



53 Colour Choices. Countless Possibilities.

108	121	101	388	116	387	115
118	369	398	107	306	106	
308	104	386	130			
391	114	105	392	393	389	335
100	111	102	382	384	363	123
397	311	112	126	390		
399	117	340	385	110	366	
383	127	396				
103	109	128	395	381	394	

Identity Matters offers 53 colour choices when designing your logo mat. They range in gammit from dark jewel tones, to lighter more pastel hues. With such a wide variety, there is sure to be a fit for your company's needs.

Technical Tips about White

Recently, there has been increased ordering for logo mats with the colour white in the design. We do not recommend the use of white in our mats because of the following reasons.

1. White will easily discolour from foot traffic.
2. White will quickly discolor in the washing process due to redeposition.
3. The discoloration (gray, beige, pink) gives the perception that the mat is not clean.
4. Some customers are not highly satisfied because the logo vibrancy is lost.

We should inform our sales partners and our customers of these reasons and the alternatives to use darker colours such as 115 or 394. There will be situations when customers demand white colour and our sales partners will have to explain the consequences of using white and why it is not offered as a standard logo colour. Currently, we are working on technology to keep the vibrance of white in the logo mat.

QUICK TIP:
We suggest using #394 or #115 as replacement colours for white.