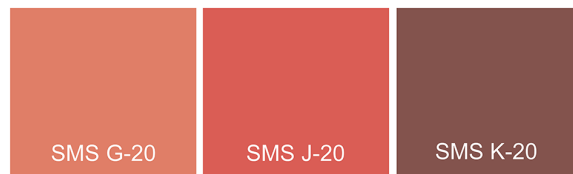




S P O T
matching system



SMS READY

Brand Colour Passport

Brand owner Spot-Nordic
Customer ID number 340
Brand name Spot Matching System
Passport ID PASSPORT340A
SMS Colour Space SMS Standard
SMS READY Expert in charge Ingi Karlsson
SMS READY Expert email support@spotmatchingsystem.com
MAX dE00 3
Date 22.3.2026

	SMS Colours	Custom colour name	L	A	B
	SMS J-20	Red	56	50	30
	SMS G-20	Pastel Orange	64	37	30
	SMS K-20	Dark Brown	41	20	12

Digital (native) format sRGB

Television format REC709/REC2020

CMYK Coated paper ISO 12647-2, ISO 12647-7

ECG Coated paper FOGRA59, CRPC7, XCMYK, CMYKOGV

CMYK Uncoated paper ISO 12647-2, ISO 12647-7

L minimum 93 **From LAB or LCH. Mesasure using correct M condition.**

Technical instructions

SMS colours are originally delivered in sRGB format, suited for web and app design.

Convert SMS colours in sRGB format to the destination colour gamut/icc profile, using Absolute Colorimetric Rendering Intent.

For printing:

Use near neutral white substrates to print SMS Standard colours. They are optimized for printing according to the white point of PT1, PT2 and PT4 of the older ISO 12647-2-2004/AMD 2008 standard (FOGRA39 / FOGRA47), - 93, 0, -2 but can handle substrates with negative b values towards -10 (same as FOGRA52).

If the SMS colours are already in CMYK, print to the CMYK specification (icc profile) embedded to the PDF and make sure to use paper that fits the CMYK specification.

If an icc profile is not embedded, contact the designer and request a new PDF with the print icc profile embedded. Check if SMS colours within the document are correct, before printing (check SMS READY control strip if one is included and measure before printing to ensure that they are within the requested dE00 of the customer).

Contact support@spotmatchingsystem.com if your print shop is not already SMS READY verified or certified.

Included in both the SMS print shop verification and certification is SMS READY Expert training of one key employee in the use of SMS colours for design, how to check if SMS colours are correct, training in how to use the SMS READY control strip and how to convert SMS colours correctly to any destination, including printing.