



STANDARD COLOR RESOURCE

LATITUDE SIGNAGE + DESIGN COLOR CHART

Latitude Signage + Design paint finishes are formulated at our manufacturing facility in Grinnell, Iowa. We use the highest quality of paints that have been selected for their color stability, fade resistance, and durability. The colors shown on this chart are as close to actual colors, but may vary slightly from the actual color. Please keep in mind that individual screen settings will alter the color. For true color accuracy, please contact Latitude Signage + Design or visit our website LatitudeSignage.com and go to Request a Color Sample to receive an actual paint swatch to be confident in making your final color selection. If you have something specific you're trying to match or need a custom color we can match most colors.

COLOR STANDARDS

The colors in this Latitude Signage + Design Standard Color Resource are based on a palette of the most frequently used colors.

CUSTOM COLOR MATCHING

Latitude Signage + Design 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 team to create custom color matches to meet your signage needs, whether your needs are for paint finishes or digital graphics

ONLINE REFERENCE

The Online Color Chart provides an easy to reference web-based version of our Standard Color Resource. In addition to visually demonstrating the standard Latitude color paint options along with their name, color number and LRV number, the Quick Reference Color Chart includes CMYK mix formulas. The color swatches in the Quick Reference Color Chart are RGB based and should not be used for color accuracy.

COLORS IN DESIGN PROGRAMS

All CMYK-reproductions of 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 a Latitude Signage + Design color sample and adjust the four-color screen mix in your design program as needed to more closely resemble Latitude Signage + Design standard color samples.

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

HOW CAN WE HELP?

Visit our website www.LatitudeSignage.com or [click here to Find Your Expert](#) today.



LC400 Lemon
CMYK 11-2-80-0 LRV 69



LC303 Pumpkin
CMYK 15-51-99-2 LRV 32



MX55 Brick Red
CMYK 31-95-84-40 LRV 7



LC224 Wine
CMYK 51-75-63-59 LRV 6



MX56 Burgundy
CMYK 48-80-65-65 LRV 5



MX83 Thistle
CMYK 60-61-38-14 LRV 18



MX18 Mustard
CMYK 15-13-93-0 LRV 52



LC301 Orange
CMYK 9-66-89-0 LRV 29



LC204 Ruby Red
CMYK 33-84-78-36 LRV 10



LC213 Mahogany
CMYK 45-65-68-37 LRV 12



LC233 Cordovan
CMYK 40-89-59-44 LRV 9



MX63 Amethyst
CMYK 55-63-16-1 LRV 22



MX26 Sunflower
CMYK 12-18-90-0 LRV 51



MX39 Peach Pink
CMYK 2-59-56-0 LRV 39



MX42 Rust
CMYK 31-81-86-33 LRV 10



LC823 Nutmeg
CMYK 42-51-56-14 LRV 22



LC232 Claret
CMYK 40-85-45-20 LRV 14



MX62 Heliotrope
CMYK 30-40-3-0 LRV 41



LC402 Straw
CMYK 7-14-52-0 LRV 69



MX40 Fire Red
CMYK 9-87-90-1 LRV 21



LC202 Terracotta
CMYK 30-81-86-29 LRV 13



MX82 Berry Wine
CMYK 40-68-49-17 LRV 20



LC221 Lavender
CMYK 36-44-33-1 LRV 35



MX61 Wisteria
CMYK 25-25-13-0 LRV 50



MX28 Washed Gold
CMYK 9-26-72-0 LRV 55



LC201 Flame Red
CMYK 17-97-93-6 LRV 14



LC832 Pueblo
CMYK 0-40-30-16 LRV 27



LC212 Rose
CMYK 0-38-27-23 LRV 27



LC223 Lilac
CMYK 51-66-40-14 LRV 17



LC401 Yellow
CMYK 12-31-93-0 LRV 56



MX19 Scarlet
CMYK 20-95-90-11 LRV 13



LC822 Melon
CMYK 17-33-47-0 LRV 41



LC843 Coral
CMYK 25-49-51-2 LRV 35



MX64 Eggplant
CMYK 75-88-37-28 LRV 8



LC600 Periwinkle
CMYK 60-49-1-0 LRV 28



MX81 Light Umber
CMYK 27-52-76-8 LRV 29



MX50 Red
CMYK 21-95-78-11 LRV 15



LC821 Peach
CMYK 5-33-42-0 LRV 58



MX38 Adobe
CMYK 18-39-33-0 LRV 46



LC704 Plum
CMYK 75-88-25-10 LRV 11



MX65 Morning Glory
CMYK 52-36-0-0 LRV 36



MX36 Baked Orange
CMYK 31-61-95-18 LRV 19



LC203 Tomato Red
CMYK 27-93-85-25 LRV 10



LC211 Blush
CMYK 15-31-27-0 LRV 51



LC701 Violet
CMYK 34-36-2-0 LRV 43



MX68 Navy
CMYK 92-82-40-33 LRV 6



MX73 Arctic Blue
CMYK 92-76-44-39 LRV 9



LC612 Storm Blue
CMYK 78-62-53-42 LRV 9



LC513 Emerald
CMYK 80-55-58-42 LRV 8



MX92 Deep Green
CMYK 79-46-80-48 LRV 8



LC501 Light Green
CMYK 76-16-85-2 LRV 25



MX53 Indigo
CMYK 93-82-40-33 LRV 6



MX72 Blue
CMYK 96-78-17-4 LRV 16



MX84 Shadow
CMYK 69-50-36-10 LRV 20



LC523 Jade
CMYK 78-51-54-29 LRV 11



MX96 Forest Green
CMYK 76-43-87-40 LRV 8



MX78 Dark Mint
CMYK 63-12-70-0 LRV 33



LC603 Midnight Blue
CMYK 96-84-33-20 LRV 6



LC602 Royal Blue
CMYK 96-79-10-1 LRV 10



LC521 Aqua
CMYK 64-36-28-1 LRV 28



LC522 Lagoon
CMYK 77-46-49-20 LRV 17



MX79 Kelly Green
CMYK 80-33-89-22 LRV 15



MX77 Mint
CMYK 52-0-59-0 LRV 48



MX67 Dusk Blue
CMYK 100-89-18-5 LRV 8



MX08 Rich Blue
CMYK 91-70-3-0 LRV 16



LC531 Turquoise
CMYK 61-22-15-0 LRV 39



MX85 Green Stalk
CMYK 67-41-48-12 LRV 21



LC502 Dark Green
CMYK 83-33-93-24 LRV 14



MX93 Sage
CMYK 38-9-43-0 LRV 50



MX31 Lapis
CMYK 100-65-0-20 LRV 11



MX11 Bright Blue
CMYK 100-45-0-18 LRV 15



LC610 Sky Blue
CMYK 31-9-11-0 LRV 60



LC512 Verdegris
CMYK 65-36-54-11 LRV 22



MX20 Green
CMYK 78-31-84-17 LRV 16



MX97 Moss
CMYK 29-15-54-0 LRV 50



MX66 Cobalt
CMYK 93-78-2-0 LRV 12



MX70 Wedgewood
CMYK 58-32-0-0 LRV 37



MX75 Patina
CMYK 69-23-38-1 LRV 32



LC511 Seafoam
CMYK 50-19-36-0 LRV 44



MX94 Lilypad
CMYK 66-17-89-2 LRV 28



MX98 Lemongrass
CMYK 36-20-88-1 LRV 39



MX71 True Blue
CMYK 82-61-0-0 LRV 18



MX69 Lt. Dutch Blue
CMYK 44-23-11-0 LRV 42



LC532 Peacock
CMYK 80-35-38-5 LRV 24



MX74 Sea Green
CMYK 46-18-29-0 LRV 48



MX86 Fern
CMYK 66-31-67-11 LRV 24



MX87 Olive
CMYK 46-34-78-9 LRV 26



LC601 Nautical Blue
CMYK 80-51-0-0 LRV 20



LC611 Slate Blue
CMYK 64-43-38-11 LRV 23



MX76 Teal
CMYK 77-39-48-13 LRV 19



LC813 Cafe
CMYK 52-48-63-21 LRV 19



LC805 Dark Brown
CMYK 64-62-71-65 LRV 6



LC302 Butterscotch
CMYK 34-64-94-25 LRV 16



MX09 Charcoal
CMYK 64-51-57-27 LRV 14



LC904 Dark Grey
CMYK 71-58-57-39 LRV 8



MX17 Onyx
CMYK 74-62-62-57 LRV 6



LC905 Black
CMYK 90-63-67-85 LRV 4



MX43 Chocolate
CMYK 57-65-71-62 LRV 6



MX30 Carmel
CMYK 38-56-93-15 LRV 20



LC923 Taupe
CMYK 49-41-51-9 LRV 26



LC903 Medium Grey
CMYK 59-49-56-22 LRV 16



LC924 Smoke
CMYK 59-50-57-24 LRV 15



LC914 Lead
CMYK 65-51-52-23 LRV 16



LC804 Medium Brown
CMYK 57-61-73-54 LRV 7



MX80 Burnt Gold
CMYK 33-33-84-4 LRV 34



LC802 Dark Beige
CMYK 42-31-51-2 LRV 34



LC902 Light Grey
CMYK 47-33-43-2 LRV 34



MX07 Warm Grey
CMYK 47-36-41-3 LRV 33



LC913 Flint
CMYK 53-39-40-4 LRV 29



MX37 Walnut
CMYK 56-60-77-55 LRV 8



MX22 Tan
CMYK 25-22-55-0 LRV 50



LC906 Cool Grey
CMYK 28-22-31-0 LRV 52



LC912 Pearl
CMYK 29-20-19-0 LRV 53



MX06 French Grey
CMYK 25-18-19-0 LRV 57



MX02 Ash
CMYK 38-26-27-0 LRV 46



MX27 Chesnut
CMYK 55-54-84-43 LRV 9

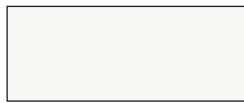


LC806 Light Beige
CMYK 7-12-20-0 LRV 67

METALLIC PAINT FINISHES



LC803 Light Brown
CMYK 34-33-53-2 LRV 22



LC922 Bone
CMYK 2-2-3-0 LRV 73



28-0048 Dusted Brass
CMYK 17-31-79-2 LRV 27



MX16 Dusted Steel
CMYK 37-36-55-7 LRV 20



27-0032 Oxidized Steel
CMYK 43-36-47-1 LRV 21



LC812 Sand
CMYK 14-20-39-0 LRV 39



LC901 White
CMYK 2-2-3-0 LRV 85



28-0001 Oxidized Brass
CMYK 63-61-76-47 LRV 9



28-0046 Satin Brass
CMYK 17-31-74-2 LRV 39



27-0036 Satin Steel
CMYK 0-0-13-17 LRV 47



27-0028 Dusted Aluminum
CMYK 0-0-0-4 LRV 33



LC801 Medium Beige
CMYK 14-20-39-0 LRV 61



MX01 Ivory
CMYK 0-1-2-0 LRV 85



28-0019 Antiqued Brass
CMYK 36-46-67-35 LRV 11



MX12 Dusted Gold
CMYK 29-41-95-8 LRV 33



28-0017 Satin Nickel
CMYK 18-26-40-14 LRV 41



MX15 Satin Aluminum
CMYK 0-0-0-15 LRV 52

