

# Digital Swatch Match

A web-enabled colour standards reference solution



You work hard to ensure your custom colours are reproduced accurately in every project – which can mean hours spent organising and managing swatch samples and corporate logo and brand colours. RR Donnelley's Digital Swatch Match solution eliminates the guesswork and centralises your critical colour standards – so you can more easily and quickly get consistent results, every time – even across multiple media.

## Getting colours right — everywhere, every time

Our Digital Swatch Match solution brings the art and science of managing your colour identity references into the digital realm. Working throughout your enterprise and across your entire supply chain, Digital Swatch Match provides:

- Industry-standard and media-independent LAB colour specifications of your swatches and brand identity colours for use on multiple projects. From yarn dye lots to the printed piece, these values serve as the starting point for the best match possible in every process.
- Online access for communicating swatch values quickly, eliminating time-consuming and error-prone manual processes.
- Ability to build and download custom Adobe® Photoshop® swatch files, accelerating accurate desktop workflows.
- 24/7 Mac and PC access via our secure Internet site, enabling easy access to swatches by everyone in your supply chain.
- Colour management by RR Donnelley experts based on ICC colour science, ensuring maximum openness and colour fidelity.
- Easy searching and browsing. Swatches are named, organised and coded, which means no more fumbling through file drawers and clipping and shipping samples; no more paging through corporate brand books for colour values.

## Banish the swatch management blues

Digital Swatch Match can dramatically simplify your colour matching process. Our colour reproduction experts can spectrophotomet-

rically analyse your samples, adjust the colour for optimal reproduction, and post them online in a device-independent format for everyone in your workgroup. No more delays or disappointing results.

## Easy access, easy use

Swatches are available online and are organised for easy sorting and retrieval. Colour names, seasons, code numbers and brand metadata are available for easy reference. You can review precision data about your swatches in multiple colour spaces for maximum flexibility, search by any parameter, or even click on the handy spectrum chooser to find colours in a particular family.

## Linked to your workflow

Photoshop® users rejoice! Custom swatch colour books can be assembled and built online and then downloaded to your desktop for use in Adobe® Photoshop®. Colour names and values remain intact for easy integration with your colour production workflow. Use them as a colour-accurate reference while soft-proofing or retouching. LAB values translate into the proper CMYK values for any process you are using.

## RR Donnelley – a partner for today and tomorrow

RR Donnelley designs, manages and produces words and images, and brings them to life on paper and in digital form for customers across many industries. With our MediaCompass™, a suite of online tools including ImageMerchant®, Photo-Flow®, StudioStream™, ShareStream™ and Digital Swatch Match, our variable printing services and market-specific solutions, RR Donnelley can enable your organisation's success, today and in the future.

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