

gmund
colors

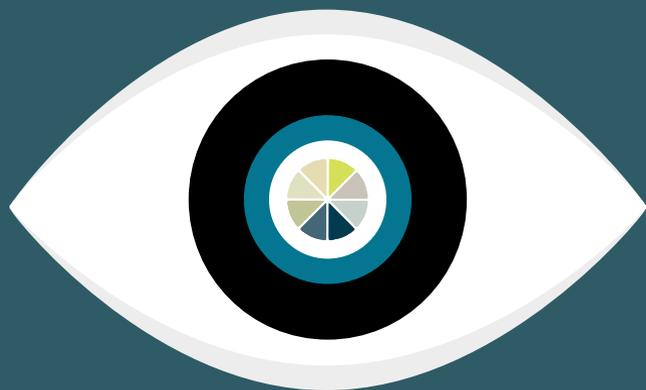
The System

A.

Gmund Colors

The System

The beginning of a color system



I. Gmund Colors: Background

1.1 Color for Design

Color has the most immediate effect on design. Our brain can recognize and categorize colors almost instantly, making it one of the most important instruments in the modern world of design.



fig. 1.1
Color, clear and simple

However, because of the confusingly large number of chromatic nuances, it's all too often the case that the final color isn't chosen until the end of the designing process.

Gmund Colors was born from the desire to simplify this process and enable creative people to fully utilize the inherent power of color. Our new color system is designed to be clear, simple and easy to use.

1.2 Systematic Rather Than Accidental

To develop this new color system, we began by analyzing how colors are chosen by designers across a range of industries.

A large number of professional color systems already exist. The two best-known color systems are RAL (in the furniture industry) and Pantone (in the printing industry). These systems have been expanded almost endlessly to meet the evolving needs of creative people, leaving us with an overly complicated and perplexing array of colors and nuances.

In the world of paper, the problem is strikingly similar. Increasingly, we find many colorful books full of sample papers without a clear system. Even comprehensive series from England, Italy and the USA are based on historically evolved color series without a clear and systematic approach. A constantly growing number of collections in the most

widely diverse colors have created little more than confusion throughout the creative industry.



fig. 1.2
New system for colored papers

Gmund Colors was destined to be simple and comprehensible, so we banished all existing Gmund collections from our development workshops, sat down at our drawing board, and worked step by step to create a totally new system for colored papers.

2. The Science of Color

2.1 Colors That We Remember

The process of developing the colors in Gmund Colors began with a thorough analysis of established theories of color. Color systems from Goethe to Lüscher try to cover all colors in the visible spectrum with the fewest gaps, but they ignore the human brain's functional ability to recognize colors.



fig. 2.1
Strong, active colors

Tests conducted with more than 300 individuals showed that when wearing a blindfold, a person can name between 20 and 60 so-called "coloring differences." The more creative the individual's profession and the stronger the person's aesthetic orientation, the more colors he or she can recall while blindfolded. Gmund calls these "active colors." They differ from "passive colors," which test subjects can successfully name only in direct comparison with a sample.

The result is sobering and exciting: we have 20 to 60 active colors on the one hand, and thousands of passive colors on the other. Based on this new discovery, Gmund directly began with the development of strong, active colors to create the first color system built upon the foundation of the human memory.

3. An Orderly System

3.1 The 48 System

A limited number of arranged building-blocks are the precondition for a functional system.

Numbers, for example, can be most readily put in order with the aid of the decimal system. But a system that works well for numbers needn't necessarily be appropriate for colors.



fig. 3.1
The perfect number

Extensive tests found that series with 6, 12 and 24 colors are easier to comprehend than series with 5, 10 and 15 colors. Our tests also showed that people can more speedily comprehend 3-by-3 and 4-by-6 color grids than 5-by-2 or 2-by-10 grids. That's why the Gmund colors system is based on 12 rather than 10. The number of colors was set at 48 – the perfect number.

3.2 The Grid Creates Order

These 48 colors were then systematically and didactically divided into 8 color series with 6 color tones in each series: the Gmund Colors Grid.

4. Availability

4.1 Availability Guarantee

We guarantee the availability of the Gmund Colors assortment for a period of 10 years after the first purchase. We will notify Gmund's customers in 2020 so they'll know well in advance which varieties will surely be available beyond the year 2025.



fig. 4.1
Guaranteed availability until 2025

Thanks to this assurance, Gmund Colors' customers needn't hesitate to use these papers for their long-term corporate-identity projects. Even if their creative process takes a bit longer, the paper selected from the Gmund Colors assortment will patiently wait until the customer is ready to use it.

4.2 Worldwide Availability

Each of the colors in the 48 Gmund Colors can already be ordered in 28 countries on three continents, and Gmund's network of reliable commercial partners continues to grow. In accord with the systematic idea at the heart of Gmund Colors, all dealers always keep all 48 colors in stock. This enables international customers to be certain that their selected corporate-identity paper will always be available in the identical quality, in all major industrial countries and in Asia's manufacturing markets.



fig. 4.2
28 countries, 3 continents

5. The Gmund Colors Grid

The Gmund Colors system is built from 48 special colors. Thanks to our chromatic authority and visual sensitivity, all colors harmonize with one another.

5.1 The Shades of Gmund Colors

- Series 1 - Clear, bright white and natural cream tones.*
- Series 2 - A perfect gradation of grey tones.*
- Series 3 - Nude and “non”-tones that can strengthen moods.*
- Series 4+5 - Plenty of blue—because 70% of all companies work with blue in their corporate design.*
- Series 6 - The one perfect red among the warm shades.*
- Series 7 - The purest yellow and other fruity colors.*
- Series 8 - A bright mint and a dark olive in the greens.*

= 8 Color ranges

6. Mix and Match Guarantee

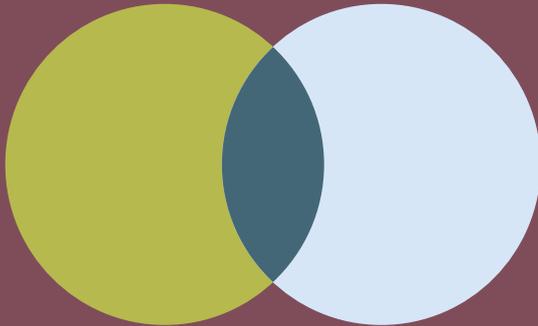


fig. 6.1
Colors combination:
28, 14 & 62, Background 04

6.1 Always the Perfect Partner

One color in isolation always looks harmonious and complete. But if you plan to combine it with a second color, a lengthy search ensues as you try to find its appropriately colored partner. This is not the case if you're working with Gmund Colors! Thanks to our Mix & Match guarantee, each of the 48 colors has been designed and produced so it can harmoniously combine with any of the other 47 colors. Each combination is guaranteed to look good—especially when combined with a color that belongs to a different color group.

7. The System of Products

7.1 Surfaces

Gmund Colors are available in four different surfaces: Matt, Felt, Metallic and Transparent. Gmund's technicians devised a way to manufacture four different types of paper with the same color profile. This offers entirely new combinatorial possibilities—and stimulating ways to play with colors and surfaces.

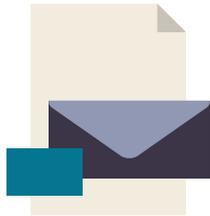


fig. 7.3
The Gmund Colors System

7.2 Papers in Various Weights

We analyzed hundreds of our customers' applications to determine the relationships among the paper's field of use, tonality and weight. This resulted in a specific weight profile for each of the 48 Gmund Colors, as well as a finely graded series of different weights for the papers in a range from 100 to 400 g/m².

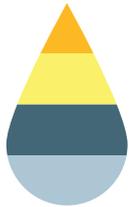
7.3 Envelopes

We offer 198 different envelopes in 48 colors, 3 surfaces and up to 6 different formats: the selection of envelopes available from Gmund Colors is extensive!

8. Gmund Colors: For Multiple Purposes

8.1 The Paper for Every Type of Printing

Gmund's papermakers and printing technicians continually improve our papers' printability and regularly modify the products to meet the changing needs of the printing industry. With regard to its technical properties, Gmund Colors is state of the art—Gmund's most modern paper. Prior to launch, papers from Gmund Colors were intensively tested and determined to be suitable for all common printing techniques: offset, digital printing, letterpress, silkscreen, blind embossing, hot-foil embossing, paper etching and die cutting.



*fig. 8.1
Continually improving our
paper printability*

8.2 The Paper for Every Day

Gmund Colors can be compared to a basic wardrobe in a well-stocked closet. From a button-down white shirt to a midnight-black tuxedo. For all areas of life. As a packaging solution for sporting goods. As a display for haute couture in a retail store. As a business report for a bank or insurance company. As a menu in a restaurant. As a box for chocolates. As a business card at a conference. Or as a letter with a personal touch.



*fig. 8.2
For all your creative needs*

9. The Gmund Standard

9.1 Color

Gmund specializes in colored papers. Thanks to our own color laboratory and ultramodern systems for mixing colors and controlling their quality, the papermakers at Lake Tegernsee can capture nearly every color of the rainbow on a sheet of paper. All papers in the Gmund Colors system are dyed in the pulp—without color enhancement on the surface.

9.2 The Environment

Gmund manufactures according to the standards specified in the *Gmund Environmental Charta*. We continually reduce the volume of water used in manufacturing our paper. With the aid of an efficient ozone cleansing facility, we cleanse the water used in our production up to seven times. Gmund only processes cellulose derived from sources which guarantee sustainable environmental practices and respect for the people involved (FSC® STD 40-005). Up to 75% of our electricity is generated from

renewable resources. Waste separation and recycling go without saying.

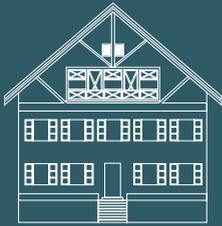


fig. 9.2
We really care

9.3 Quality

Gmund sets high standards in international paper manufacturing. With celluloses distinguished by their purity and strength. With optimally non-fading, environmentally friendly colors and pigments. And with strict quality tests.

10. Made in Germany



10.1 Passionate Papermakers

*Production at Lake Tegernsee
since 1829.*

Sensitivity and passion for paper.

*Employees with the best skills and
craftsmanship.*

Competence center for paper.

*Paper designer for branded
companies.*

GMUND



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For Gmund Paper

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