



How Can Color Management Impact Your Vehicle Wrap?

Color Management – What’s The Big Deal?

When looking to brand a fleet of vehicles, a lot of company owners ask “can you match the color of my branding?” A few years ago, color management was *impossible*, but with today’s industry-leading standards for digital advertising and production workflow from Idealliance®, Absolute Perfection has color management down to a science.

So why spend so much time striving for the best color management techniques? Brand recognition and consistency. Ensuring the use of the same colors throughout your advertising and marketing materials is essential to maintaining a consistent image in the eyes of consumers.

Idealliance G7® Master Certification

At Absolute Perfection, we take pride in the products we offer. Being a G7 Certified professional from Idealliance proves our dedication to providing reliable and high quality printed vinyl products and the ability to print G7 Neutral Print Density Curves. This rigorous certification process includes online as well as physical training for color management methods and practices. Production Manager, Steve Allia, worked towards the process of becoming a G7 Expert to qualify Absolute Perfection for the G7 Master Certification.

Being a member of Idealliance gives Absolute Perfection access to training methods and best practices for color management and production workflow. Complying with the industry

“Absolute Perfection clearly understands that maintaining consistent print quality requires state-of-the-art tools and a deep understanding of the latest industry standards and best practices. We applaud their commitment to excellence and we congratulate their success in the Idealliance G7 Master Qualification Program.”

-Steven Bonoff, Executive Vice President, Idealliance

standards in printing allows us to make sure that when a digital graphic is produced to create a physical vinyl wrap, it looks the way you want it to.

Color Management Through ICC Profiles

With color management, an ICC profile effects the color input or output of a device according to standards set by the International Color Consortium (ICC). Color management practices introduced by Idealliance programs allow us to print the same color graphics across multiple printers. The ICC profile that you use, could make a huge difference when printing vinyl graphics. Watch as Steve Allia switches between ICC profiles below...

Printing – Digital Version vs. Physical Products

For example, have you ever printed something and it turned out a completely different color, hue, or contrast? We have all been there. That's why Absolute Perfection matches print with the real products.



This week, designer Brandon Antol started a wrap for BrickCrafts. The company is incorporating legos in their wrap. In order to properly match the lego colors, our Production Manager, Steve Allia, did some color comparisons...

Owner and operator of BrickCrafts, a company that produces products made entirely of legos, was extremely pleased with our color management capabilities the final results of the wrap!

The ability to produce a final product that replicates the look of the real thing is one of the biggest rewards to color management. This process can be beneficial for all kind of projects that need color management!

