

CLAAS

CLAAS Colour Charts.

Correct use of the CLAAS Colours.



Introduction

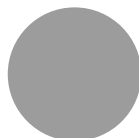
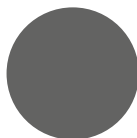
The CLAAS Colours are unique. They are an extremely important part of our corporate image, differentiating us from others. Whether they are used in a product brochure, merchandising or at a trade-fair, our colours have to be spot on every time.

Based on the colours used on the CLAAS machines, new and optimised colour standards have been established for a number of production processes, ensuring that the CLAAS Colours are consistent, whether they appear in a brochure or on CLAAS Dealer signage.

These colour matching charts have been produced for the colours CLAAS Green and CLAAS Red. They are aimed at the professional user (printing, prepress, trade-fair design) to help you hit the mark. The colour swatches shown are binding and should always be used as a reference.

Colours can vary in appearance depending on the medium used, so please make sure that the colours always match the swatch before production.

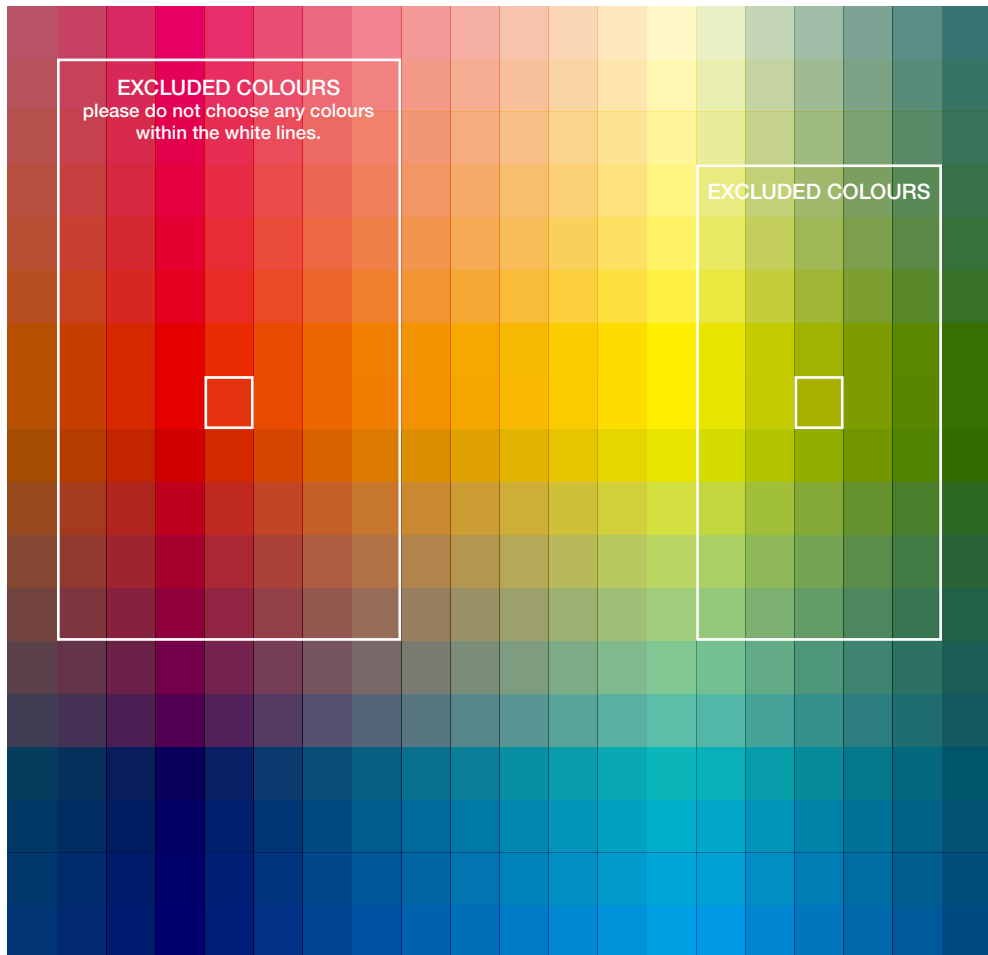
Use of the individual Colour Charts is described on the back.



	CLAAS Green	CLAAS Red	Dark Grey	Medium Grey	Light Grey
CMYK	28.0.100.23	0.90.100.0	0.0.0.75	0.0.0.50	0.0.0.20
Spot Colour C	PMS 383 C	PMS 485 C	PMS 425 C	PMS 423 C	PMS 420 C
Spot Colour U	PMS 397 U	HKS 12 N intensiv*	PMS 426 U	PMS 424 U	PMS 420 U
RGB	179.198.24	255.0.0	102.102.102	153.153.153	216.215.215
Web	B3C618	#FE0001	#666666	#999999	#D8D7D7
RAL	**	**	RAL 7024 Graphite grey	RAL 7001 Silver grey	RAL 7035 Light grey

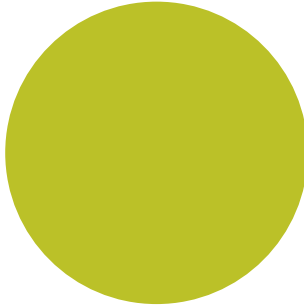
* There is no matching PMS (Pantone Matching System) spot colour for uncoated paper. Please use the HKS colour instead. A new colour is currently being developed. ** There are no matching RAL colours for CLAAS Red and CLAAS Green. Please use the Colour Chart as a reference.

5 Excluded colours

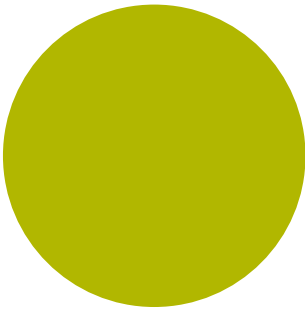


Colours that don't exactly match the reference colour (**Colour Charts 1 and 2**) and that are not within the tolerances shown (**Colour Charts 3 and 4**), must be quite different from the CLAAS Colours and lie outside the exclusion zone shown.

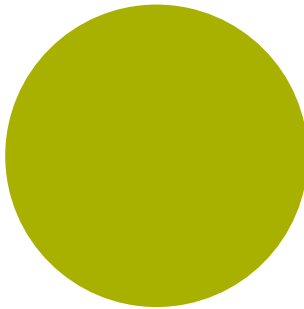
4 Colour reference and tolerances



Maximum deviation light



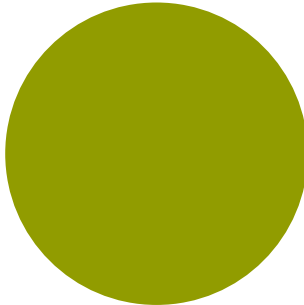
Maximum deviation yellow



CLAAS Green



Maximum deviation cyan



Maximum deviation black

1 Four-colour litho printing

CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

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CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

CLAAS Green
CMYK 28.0.100.23

2 Four-colour litho printing



CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0
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CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0
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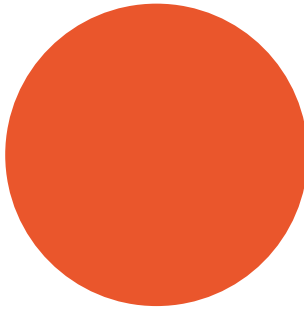


CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0
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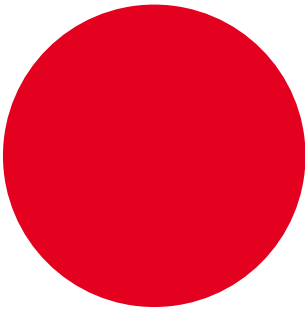


CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0	CLAAS Red CMYK 0.90.100.0
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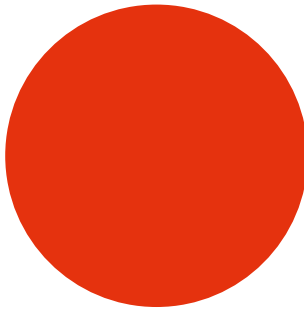
3 Colour reference and tolerances



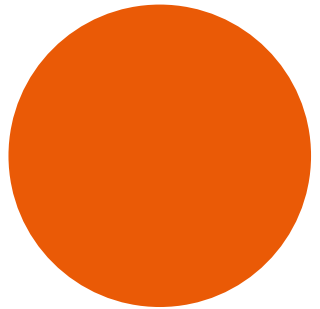
Maximum deviation light



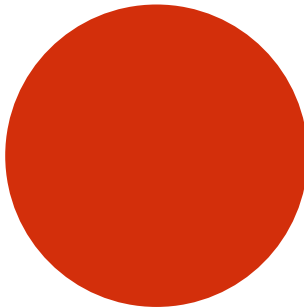
Maximum deviation magenta



CLAAS Red



Maximum deviation yellow



Maximum deviation black

We're here to help:

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Four-colour litho printing

The swatches from **Colour Charts 1 and 2: Four-colour litho printing** are a binding reference for matching colours when printing on coated paper. The printed colours must match the swatches exactly.

Trade-fair stand construction

Trade-fair stand construction uses a wide variety of materials, surfaces and production techniques. This makes it very difficult to guarantee a consistent colour match. To ensure a consistent colour impression, therefore, a production sample will have to match the reference colour shown on the chart or deviate no further than the tolerance allows. **Colour Charts 3 and 4: Colour reference and tolerances**

Merchandising and textiles

When choosing or producing merchandising items the colour range is often limited. Therefore the chosen colours must lie within the tolerances **Colour Charts 3 und 4: Colour reference and tolerances** or be distinctly different from the CLAAS Colours and lie outside the exclusion zone. **Colour Chart 5: Excluded colours**

Please do not expose to unnecessary light.

To order new Colour Charts, please contact CLAAS Corporate Marketing.

Production

These Colour Charts were litho printed using a four-colour process on 250 g/m² Multi Art Silk.

Colour Charts 1.1

September 2011

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