



# Colour Selection Guide



**millennium**  
Experience at your feet

# 53 Colour Choices. Countless Possibilities.

108	121	101	338	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	

Millennium 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. Service partners and 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.

***\*Mats that choose to use white are not covered by the Millennium Mat Warranty.***

**QUICK TIP:**  
We suggest offering your customer #394 or #115 as replacement colours for white.

# Contrasting Colours

To ensure that you and your customer are satisfied with the colours you choose for their logo mat, please follow the guidelines listed below:

Realize that not all colours work well with each other. It can be difficult to distinguish one colour from another, if the two colours do not contrast well enough against each other. Here is a list of logo colours that do not print well together (please note that they may appear fine here, but will not on carpet):



- DO NOT go by the colours on the computer screen. All computer screens vary in the shade of the colours they display.
- DO NOT go by the colours on the printout of the proof sketch. All printers are different and print in varying shades of colours. No two printers will print exactly alike.
- The best colour reference is the actual logo carpet swatches. Always refer to the carpet swatches when picking out colours for the logo mat.