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Color Atlas by Archroma - Tutorial

Welcome to the Color Atlas by Archroma tutorial video for the SDC Student Design Competition.

The purpose of this video is to help you become familiar with the Color Atlas and to show you how you can use the Color Atlas by Archroma to find colors for your palettes. Once you find your color, you will be shown how to easily find a wealth of information about each color. Then you will be shown how you can easily communicate your color.

The Color Atlas by Archroma is a modern color selection system containing 4,320 colors dyed on woven cotton poplin fabric giving designers an incredible range of color choices. The color atlas comes in a 6-volume set with large removable swatches and in a more compact 2 volume edition with the 4,320 colors.

We designed the system to maximize the number of colors available, while ensuring there are no overlap or large color gaps. So, each color is truly unique and you get a complete coverage of the color space for cotton.

Neither the full 6-volume edition nor the compact edition use a 3-ring binder which allows you to browse through many, many colors, faster and more conveniently than ever.

The pages also open up in accordion style to let you see a greater range of colors at once.

Feedback from designers using this system is that it takes them 30-50% less time to find their color palettes than with other color libraries.

When using color books, designers frequently need to place a color swatch against an image or a product sketch or an inspiration

In the 6-volume set, our fabric swatches are on durable pull-out tabs giving you a lot more flexibility in finding the right color quickly.

Or, if you need to take a lot of color options with you, the two-book compact edition, allows you to easily transport all 4,320 colors to the next office, building or country. This format has large 2.5cm x 2.5cm fixed swatches to help you find just the right color. Again, no 3-ring binder and the book may open to view a lot of color at once!

When viewing the pages, the colors are organized in a systematic way.

- They progress from lighter to darker from top to bottom on the page and duller to brighter from left to right on the pages
- As you flip through the pages, the color hue changes

In the full 6 volume set, there are 4 books for brighter color families and 2 books for muted colors with a separate section for greys at the end.



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In the compact edition, 1 book holds all the color families and the other holds the muted, earth tones and greys.

Each color has a unique ID

The color number is simply a code for the location of the color in the atlas which eliminates the need to first lookup a color in an index.

- the first digit is the volume in which the color resides,
- the next two digits are the color group.
- the 3rd is the row, and
- 4th is the column.
- the last is a version number to allow for flexibility should new colors be added

Design work involves both the physical and the digital

So, we also created a free online version of the COLOR ATLAS that lets you take the colors with you.

It houses tools to help you search your inspirations to find colors and gives you a lot of additional information about each color such as achievability and sustainability. More on the color atlas online will be detailed in a minute.

How to Use the color atlas by Archroma

While registration is not required to use the Color Atlas Online, it is required, to create Collections to store your colors.

- Start by clicking on Register
- Next, you will enter an e-mail address which will be your user name. Note that you must have access to this e-mail address to confirm and use the account that you are creating.
- Create a password being sure to comply with the password requirements that are listed
- Upon clicking create an account, you will receive an e-mail at the address provided.
- If the email does not appear in your inbox, Please be sure to check spam and junk folders and make sure that in your system, the archroma.com e-mail domain is not blocked.
- If you need to re-send the confirmation e-mail, return to this page and click, Resend Confirmation Email.
- If you still do not receive the e-mail, please try another e-mail address.
- The e-mail confirmation that you receive will have a clickable link.



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- The first time you login, you will setup your profile.
- If you wish to use your own Fed Ex Account, please enter that account number on your profile.
- Once the information is completed, click SAVE to complete the registration process.

Next you will create a collection to store your colors

There are three basic steps to using the Color Atlas Online Website

- First you will create a collection where you will store the colors that you find
- Next, you will be able to view detailed color information about each color
- Finally, you can communicate the color collection or individual colors to your suppliers or members of the design team.

The first step is to create a color collection so you can store the colors you find.

Collections are created from the Shop Colours Site: <https://colouratlas.archroma.com>,

- From the landing page click “Shop Colors”
- Log into your account and create a new collection from the menu dropdown

Next we will add some information about the collection

Start by adding a collection name then a description, then choose who you would like to have access to your collection.

There are 3 choices

- Private means only you can review
- Internal means members of the same organization can view and edit the collection
- Public means anyone can view

The animation on this page shows a user browsing using various intuitive menu choices

Some of the choices include the

- Hue,
- Muted, and
- All Colors

From any page in the color atlas online, you may select a color or multiple colors by checking the boxes located below the colors

In this example, we have selected 3 colors



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- Next, select, Add to
- From here you can add to your collection or shopping cart for purchase.

Another way to add colors to your collection is from inspiration images. This shows the steps

- You upload an image
- Key colors that match the Archroma atlas are shown
- You select the colors to use and add them to your collection
- So again, choose
- Explore Atlas
- Select Color Search
- Upload an image
- Select the image file
- Show results
- And then select colors to use and add to your collection

You can upload an inspiration image or capture a photo with your phone. Note: If you take a photo through the website, the image is not stored on your phone. If you want to keep the image, it is best to take it through the camera and store on your phone, then upload it to do the search.

The key colors in the image are shown after matching to the color atlas.

As mentioned before, you can add selected colors to your collection, by “checking the box” for the colours and then selecting Add To Collection.

- You can enter also search via RGB values
- The closest matching atlas colors are shown from left to right with the closest being on the left
- You can choose colors and add them to your collection

You can upload a QTX file.

- For example, the file may contain measurements of trend colors
- Color Atlas Online shows the closest matching atlas colors for all your QTX standards, with the closest one(s) being on the left.

You will normally find very close matches because of the large number of colors in the atlas



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When you click on a color swatch from anywhere on the site, it takes you to the page containing information on that specific color swatch

Which leads us to step 2, view color information

- Some of the color information you can view are color values such as SRGB, CMYK and Hex
- There is also a section for dye recipes which will give achievability and eco compliance call outs
- There is even a section showing you similar colors and the closest neighboring colors
- For colors that contain dyes which are compliant with various Eco standards, select View Eco Labels.
- A list of labels the dyes are compliant with is shown.
- Note the disclaimer and be sure understand proper usage within your chosen eco standards.

Once you are done adding colors your collection you can open it and do more with it. Let's take a look...

- Open your collection by clicking on the collection card
- You may add additional information if you like
- And you may share the link to the collection with a secure URL

Some other tasks are shown at the top of the collection

- You can also print it

Suppliers can purchase the color standards and when they buy a color standard a QTX file with spectral data for each color is automatically emailed to them

Each color also has a unique address and you can share the link for each color

Suppliers can benefit from having the recipes for different substrates

Color standards for use in production are available for each of the 4,320 colors

- Each standard has 2 layers of fabric to ensure it can be measured correctly with the large aperture of a spectrophotometer
- Each standard is measured and individually verified under 4 light sources to be in a very tight tolerance to the reference QTX
- The 4 light sources are daylight, cool white fluorescent, incandescent and ultralume
- The atlas gives you speed and choice in color selection. The standards provide a reliable basis for production.



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- The color atlas by Archroma includes books, individual replacement swatch tabs, color chips for use in design and engineered color standard for use in production.

The Color Atlas is a great way to select, specify and communicate color for any color design project.