

LOOKING FOR THE PERFECT COLOR MATCH



CLIENT: RANGER DESIGN

INDUSTRY: INDUSTRIAL

PROCESS: DOMING

SOLUTION: BADGE

OBJECTIVE

Maintain color consistency of logo.

CHALLENGE

The client wanted to use a domed decal for their vans' storage systems. The main challenge was to match the client's yellow logo. The customer was very particular about the yellow in their logo: they wanted a perfect match. While color matching is a common thing, the difficulty with this particular project was to match their color on a domed decal. The doming effect causes all of the colors in the mix to tremendously reflect light. Therefore, we had to take into consideration the other colors reflecting onto the yellow because it considerably affected the shade color.

SOLUTION

The BCH Image color experts had to match the color and carefully develop the right formula while considering the effect the other colors had on the client's main yellow shade. Through trial and error, we succeeded in obtaining a color match that met our client's expectations.

In conclusion, BCH Image was able to develop the perfect blend to obtain the desired color!