



Quick Reference Color Chart

More than 55 years of proven leadership and signage innovation

Color swatches are CMYK representations of our standard paint offerings and should not be used for true color accuracy. Contact ASI to request our Standard Color Resource chart which utilizes lacquer pigment based swatches or request a paint chip for true color accuracy.

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Using the ASI Quick Reference Color Chart

The color swatches shown in this chart are CMYK representations of our standard paint color offering. Keep in mind, as with all digitally reproduced color, individual monitor and printer characteristics will influence the final hardcopy output. This chart should not be used for true color accuracy.

For more accurate color matching please contact ASI to request our Standard Color Resource chart which utilizes lacquer pigment based swatches or request a paint chip for true color accuracy. ASI can also match most colors from a material sample, another color, or paint system.

Color Standards

ASI paint finishes are formulated using the finest pigments, and have been selected for their color stability, fade resistance and durability. The colors in ASI's color chart are based on a palette of the most frequently used colors and they are arranged, as best as possible, according to a standard 12-step wheel.

Custom Color Matching

ASI employs state of the art, computer controlled color measurement equipment to formulate modern, low VOC, environmentally responsible color coatings. Our expertise with color also allows our consultants to create custom color matches to meet your signage needs, whether your needs are for paint finishes or digital graphics.

Using ASI Color in Design Programs

CMYK values are provided for paint colors beneath each swatch. All CMYK reproductions of ASI's solid colors will vary in appearance based on individual graphic design program settings, monitor calibration and printer settings. For best results, compare the output from your equipment with the lacquer-pigment based color swatches in the ASI Standard Color Resource Chart and adjust the four-color screen mix in your design program as needed to more closely resemble ASI's standard color swatches.

Light Reflectance Value Contrast

The Americans with Disabilities Act Accessibility Guidelines (ADAAG) recommend a 70% Light Reflectance Value (LRV) contrast between sign text and background colors. LRV values for all paint finishes are listed below each swatch. The formula used to calculate LRV contrast is shown below. Most major paint manufacturers include LRV values for their colors in their swatch books. These values, along with ours, can be used in the manual calculation below.

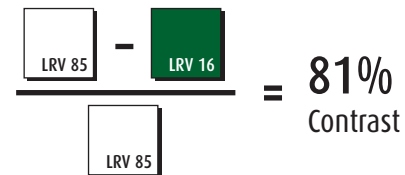
$$\text{Contrast} = \frac{(B1 - B2) \times 100}{B1}$$

Where:

B1 = light reflectance value (LRV) of lighter area

B2 = light reflectance value (LRV) of darker area

This formula can best be expressed visually:



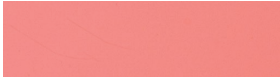
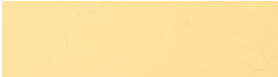
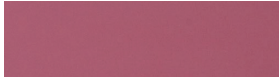
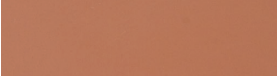
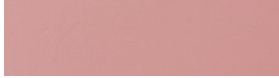
In this example, 81% contrast is achieved which will result in excellent legibility, significantly above the 70% recommended threshold.

Our experience has shown that the 70% figure is not a magic number. Contrasts of a few percentage points below the recommended figure, depending on the colors chosen, can often yield legible results.

asisignage.com

Visit our website, asisignage.com, and utilize our online Light Reflectance Value Contrast Calculator to automatically compute contrast between any two colors in our standard ranges. Drop-in color libraries are available for use in Adobe Illustrator. Please contact your local ASI office for more information.

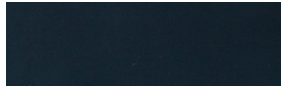
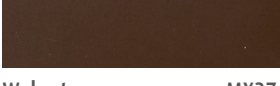
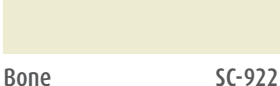
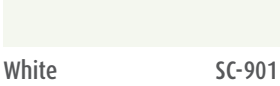
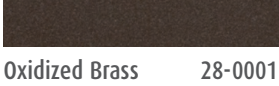
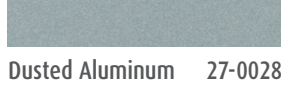
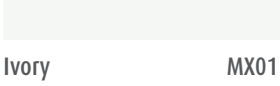
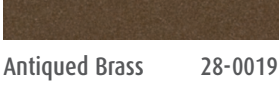
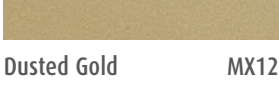
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Lemon LRV 69	SC-400 CMYK 0-0-79-0	Pumpkin LRV 32	SC-303 MX34 CMYK 2-36-100-0	Brick Red LRV 7	MX55 CMYK 0-90-100-51	Wine LRV 6	SC-224 CMYK 75-100-70-15	Burgundy LRV 5	MX56 CMYK 65-100-100-35	Thistle LRV 18	MX83 CMYK 47-52-26-2
											
Mustard LRV 52	MX18 CMYK 2-10-100-0	Orange LRV 29	SC-301 CMYK 0-69-100-0	Ruby Red LRV 10	SC-204 CMYK 3-95-75-37	Mahogany LRV 12	SC-213 CMYK 0-40-55-60	Cordovan LRV 9	SC-233 CMYK 0-95-40-49	Amethyst LRV 22	MX63 CMYK 52-49-0-14
											
Sunflower LRV 51	MX26 CMYK 0-25-95-0	Peach Pink LRV 39	MX39 CMYK 0-31-37-0	Rust LRV 10	MX42 CMYK 10-70-100-36	Nutmeg LRV 22	SC-823 CMYK 0-22-27-42	Claret LRV 14	SC-232 CMYK 7-77-0-34	Heliotrope LRV 41	MX62 CMYK 17-37-0-0
											
Straw LRV 69	SC-402 CMYK 0-16-37-0	Fire Red LRV 21	MX40 CMYK 0-95-100-0	Terracotta LRV 13	SC-202 CMYK 0-70-66-30	Berry Wine LRV 20	MX82 CMYK 0-48-38-34	Lavender LRV 35	SC-221 CMYK 75-100-70-15	Wisteria LRV 50	MX61 CMYK 14-10-0-6
											
Washed Gold LRV 55	MX28 CMYK 0-20-56-0	Flame Red LRV 14	SC-201 CMYK 0-100-81-4	Pueblo LRV 27	SC-832 CMYK 0-40-30-16	Rose LRV 27	SC-212 CMYK 0-38-27-23	Lilac LRV 17	SC-223 CMYK 50-58-50-0		
											
Yellow LRV 56	SC-401 MX29 CMYK 0-20-100-0	Scarlet LRV 13	MX19 CMYK 5-95-100-0	Melon LRV 41	SC-822 CMYK 0-18-32-10	Coral LRV 35	SC-843 CMYK 0-38-21-11	Eggplant LRV 8	MX64 CMYK 76-78-0-47		
											
Light Umber LRV 29	MX81 CMYK 0-36-76-9	Red LRV 15	MX50 CMYK 0-100-63-12	Peach LRV 58	SC-821 CMYK 0-15-22-0	Adobe LRV 46	MX38 CMYK 0-30-12-6	Violet LRV 43	SC-701 CMYK 31-32-0-0	Periwinkle LRV 28	SC-600 CMYK 67-41-0-0
											
Baked Orange LRV 19	MX36 CMYK 0-46-75-33	Tomato Red LRV 10	SC-203 CMYK 20-100-100-10	Blush LRV 51	SC-211 CMYK 0-27-13-3	Plum LRV 11	SC-704 CMYK 64-100-12-0	Morning Glory LRV 36	MX65 CMYK 55-30-0-0		

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Navy LRV 6 CMYK 100-78-0-44	Arctic Blue LRV 9 CMYK 100-38-0-64	Storm Blue LRV 9 CMYK 75-100-70-15	Emerald LRV 8 CMYK 100-0-27-68	Deep Green LRV 8 CMYK 100-0-81-66	Light Green LRV 25 CMYK 68-0-100-24
					
Indigo LRV 6 CMYK 100-78-0-44	Blue LRV 16 CMYK 100-56-0-23	Shadow LRV 20 CMYK 23-2-0-63	Jade LRV 11 CMYK 80-0-10-68	Forest Green LRV 8 CMYK 80-0-100-56	Dark Mint LRV 33 CMYK 42-0-33-27
					
Midnight Blue LRV 6 CMYK 100-72-0-32	Royal Blue LRV 10 CMYK 100-62-0-20	Aqua LRV 28 CMYK 52-6-0-25	Lagoon LRV 17 CMYK 82-0-28-52	Kelly Green LRV 15 CMYK 82-0-82-22	Mint LRV 48 CMYK 38-0-32-0
					
Dusk Blue LRV 8 CMYK 100-69-0-9	Rich Blue LRV 16 CMYK 100-45-0-14	Turquoise LRV 39 CMYK 67-0-12-2	Green Stalk LRV 21 CMYK 35-0-16-54	Dark Green LRV 14 CMYK 95-0-100-27	Sage LRV 50 CMYK 4-0-21-18
					
Lapis LRV 11 CMYK 100-65-0-20	Bright Blue LRV 15 CMYK 100-45-0-18	Sky Blue LRV 60 CMYK 75-100-70-15	Verdegris LRV 22 CMYK 50-0-25-30	Green LRV 16 CMYK 85-25-100-5	Moss LRV 50 CMYK 0-7-39-17
					
Cobalt LRV 12 CMYK 100-45-0-14	Wedgewood LRV 37 CMYK 62-22-0-3	Patina LRV 32 CMYK 70-0-38-8	Seafoam LRV 44 CMYK 32-0-24-10	Lilypad LRV 28 CMYK 60-0-80-7	Lemongrass LRV 39 CMYK 0-15-100-28
					
True Blue LRV 18 CMYK 90-57-0-0	Lt. Dutch Blue LRV 42 CMYK 42-15-0-6	Peacock LRV 24 CMYK 90-0-28-22	Sea Green LRV 48 CMYK 29-0-10-14	Fern LRV 24 CMYK 56-0-44-33	Olive LRV 26 CMYK 15-0-68-39
					
Nautical Blue LRV 20 CMYK 78-28-0-0	Slate Blue LRV 23 CMYK 75-100-70-15	Teal LRV 19 CMYK 85-0-50-31			Cafe LRV 19 CMYK 0-14-28-55

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Dark Brown SC-805 LRV 6 CMYK 15-19-27-82	Butterscotch SC-302 LRV 16 CMYK 0-52-100-35	Charcoal MX09 LRV 14 CMYK 0-0-0-77	Dark Grey SC-904 LRV 8 CMYK 0-0-15-82	Onyx MX17 LRV 6 CMYK 33-3-0-95	Black SC-905 MX57 LRV 4 CMYK 100-35-0-100
					
Chocolate MX43 LRV 6 CMYK 82-76-100-30	Carmel MX30 LRV 20 CMYK 27-47-99-7	Taupe SC-923 LRV 26 CMYK 40-32-44-2	Medium Grey SC-903 LRV 16 CMYK 1-0-15-65	Smoke SC-924 LRV 15 CMYK 0-0-0-72	Lead SC-914 MX10 LRV 16 CMYK 11-1-0-64
					
Medium Brown SC-804 LRV 7 CMYK 3-0-31-75	Burnt Gold MX80 LRV 34 CMYK 0-22-85-11	Dark Beige SC-802 LRV 34 CMYK 0-4-22-32	Light Grey SC-902 LRV 34 CMYK 2-0-9-36	Warm Gray MX07 LRV 33 CMYK 0-0-0-44	Flint SC-913 MX05 LRV 29 CMYK 5-0-0-45
					
Walnut MX37 LRV 8 CMYK 0-53-100-72	Tan MX22 LRV 50 CMYK 0-8-35-10	Cool Grey SC-906 LRV 52 CMYK 0-0-9-20	Pearl SC-912 LRV 53 CMYK 2-0-0-18	French Grey MX06 LRV 57 CMYK 2-0-0-18	Ash MX02 LRV 46 CMYK 8-0-9-19
		Metallic Paint Finishes			
Chestnut MX27 LRV 9 CMYK 10-36-100-68	Light Beige SC-806 LRV 67 CMYK 5-11-15-0				
					
Light Brown SC-803 LRV 22 CMYK 0-10-27-50	Bone SC-922 LRV 73 CMYK 0-2-6-7				
					
Sand SC-812 LRV 39 CMYK 20-27-55-2	White SC-901 LRV 85 CMYK 2-0-5-2	Oxidized Brass 28-0001 LRV 9 CMYK 0-22-85-85	Satin Brass 28-0046 LRV 39 CMYK 0-26-45-18	Satin Steel 27-0036 LRV 47 CMYK 0-4-22-32	Dusted Aluminum 27-0028 LRV 33 CMYK 0-7-17-43
					
Medium Beige SC-801 LRV 61 CMYK 0-8-23-2	Ivory MX01 LRV 85 CMYK 2-0-3-2	Antiqued Brass 28-0019 LRV 11 CMYK 50-58-100-45	Dusted Gold MX12 LRV 33 CMYK 20-32-58-0	Satin Nickel 28-0017 LRV 41 CMYK 0-4-22-32	Satin Aluminum MX15 LRV 52 CMYK 0-8-22-56