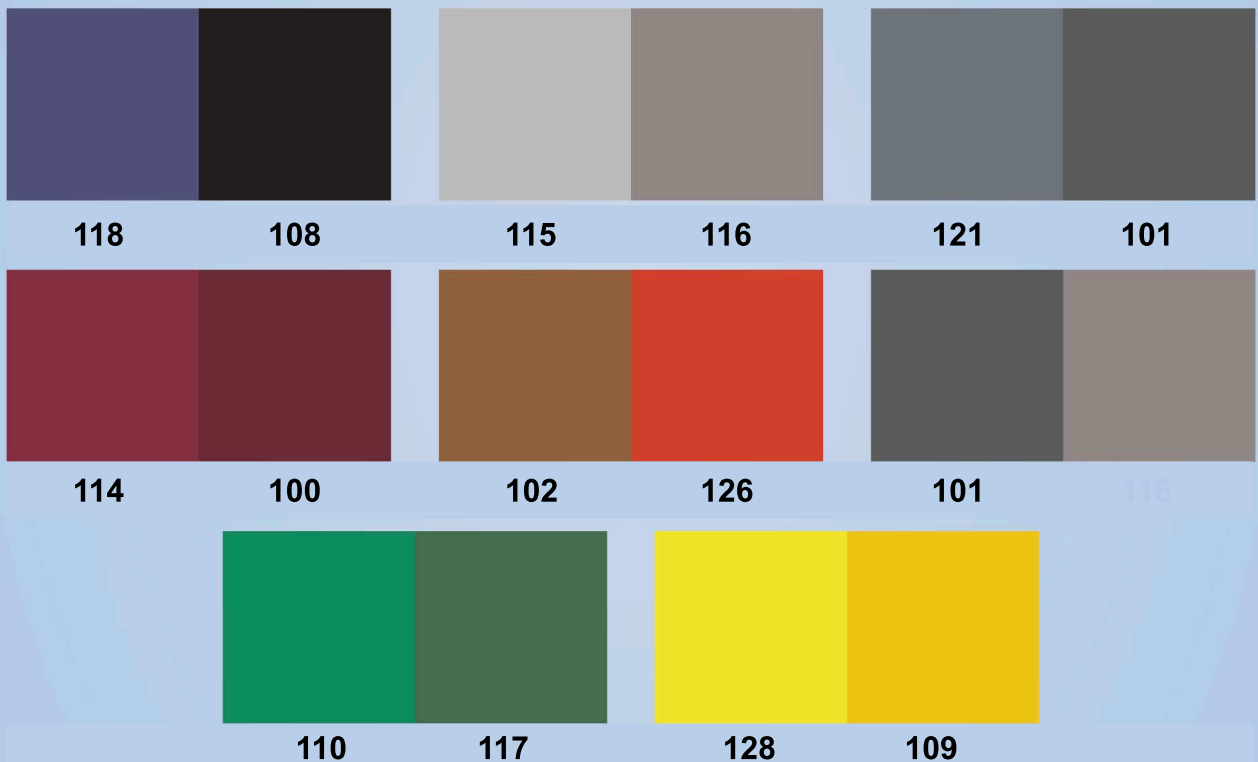# CHOOSING THE RIGHT COLORS FOR YOUR LOGO MAT

To ensure that you and your customer are happy with the colors you pick for their logo mat, please follow the guidelines below:

- *Realize that not all colors work well with each other.* In some cases, it can be difficult to distinguish one color from another color printed around or next to it, if the two colors do not contrast well enough against each other. This is especially true with regard to text and areas of fine detail. Here is a list of logo colors that do not print well together (please note that they may appear fine here, but **will not** on carpet):

118	108	115	116	121	101

114	100	102	126	101	116

110	117	128	109

- **DO NOT** go by the colors on the computer screen. All computer screens vary in the shade of the colors they display.

- **DO NOT** go by the colors on the printout of the proof sketch. All printers are different and print in varying shades of colors. No two printers will print exactly alike.

- The best color reference is the actual logo carpet swatches. *Always refer to the carpet swatches when picking out colors for the logo mat.*

- Be careful when ordering PMS colors and make sure that the PMS color will print well with the standard logo colors you are choosing.