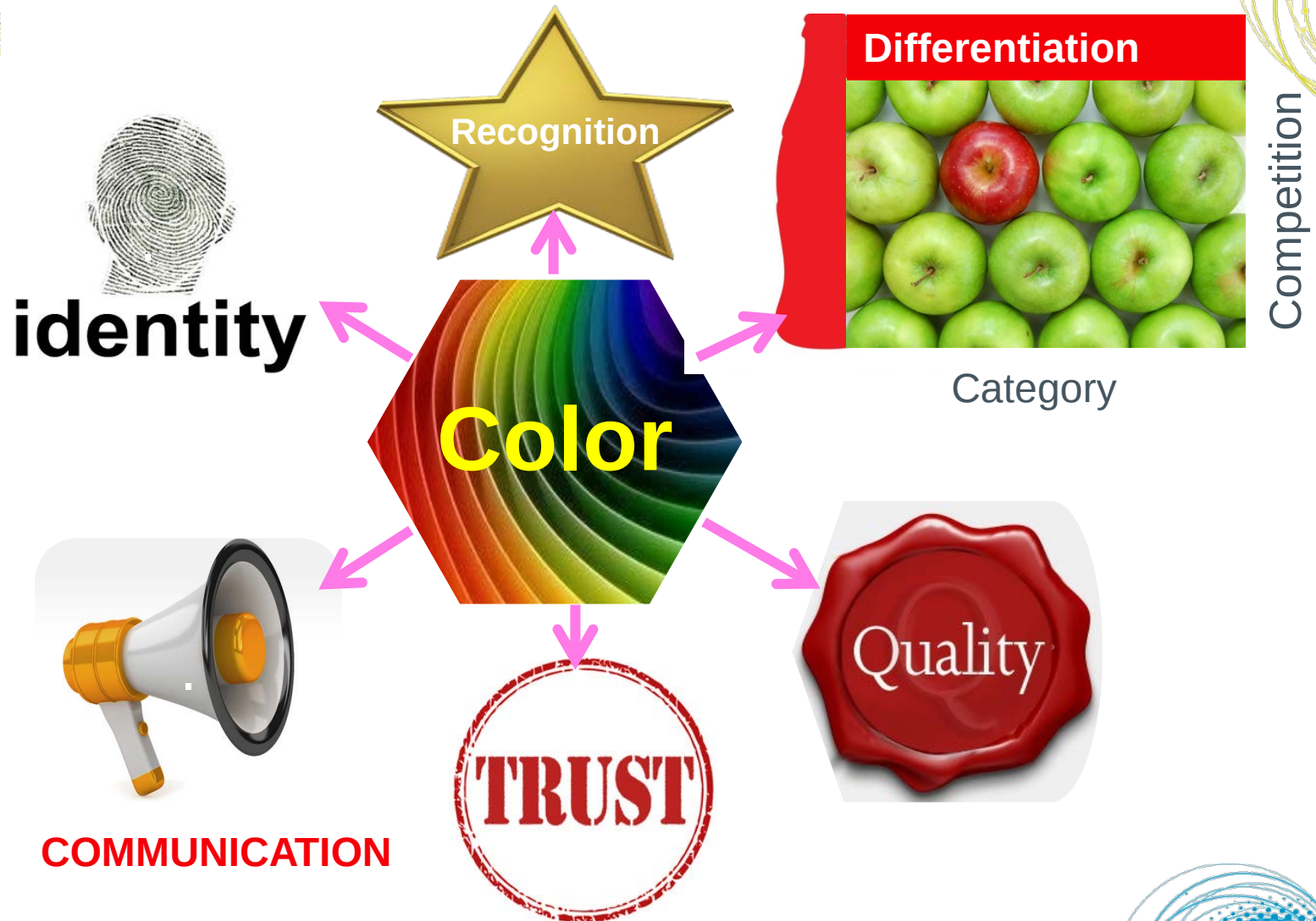
1

2

Why Colors

3

Importance of Colors



The Power of Color

"Research reveals people make a sub-conscious judgment about an environment or product within **90 seconds** of initial viewing. Between **62%** and **90%** of that assessment is based on color alone."



Increases Identity

Improves brand recognition by up to 80%.



Increase Comprehension



Increases Memory

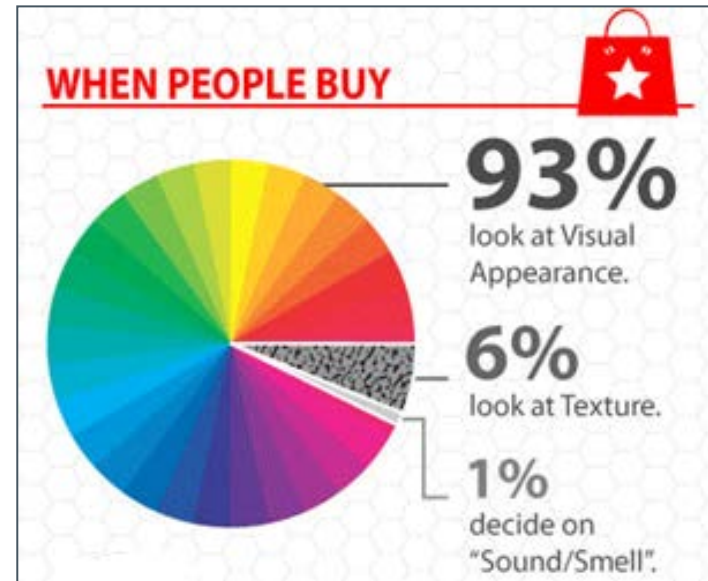
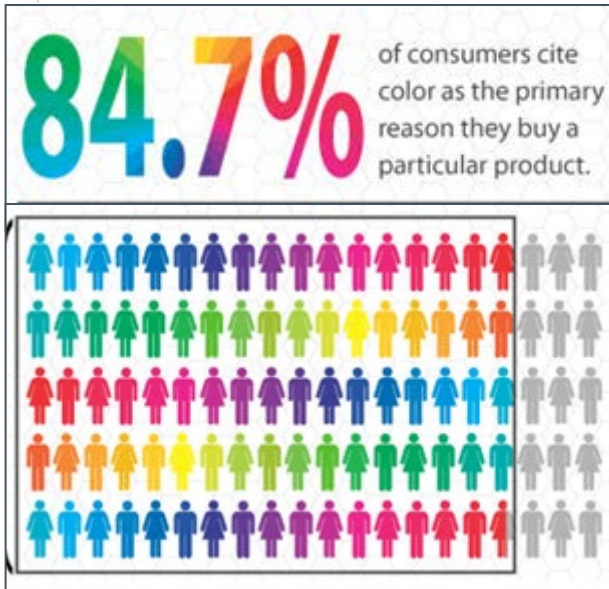


Color makes an impression that's 40% more memorable



Sources: Xerox Corporation and International Communications Research from February 19, 2003 to March 7, 2003

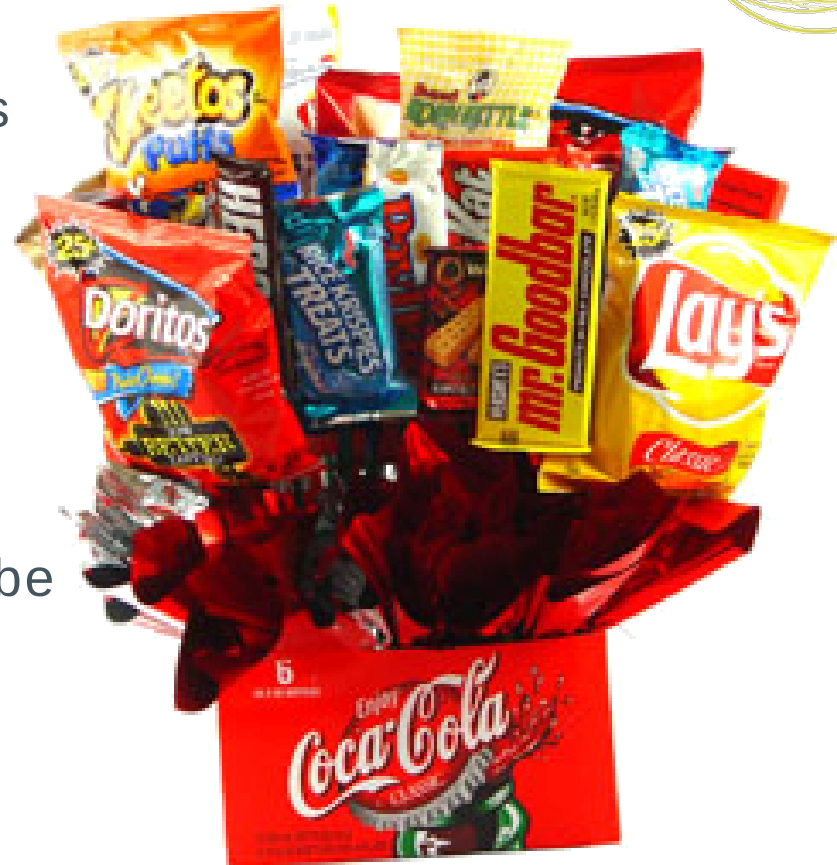
Color Psychology

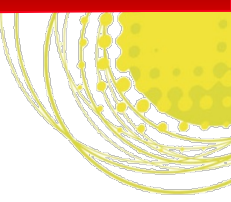


Color Consistency

Consistent Colors Across

- Different packaging components
- Different substrates
- Versions and variants
- Print process
- Different Market across the globe
- Electronic media & website
- Physical marketing materials
- Social networks





1

2

3

How to Maintain

Colors management depends on



1. Artwork

Art Agencies and the Customer must pick an achievable color based on print process and achievable press gamut.

- ❗ Colors to be communicated accurately
- ❗ Files should be made using CMYK colors and not RGB.
- ❗ For more vibrant colors or exact color matching, spot colors/PMS colors is the way to go.
- ❗ All objects and type that are in the same color are merged on the same layer and named with the spot color
- ❗ Delete unused colors and layers, hidden or extra objects, etc.



Coke Red

PMS = (no equivalent)

C = 4, M = 100, Y = 95, K =

R = 244, G = 0, B = 9

Hex = F40000

L* 42.97

a* 65.97

b* 49.64



Sprite Green

PMS 355

C: 91, M: 0, Y: 100, K: 0

R: 0, G: 150, B: 57

Hex: 009639



Blue

PMS 287

C: 100, M: 75, Y: 2, K: 18

R: 0, G: 48, B: 135

Hex: 003087



Yellow

PMS 109

C: 0, M: 9, Y: 100, K: 0

R: 255, G: 209, B: 0

Hex: FFD100



RGB

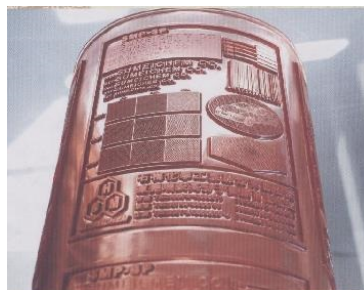
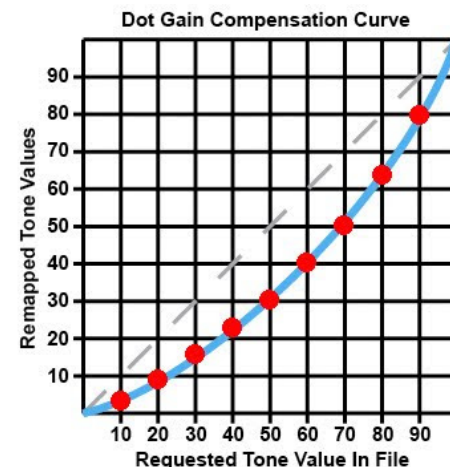
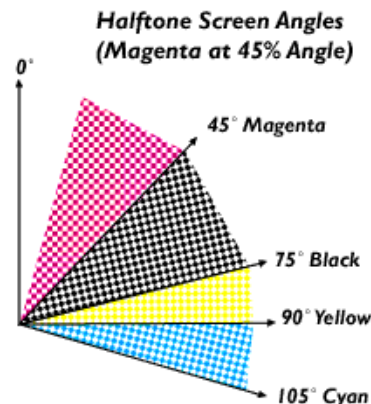


CMYK

2. Pre-Press

Pre-press must properly separate and build quality files to handle the color.

- Colors Separation
- Screen Ruling & Angles
- Dot Gain Compensation
- Color Sequence
- Cylinder/Plates
- Proofing

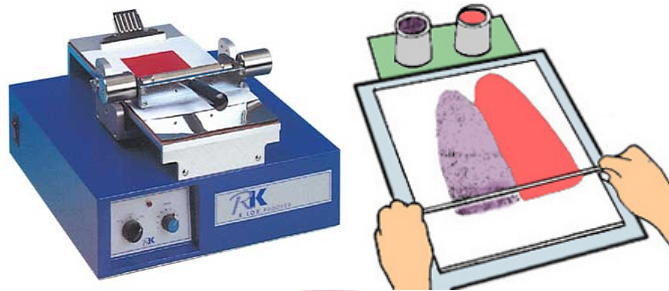


3. Inks & Substrate

Inks



- Inks should be with PMS #
- Drawdowns on actual substrate
- Spectral data & $L^*a^*b^*$ Values



Ink & Substrate suppliers must provide accurate stable material for the printer

Substrate



- All whites are not white
- White paper vs recycled board vs white ink applied to film vs white poly
- Textured or smooth
- Glossy or matte

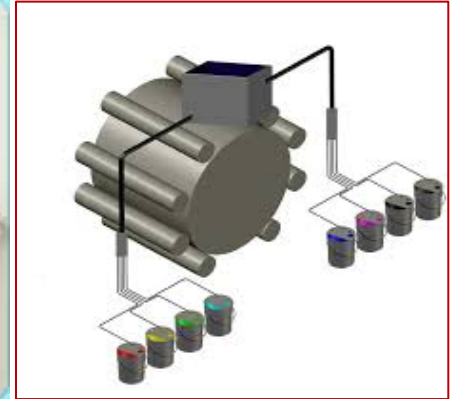


4. Printing Press

Press Calibration



Ink Mixing & Viscosity Control

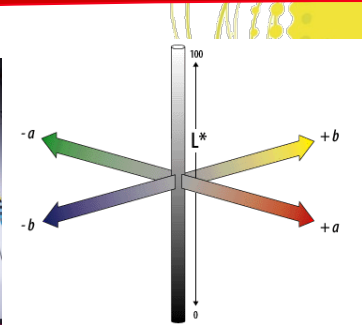


Printer must put it all together properly on press, (plates, press settings, ink, substrate, etc.), to get the results the customer is looking for!



5. Color Measurement & Methods

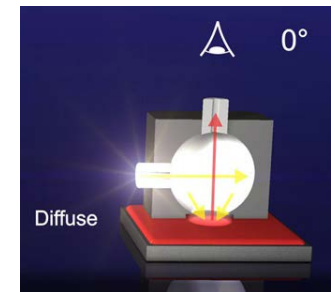
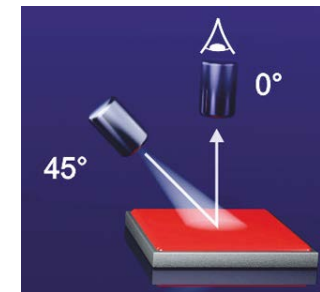
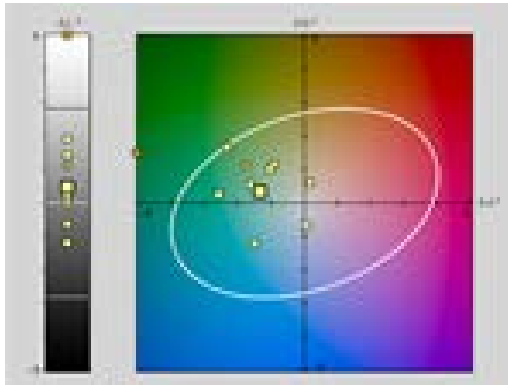
- Color must be measured at various stages of the design and production process
- Use standard color measurement methods
- Evaluate periodic samples to avoid color drift.
- Hold printers accountable for their results.



Target	Sample	
		= Δ
L* = 60.87 a* = 44.36 b* = 35.27	L* = 58.72 a* = 42.18 b* = 36.93	$\Delta L^* = 2.15$ $\Delta a^* = 2.18$ $\Delta b^* = -1.66$
C* = 56.67 h = 38.48	C* = 56.06 h = 41.20	$\Delta C^* = 0.61$ $\Delta h = -2.71$

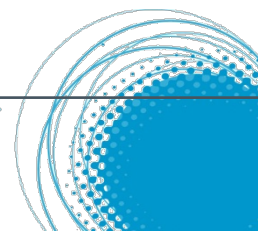
TOTAL COLOR DIFFERENCE

$$\Delta E^*_{ab} = 3.48$$



Common Problems

- 🍺 **Casual approach to the process beyond pre-press**
- 🍺 **Lack of continuous and persistence efforts**
- 🍺 **In Correct environment and viewing conditions**
- 🍺 **Lack of proper instrument and measurement systems**
- 🍺 **Improper knowledge and wrong procedures**



Thank
You!

Coca-Cola