



# Color

Standards & Reference Guide

**bestsignsystems**<sup>®</sup>

[www.bestsigsns.com](http://www.bestsigsns.com)

# Explanation of Colors and How They Affect Pricing

	<b>Standard</b>	<b>Premium</b>	<b>Custom</b>
<b>Graphic Blast®</b>			
Copy:	6 Stock Colors (Beige, Black, Garnet, Ivory, Stone, White)	117 Standard Colors (79 Matthews™, 38 Ink) Custom Non-Metallic Colors	32 Standard Metallic Colors Custom Metallic Colors
Background:	117 Standard Color (79 Matthews™, 38 Ink)	Custom Non-Metallic Colors	32 Standard Metallic Colors Custom Metallic Colors
<b>Impressions™</b>			
Copy:	38 Standard Ink Colors	Gold or Silver Ink Custom Non-Metallic Ink (PMS Only)	
Background:	14 "Im" Colors Only		
<b>Lucent™</b>			
Copy:	38 Standard Ink Colors	Gold or Silver Ink Custom Non-Metallic Ink (PMS Only)	
Background:	117 Standard Colors (79 Matthews™, 38 Ink) Custom Non-Metallic Colors	32 Standard Metallic Colors Custom Metallic Colors	
<b>Strata</b>			
Copy/Graphic:	38 Standard Ink Colors Gold or Silver Ink	Custom Non-Metallic Ink (PMS Only)	
Background:	117 Standard Colors (79 Matthews™, 38 Ink) 32 Standard Metallic Colors Custom Colors (Metallic Included)		

Pricing subject to change depending on product & colors chosen.  
To discuss how colors affect your pricing, please call our Estimating Department, or your Project Manager.



# Paint Colors

Best Sign Systems, Inc. can accurately match any PMS or custom color using Matthews Paint™ which is widely recognized as the highest quality painting product in the signage industry



MP24846 Rally Red - LRV 10.1



MP23966 Crimson Red - LRV 14.9



MP24069 Fire Red - LRV 17.2



MP26434 Tangerine - LRV 20.8



MP58765 Persimmon - LRV 15



MP29732 Napa Merlot - LRV 9.6



MP25248 Rose Magenta - LRV 10.9



MP26452 Cerise Lipstick - LRV 16.9



MP29653 Navel Orange - LRV 32.7



MP29633 Fiesta Orange - LRV 33.1



MP23906 Bright Orange - LRV 28.1



MP28239 Orange Flare - LRV 24.6



MP56966 Orange County - LRV 22.9



MP58094 Peach Blossom - LRV 26.5



MP29496 Apricot - LRV 37.8



MP29214 Coral - LRV 31.3



MP25616 Salmon - LRV 44.6



MP10211 Citrus Yellow - LRV 62.9



MP29464 Jonquil Yellow - LRV 72.1



MP29545 Citron Glace - LRV 79.4



MP25026 Chartreuse Yellow - LRV 56.5



MP25890 Yellow Petal - LRV 64.5



MP55149 Schoolbus Yellow - LRV 39.3



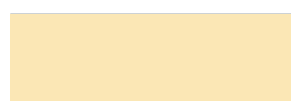
MP28240 Yellow Corn - LRV 49.2



MP28153 Mustard - LRV 41.8



MP26406 Pastel Orange - LRV 49.6



MP25900 Canterbury Cream - LRV 77.5



MP24510 Deep Green - LRV 6.4



MP56990 Forest Green - LRV 6.9



MP24502 Country Club Green - LRV 17.5



MP25066 Green Jewel - LRV 21.4



MP58098 Sea Green - LRV 35.4



MP56060 Prickly Pear - LRV 8



MP25899 Kryptonite Green - LRV 21.7



MP26749 Spring Green - LRV 28.3



MP28434 Granny Smith - LRV 39



MP55396 Moonlit Pond - LRV 8.4



MP25771 Bayou Blue - LRV 15



MP24340 Mardi Gras Teal - LRV 27.8



MP29439 Tropic Turquoise - LRV 31.4

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MP25837 Stormy Blue - LRV 6.8



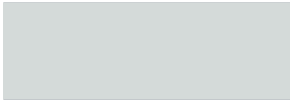
MP23708 North Sea Blue - LRV 17.2



MP56851 Blue Smoke - LRV 24.1



MP20498 Mediterranean Sky - LRV 51.7



MP43348 Lake George - LRV 71



MP55697 Bluest Blue - LRV 6.8



MP25808 Bicycle Blue - LRV 10.6



MP28073 American Blue - LRV 13.9



MP24100 Electrical Blue - LRV 31.1



MP55795 Bluetooth - LRV 6.7



MP29320 Marina Blue - LRV 14



MP25956 Royal Purple - LRV 7.4



MP30493 Scandinavian Blue - LRV 9.6



MP25854 Lily Morada - LRV 22.8



MP25834 Taco Bell Violet 2 - LRV 7.4



MP25542 Amethyst Violet - LRV 10.2



MP25502 Very Violet - LRV 18.7



MP25550 Deep Purple - LRV 7.8



MP25867 Graceful Grape - LRV 22.7



MP29705 Grape Jello - LRV 10.3



MP23446 Country Red - LRV 7.8



MP23647 Fire Weed Red - LRV 15.2



MP22823 Savannah Clay - LRV 29.6



MP10217 Rich Brown - LRV 5.8



MP25839 Clay Basket Brown - LRV 19.5



MP12257 Cabot Trail - LRV 28.5



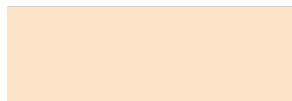
MP25849 Durango Grey - LRV 24.6



MP55840 Cool Gray - LRV 47.2



MP25829 Taos Sand Beige - LRV 60.6



MP25833 Bone White - LRV 68.7



MP55685 Snowflake - LRV 78.7



MP25836 Cicada Grey - LRV 32.8



MP34412 Smoke Screen - LRV 47



42212SP Scarlet Red - LRV 11.6



42214SP Mexicali Red - LRV 9.4



42215SP Burgundy Maroon - LRV 6.4



42218SP Sundance Yellow - LRV 57.7



42259SP Federal Green - LRV 12

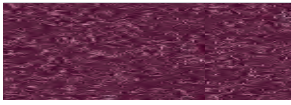


42219SP Capri Blue - LRV 7.3

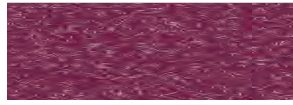


## Metallic Paint Colors

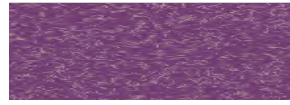
Best Sign Systems, Inc. can accurately match any PMS or custom color using Matthews Paint™ which is widely recognized as the highest quality painting product in the signage industry. Additional charges apply.



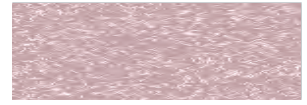
MP19757 Burgundy Metallic - LRV 9



MP19759 Raspberry Metallic - LRV 11.6



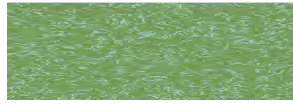
MP21843 Old Orchid Metallic - LRV 14.8



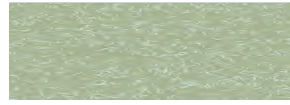
MP47128 Rose Quartz Metallic - LRV 44



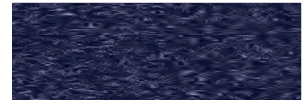
MP27540 Balsam Green Metallic - LRV 10.5



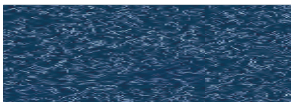
MP30043 Fern Green Metallic - LRV 30.5



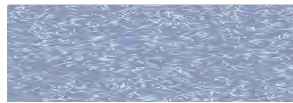
MP42868 Moss Green Metallic - LRV 42.4



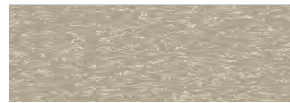
MP50184 Royal Blue Metallic - LRV 5.4



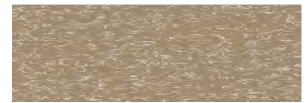
MP24661 Hapsburg Blue Metallic - LRV 7.8



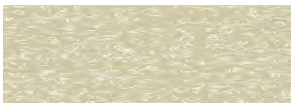
MP45612 Baby Blue Metallic - LRV 37.2



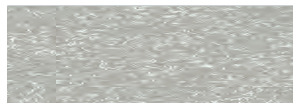
MP16771 Champagne Grey Metallic - LRV 43.9



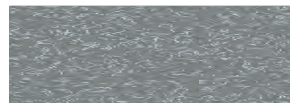
MP41279 Pale Bronze Metallic - LRV 30.9



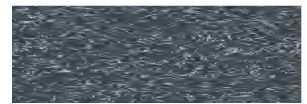
MP55753 Sunrise Silver Metallic - LRV 54.3



MP33172 Silver Surfer Metallic - LRV 57



MP28448 Umbra Grey Metallic - LRV 31.5



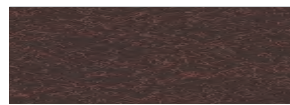
MP32195 Staid Gray Metallic - LRV 16.7



41312SP Medium Bronze Metallic - LRV 14.8



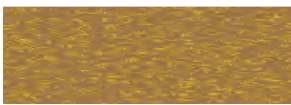
41313SP Dark Bronze Metallic - LRV 10.1



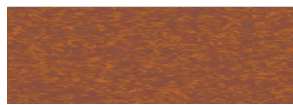
41314SP Old Copper Metallic - LRV 11.6



\* 41342SP Brushed Aluminum - LRV 68.2



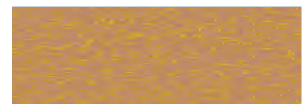
46258SP Tuscan Gold Metallic - LRV 34.6



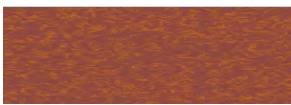
46253SP Copper Metallic - LRV 25.5



\* 46400SP Brilliant Gold Metallic - LRV 55.5



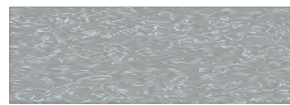
46401SP Aztec Gold Metallic - LRV 39.7



46402SP Aztec Copper Metallic - LRV 19.4



Proseco 48101SP Gold Standard - LRV 61.2



Proseco 48102SP Silver Rose - LRV 58.8



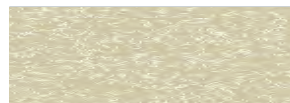
Proseco 48103SP Brass Alloy - LRV 61.4



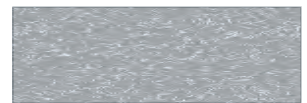
Proseco 48104SP Polished Pewter - LRV 40.8



Proseco 48105SP Bronze Hint - LRV 54.2



Proseco 48107SP Golden Glow - LRV 60



Proseco 48108SP Blue Steel - LRV 44.4

## Calculating Contrast

Best Sign Systems, Inc. recommends at least 70% contrast between text and background colors.

This can be calculated by using the Light Reflective Values (LRV) provided with each paint swatch.

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

B1 = Greater LRV Value, B2 = Smaller LRV Value

\* denotes the only available metallic ink for Lucent™, Impressions™ and Strata raised elements

# Ink Colors

All colors listed below are standard colors for raised elements on ImPressions™, Lucent™ and Strata products  
 Best Signs Systems, Inc. can accurately match any PMS color using Nazdar® ink. Additional charges apply.  
 Ink colors below also available as background paint colors.

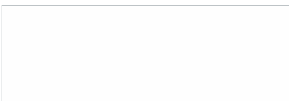
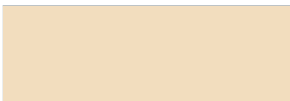











## Graphic Blast® Colors

\* denotes standard pricing for MP and Fiberglass raised elements

 * 951 White - LRV 79.9	 215 Charcoal - LRV 7.9	 194 Pearl Gray - LRV 52.9	 979 Indigo - LRV 14.5
 * 103 Black - LRV 5.2	 614 Navy - LRV 7.4	 921 Mint - LRV 38.2	 929 Pine - LRV 8.3
 * 195 Stone Gray - LRV 27.7	 305 Merlot - LRV 7.3	 203 Chocolate - LRV 8.9	 627 Grape - LRV 7.8
 * 398 Garnet - LRV 8.1	 186 Desert Rose - LRV 13.9	 960 Melon - LRV 30.8	 959 Banana - LRV 57.1
 * 580 Beige - LRV 51.7	 924 Sage Green - LRV 21.1	 141 Blue - LRV 13	 930 Green - LRV 16.9
 * 302 Ivory - LRV 73.2	 956 Yellow - LRV 62.2	 574 Red - LRV 14.2	 570 Orange - LRV 24.6

## ImPressions™ Colors

"Im" denotes only available ImPressions background colors

 Im White - LRV 84.7	 Im Monterey - LRV 67.9	 Im Beige - LRV 45	 Im Brown - LRV 13.5
 Im Dark Brown - LRV 7.1	 Im Rouge - LRV 7.1	 Im Cabernet - LRV 7.9	 Im Green - LRV 7.6
 Im Cadet - LRV 11.2	 Im Canyon - LRV 5.4	 Im Gray - LRV 53	 Im Pewter - LRV 24.6
 Im Dark Gray - LRV 12.5	 Im Black - LRV 5.3		