

AUTOMOTIVE COLOR DESIGN & TECHNOLOGIES

This guide was created as a handy reference tool for automotive designers. It is intended to serve as an inspiration for you in exploring colors and effects to meet material design goals.

Color effects are suggested based on several criteria, including:

- Specific applications
- Ability to execute the effect in distinct resin grades
- Performance requirements of the application

If you do not see the color effect you are looking for, please contact us to collaborate on a solution. We have the ability to deliver custom solutions supported by molded-in color plastics testing procedures that can help you achieve your design and engineering specifications.

Contact us at **1.844.4AVIENT** (844.428.4368) or visit us at **avient.com**.

APPLICATIONS	RESIN TYPE	COLOR EFFECTS SUGGESTED (please click on link below to see examples)
<p>IP Components</p> <p>Door Trim</p> <p>Console</p> <p>Seat Back Panel</p>	<p>Talc-Filled PP/ TPO</p>	<p>Metallic (various shades)</p>
		<p>Metallic (solid metal)</p>
		<p>Metallic (larger flakes - mimics paint)</p>
		<p>Laser Marking</p>
		<p>Granite (fibers)</p>
		<p>Granite (specks)</p>
		<p>Marble</p>
<p>Lower Pillars</p> <p>Quarter Trim Panel</p> <p>Seat Side Shield</p> <p>Safety Restraints</p>	<p>PP (unfilled)</p>	<p>Granite (fibers)</p>
		<p>Granite (specks)</p>
		<p>Laser Marking</p>
		<p>OnColor REC Colorants (seat shields)</p>
		<p>Marble</p>
<p>Upper Pillar Trim</p> <p>Grab Handles</p> <p>Headliner</p>	<p>TPO</p>	<p>Bright Colors (grab handles)</p>
		<p>Granite (fibers - minimal pillars)</p>
		<p>Laser Marking</p>
<p>Shifter Knobs</p>	<p>TPU</p>	<p>Metallic (solid metal)</p>
		<p>Laser Marking</p>
		<p>Granite (fibers)</p>
		<p>Marble</p>

APPLICATIONS	RESIN TYPE	COLOR EFFECTS SUGGESTED (please click on link below to see examples)
<p>Door Trim Pull Cup</p> <p>Console Cupholder Bezels</p> <p>Console Decorative Bezels/ Trim Rings</p>	ABS	Metallic (bright chromatic colors)
		Metallic (solid metal)
		Marble
		Laser Marking (pattern on metallic)
<p>Shade Mirrors</p> <p>Rearview Mirror</p> <p>Overhead Console</p> <p>Bin Tray</p>	PC+ABS	Marble
		Laser Marking
		Granite (fibers)
<p>Headrest Guides</p>	HDPE	Metallic (solid metal)
<p>Bin & Pullcup Mats</p> <p>Cupholders</p> <p>Safety Restraints</p> <p>Overmolding</p>	TPE	Laser Marking
		Bright Colors
		Marble
		Granite (fibers)
<p>Safety Restraints</p> <p>Sun Visor Vanity Frame</p> <p>Door Handle Bezels</p> <p>Switch Bezels</p> <p>Armrest Pullcup</p>	GF PA	Metallic (solid metal)
<p>A/C Vent Vanes</p> <p>Door Handle</p> <p>Seat Handle</p> <p>Carpet Clips</p>	GF PA	Metallic (solid metal)
		Granite (fibers)

APPLICATIONS	RESIN TYPE	COLOR EFFECTS SUGGESTED (please click on link below to see examples)
Lower Pillars Quarter Trim Panel Seat Side Shield Safety Restraints	POM	Metallic (solid metal)
		Metallic (various shades)
		Granite (fibers)
Bezels Lenses	PMMA	Translucent/Tint/Fluorescent
Bezels Lenses	ASA	Light Diffusion
Exterior Badging Exterior Mirrors	ASA	Metallic (solid metal)
		Laser Marking
		Metallic (various shades)

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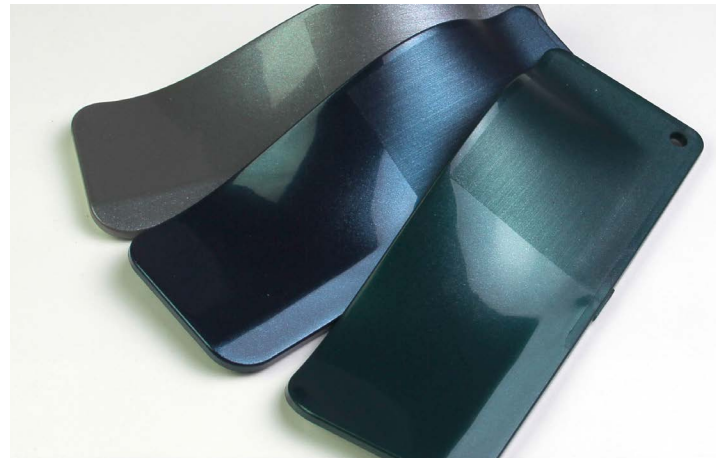
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METALLIC
Various Shades

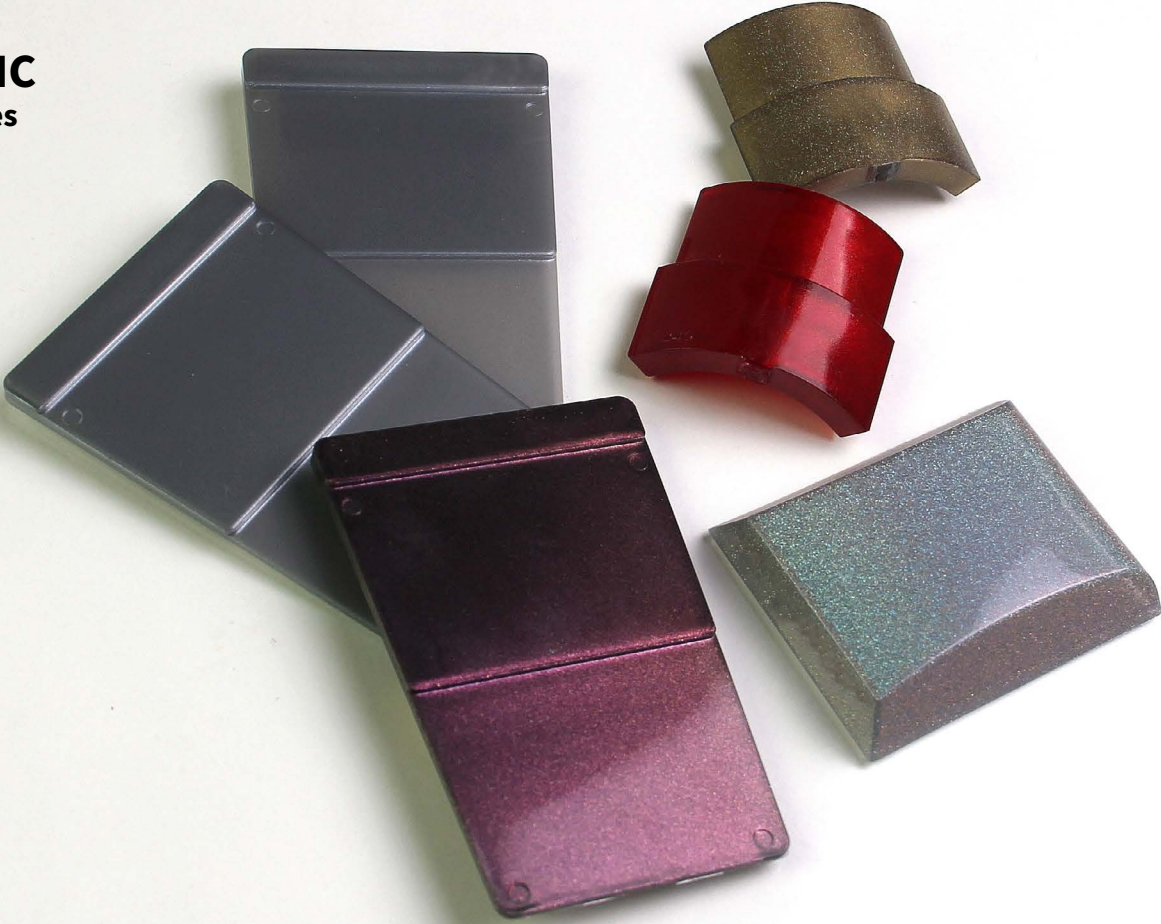


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METALLIC
Solid Metal



METALLIC
Larger Flakes

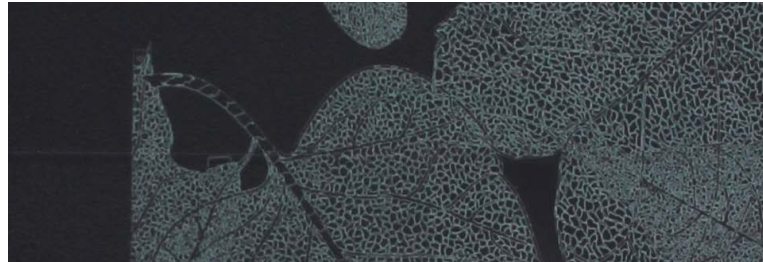
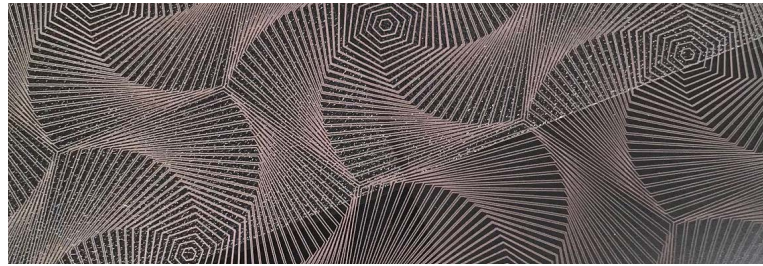


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METALLIC
Bright Colors



LASER MARKING

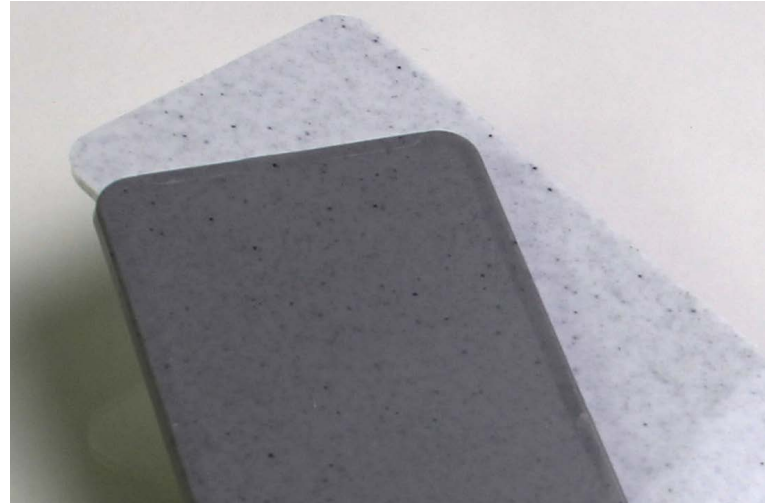


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LASER MARK PATTERN on Metallic



GRANITE
Fibers



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GRANITE
Specks

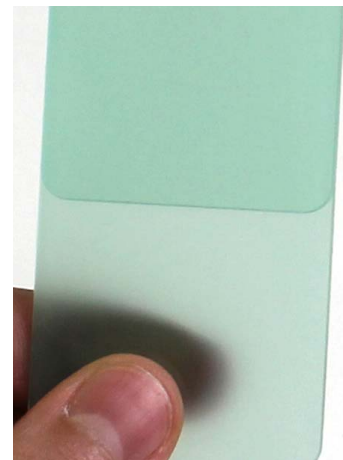
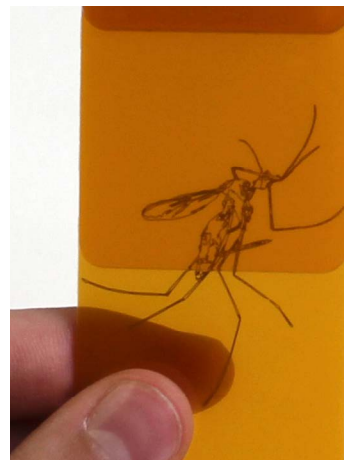
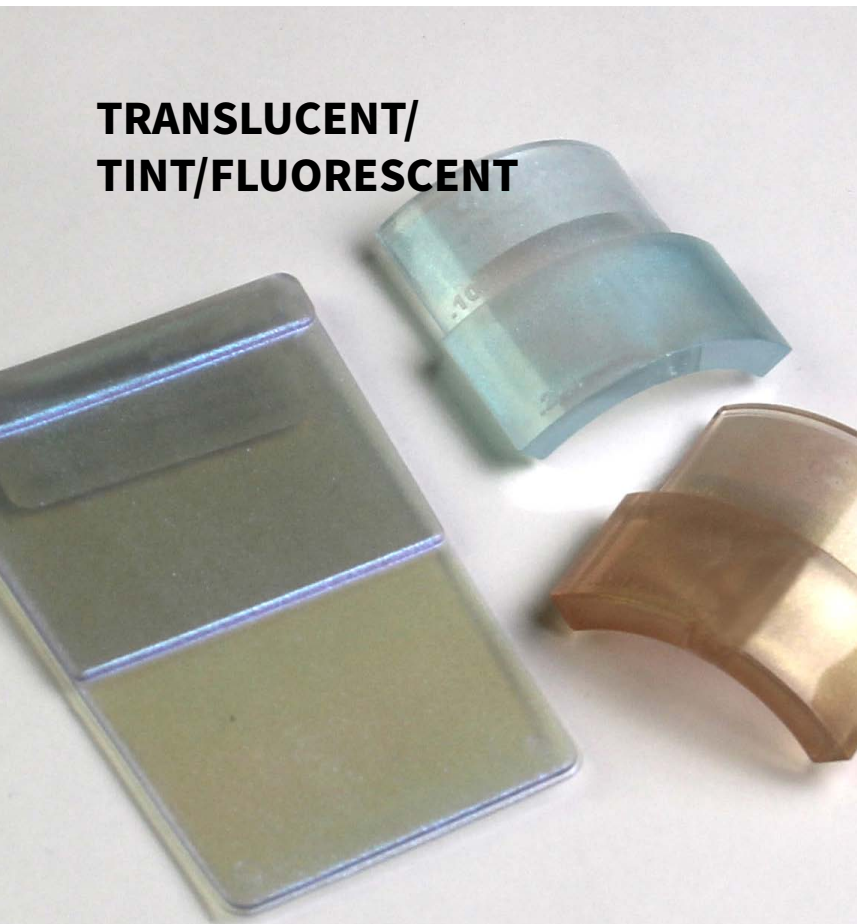


MARBLE



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**TRANSLUCENT/
TINT/FLUORESCENT**



LIGHT DIFFUSION



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- Retains performance characteristics of traditional carbon black
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