

Sample

Context: While at Hart Consulting, I wrote this final copy for a PDF announcing color matching capabilities for Olympus, a national print service provider, and the accompanying outbound email.

June 11, 2018

Olympus

Re: Custom print series Color Capabilities PDF copy

Related outbound:**6/20 Subject line: We can match any color under the sun**

Title: Olympus Guarantees Brand Color Match & Consistency – Across All Components!

Brands need color consistency across all substrates, whether vinyl, rigid or fabric. They also need it to match from one project to the next. Our ability to ensure PMS color consistency across all components is one reason some of the most demanding brands choose Olympus. Review our Color Matching Tool Kit to learn more.

PDF:**The Olympus Color Matching Tool Kit**

From McDonald's golden arches (PMS 123C) to Harley Davidson's iconic orange (PMS 165), brands rely on color matching to protect the integrity of their logo and identity. Accurate color control requires consistent reproduction of that color, no matter what material it's printed on. Olympus is well-versed in the science of precise color matching, and we've developed a palette of tools that let us ensure absolute accuracy on every media and throughout our production process.

1. Prepress Color Room

Our prepress team uses a variety of tools to determine which PMS color in our library will be identical to our clients' pantones.

a. PMS Books and Color Charts

To adjust for the different rates in ink absorption across different substrates, we cross match PMS numbers with our media-specific color chart to identify the correct color value.

b. Saturation Library

Our saturation library lets us demonstrate and dial in the desired level of color richness our clients need for each project and ensure those rates match across all materials. This is particularly helpful on projects involving a color bleed through the fabric to the backside.

2. RIP and Printer Calibration

Color output can vary significantly from one device to the next. Our G7 certified technicians ensure on-brand color matching from prepress to rip, guaranteed. They calibrate every printer weekly, in both our facilities, to meet G7 Standards for brilliant consistency, vibrant colors and high print quality each and every time, no matter which printer is being used. You can trust your project will look on point and on brand no matter which printer or facility produces it.

3. Sample Process

After prepress determines which color values are the best match, they print samples on the project material and review them to make sure the colors are identical to our client's PMS palette. We can even send these samples to you for your approval before sending the project to production. We archive physical samples of every dye sub project, so we will have your reference color on hand whenever you need it.

4. Backlit Test Frames

Once we have a sample printed, we can apply it to our backlit frames to test the graphic to ensure the colors are an exact PMS match when lit.

5. 5k Lighting

Colors are strongly affected by available lighting. Olympus has installed 5k lights (the closest to natural daylight) throughout both our facilities. They are the industrial standard when color matching and reviewing printed projects. No matter where we are in the plant or which team member is looking at your project, the colors will always appear the same.

6. Final Inspection

Every project is color reviewed at least six times during our process, from prepress and production to finishing. Managers conduct and sign off on final inspections for every order that leaves our facility because we know how important it is for graphics that are true to your brand, across all applications, devices, and substrates.

Olympus builds color perfection into our process, to deliver beautiful, on-brand color for names known across the country and around the globe. Rely on Olympus expertise for precise color that's true to your brand **every time**.