RVW-PR41H
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SPOT COLOR MATCHING MADE EASY

RVW-PR24J
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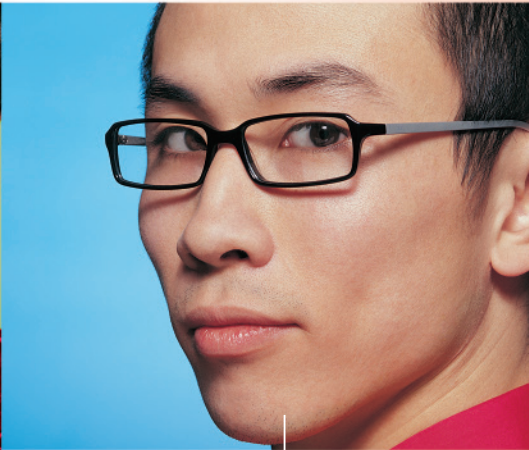# HOW DO YOUR CUSTOMERS SEE "RED?"

"Tomatoey...like just before it becomes overripe."

"I'd say candy apple red, but darker."

"The color of my first car...a cherry GTO."

"Cyan 0. Magenta 100. Yellow 100. Black 0."

What exactly is "red?" Show the same color to several different people, and they'll perceive and describe it in many different ways. So, how do you cut through the confusion and get everyone speaking a common color language? That's the essence of Roland Color.

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TRUE COLOR IS THE CONSTANT CHALLENGE

One of the constant challenges faced in the print-for-pay and sign-making markets is spot color reproduction. Company logos and brand icons that are featured on mesh banners, backlit POP displays, view-through window graphics and even vehicle wraps must all be accurate — regardless of the range of inks and media used. If you're producing graphics for True Blue Records, you need to hit true blue every time.

It's not just large companies that are demanding this level of performance. Businesses of all sizes are increasingly discovering the power of durable graphics to reflect a corporate image. And that image almost always starts with a precision, color-matched logo.

According to Norm Gobert, official printer for some of the nation's largest sporting events, *"In my business, time is short and vibrant, accurate spot colors are a must. When we are printing the graphics for a professional sports team, there is simply no room for variation. Every graphic must be produced in the same bold, stunning colors that define that team on the field."*

Quite a sporting challenge.

COLOR MATCHING IS A TWO-PART EQUATION

When you are talking about spot color management, there are two challenges to consider: *identifying* specific customer spot colors and *reproducing* them accurately. Roland Color is the only color matching system for digital printing that fully addresses both sides of this equation.

IDENTIFYING SPOT COLORS

Because everyone describes color differently, it's critically important to have a visual reference tool that can be used to select and identify the correct color. With Roland Color, you can produce highly customized spot color charts, swatch books, and peel-and-stick swatch sheets on your own media using your own Roland printer or printer/cutter. These reference tools can be reviewed with your customer to pick the colors you want to match an established corporate or team color, a physical object, or just about any other graphic element.

REPRODUCING SPOT COLORS

Once you and your customer agree on the desired spot color, you can then print that color with 100 percent accuracy every time using your Roland inkjet. How do you know that your Roland can hit the colors in the swatches? Simple...it printed the reference tools.

Roland Color Swatch Books
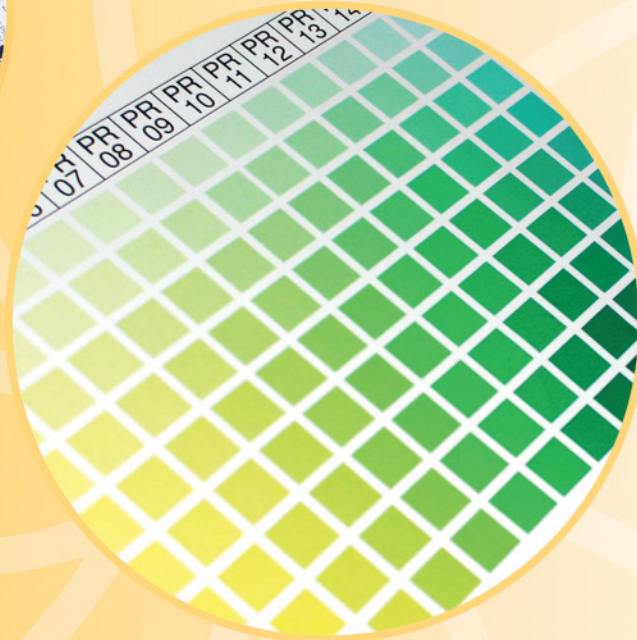
Roland Color Wall Charts

Roland Color Peel & Stick Sheets

ANNUALS

morningstar
GARDEN CENTERS

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COLOR MATCHING IS NOT JUST A TARGET...IT'S A PROMISE.

"A great vehicle wrap starts with an outstanding design and dense, rich colors," said Matt Richart of Digital EFX Wraps, a recognized vehicle graphics expert who trains professionals nationwide and teaches at Roland University. *"Because virtually every commercial vehicle wrap features the company logo, spot color matching is imperative. Once again, Roland has given us the edge – a true solution that will take our graphics to a whole new level."*

STEP ONE: PRODUCE YOUR REFERENCE TOOLS

Using Roland Color is easy. The first step is to produce your custom visual reference tools. Use your Roland inkjet and ink to print a Roland Color wall chart, swatch book or sticker sheet on each of your most commonly used media, or on media you have selected for a particular job. These reference tools will ensure precision color matching across all the media you are using, from banners to posters to adhesive vinyls. For even better results, choose from Roland's own award-winning line of more than 50 tested, profiled and certified media.

STEP TWO: SELECT THE DESIRED COLOR

The second step is to match the targeted spot color within a logo or graphic to a corresponding Roland Color swatch. More than a thousand standard colors are available. You can build on this extensive library as well by manually adding your own custom colors.

Roland Color System Library
Color Selector

SOLJET ProII XC-540
Media Type: SVGG Hi Gloss PVC Gray Glue
Ink Type: ECO-SOL MAX CMYKLcLm

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STEP THREE: SPECIFY THE ROLAND COLOR IN THE ART

The third step is to specify the matching Roland Color in VersaWorks Version RIP software. Roland Color's plug-in swatch library works within popular design software including Adobe Illustrator and CorelDRAW. Simply import the library, open the file, and convert the art elements to the selected Roland Color swatch. The file is now ready to print. Your Roland inkjet will do the rest.

Roland Color is a new feature included in VersaWorks. Developed by Roland engineers exclusively for the company's inkjet line, VersaWorks also offers Variable Data Printing, perfect for labels, name badges, plaques, menus and other custom graphics.

FOR MORE INFORMATION ON ROLAND COLOR AND VERSAWORKS, VISIT WWW.ROLANDDGA.COM/ROLANDCOLOR

Roland VersaWorks

RIP & PRINT MANAGEMENT SOFTWARE

ROLAND COLOR IS INCLUDED WITH EVERY ROLAND PRINTER & PRINTER/CUTTER WITH VERSAWORKS RIP (VERSION 2.2 OR LATER)

VERSACAMM SP
30 & 54" PRINTER/CUTTERS

VERSACAMM VP
30 & 54" PRINTER/CUTTERS

PRO III XC-540
54" PRINTER/CUTTER

SOLJET SJ SERIES
64", 74" & 104" PRINTERS

HI-FI EXPRESS FP-740
74" SUBLIMATION PRINTER

ADVANCED JET AJ-1000
104" PRINTER

Roland®