

Color with Character

Avery Dennison®
Graphics Solutions
Cut Vinyl Film
Pantone® Color Reference Guide





Bring brand character to life with Avery Dennison HP750 and SC950 Cut Vinyl Films. This guide will help you identify HP750 and SC950 film colors with their corresponding Pantone® color reference.

HP750 / SC950 Color Description	Pantone® Cross Reference #	HP750 / SC950 Color Description	Pantone® Cross Reference #
Clear #103	-	Pantone® 1797 C #405	1797C (E)
Matte Clear #104	-	Real Red #417	2035C (E)
White #101	-	Luminous Red #418	2347C (E)
Matte White #102	-	Tomato Red #425	180C (G)
True White #105	-	Cardinal Red #430	200C (E)
Cover White #108	-	Red #440	-
Matte Black #180	426C (E)	Fire Red #445	187C (G)
Gloss Black #190	Black 6C (E)	Dark Red #450	201C (G)
Process Yellow C #206	Process Yellow C (E)	Spectra Red #460	202C (G)
Primrose Yellow #210	115C (E)	Burgundy #470	188C (E)
Gold #215	-	Burgundy Maroon #480	1817C (G)
Canary Yellow #220	116C (G)	Soft Pink #508	211C (G)
Rubber Duckie #225	7548C (E)	Blossom #515	214C (E)
Yellow #235	-	Pantone® Violet C #513	Pantone Violet C (E)
Medium Yellow #230	122C (G)	Blush #519	227C (E)
Sunflower Yellow #240	-	Magenta #530	675C (E)
Dark Yellow #250	1235C (E)	Purple #565	2685C (G)
Imitation Gold #253	7563C (E)	Berry #570	7665C (G)
Apricot #355	1375C (E)	Lavender #575	2665C (G)
Tangerine #315	7417C (G)	Shade Blue #620	2377C (E)
Orange #360	1505C (G)	Majestic Blue #625	302C (E)
Pantone® 021 C #362	021C (E)	Pantone® 285 C #626	285C (E)
Bright Orange #380	166C (G)	Pantone® 286 C #628	286C (E)

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Olympic Blue #630	2194C (E)	Green #778	3415C (G)
Nautical Blue #635	7470C (G)	Yellow Green #780	7739C (G)
Light Blue #640	298C (G)	Forest Green #785	3425C (E)
Cascade Blue #642	-	Deep Green #790	3305C (E)
Peacock Blue #645	2985C (G)	Dark Green #793	3435C (G)
Powder Blue #650	290C (G)	Pewter #804	430C (E)
Butterfly Blue #652	645C (G)	Light Gray #810	Cool Gray 2C (G)
Medium Blue #655	7461C (G)	Palm Oyster #820	Cool Gray 4C (G)
Pantone® 293 C #659	293C (G)	Light Ash Gray #825	Cool Gray 5C (E)
Intense Blue #665	-	Silver #817	8400C (G)
Vivid Blue #670	2945C (E)	Slate Gray #830	429C (E)
Interstate Blue #675	7692C (E)	Medium Gray #835	414C (E)
Pantone® 300 C #678	Pantone 300C (G)	Dark Gray #855	Cool Gray 9C (E)
Pantone® Reflex Blue C #679	Reflex Blue C (G)	Battleship Gray #870	425C (G)
Sapphire Blue #680	287C (E)	Almond #910	7506C (G)
Pantone® Process Blue C #682	Process Blue C (E)	Beige #920	9161C (E)
Royal Blue #683	-	Dark Beige #921	4685C (G)
Impulse Blue #687	288C (G)	Terracotta #960	7584C (E)
Light Navy #690	289C (E)	Sandstone #965	7529C (G)
Dark Blue #695	282C (E)	Buckskin #970	465C (G)
Dark Aqua #705	326C (E)	Cocoa #978	1545C (E)
Real Teal #715	320C (G)	Dark Brown #983	465C (G)
Teal #720	7713C (E)	Chocolate Brown #990	4625C (G)
Pantone® 354 C #726	354C (E)		
Dark Teal #730	323C (G)		
Pantone® 375 C #734	375C (E)		
Apple Green #760	361C (G)		
Olive Green #765	7491C (E)		
Kelly Green #770	340C (E)		
Grow Green #772	362C (G)		

SC950 Metallic / Ultra Metallic Color Description	Pantone® Cross Reference #	SC950 Metallic / Ultra Metallic Color Description	Pantone® Cross Reference #
White Pearlescent Metallic #109	-	Grand Blue Metallic #651	-
White Sparkle Metallic #160	-	Dark Royal Blue Metallic #653	7463C (E)
Black Metallic #192	Black 3C (G)	Royal Blue Metallic #683	-
Ultra Black Metallic #195	Black 3C (G)	Ultra Blue Metallic #688	10273C (G)
Champagne Mist Metallic #207	8020C (E)	Hunter Green Metallic #779	3292C (E)
Bright Gold Metallic #213	-	Silver Metallic #801	Pantone Silver C (E)
Light Gold Metallic #217	10353C (E)	Pewter Metallic #815	877C (E)
Ultra Gold Metallic #219	8385C (E)	Charcoal Metallic #805	10396C (E)
Red Metallic #441	-	Gunmetal Metallic #806	424C (E)
Autumn Maple Metallic #455	-	Medium Charcoal Metallic #808	10397C (E)
Ultra Red Metallic #481	-	Dark Charcoal Metallic #809	8604C (E)
Ultra Rose Quartz Metallic #585	10170C (E)	Pantone® 877C Silver Metallic #869	877C (E)
Mist Blue Metallic #641	10268C (E)	Ultra Silver Metallic #877	10105C (E)
Bright Blue Metallic #646	-	Light Briar Brown Metallic #923	10377C (E)
Electric Blue Metallic #647	-	Antique Bronze Metallic #928	10374C (E)
Grand Blue Metallic #651	-		
Electric Blue Metallic #647	-		



For more information on Avery Dennison products and services, contact your Avery Dennison sales representative or call Customer Service at **800.282.8379**.
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