

# 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\*\*](http://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><a href="#">Metallic</a> (various shades)</p>
		<p><a href="#">Metallic</a> (solid metal)</p>
		<p><a href="#">Metallic</a> (larger flakes - mimics paint)</p>
		<p><a href="#">Laser Marking</a></p>
		<p><a href="#">Granite</a> (fibers)</p>
		<p><a href="#">Granite</a> (specks)</p>
		<p><a href="#">Marble</a></p>
<p>Lower Pillars</p> <p>Quarter Trim Panel</p> <p>Seat Side Shield</p> <p>Safety Restraints</p>	<p>PP (unfilled)</p>	<p><a href="#">Granite</a> (fibers)</p>
		<p><a href="#">Granite</a> (specks)</p>
		<p><a href="#">Laser Marking</a></p>
		<p><a href="#">Environmental Black</a> (seat shields)</p>
		<p><a href="#">Marble</a></p>
<p>Upper Pillar Trim</p> <p>Grab Handles</p> <p>Headliner</p>	<p>TPO</p>	<p><a href="#">Bright Colors</a> (grab handles)</p>
		<p><a href="#">Granite</a> (fibers - minimal pillars)</p>
		<p><a href="#">Laser Marking</a></p>
<p>Shifter Knobs</p>	<p>TPU</p>	<p><a href="#">Metallic</a> (solid metal)</p>
		<p><a href="#">Laser Marking</a></p>
		<p><a href="#">Granite</a> (fibers)</p>
		<p><a href="#">Marble</a></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	<a href="#">Metallic</a> (bright chromatic colors)
		<a href="#">Metallic</a> (solid metal)
		<a href="#">Marble</a>
		<a href="#">Laser Marking</a> (pattern on metallic)
<p>Shade Mirrors</p> <p>Rearview Mirror</p> <p>Overhead Console</p> <p>Bin Tray</p>	PC+ABS	<a href="#">Marble</a>
		<a href="#">Laser Marking</a>
		<a href="#">Granite</a> (fibers)
<p>Headrest Guides</p>	HDPE	<a href="#">Metallic</a> (solid metal)
<p>Bin &amp; Pullcup Mats</p> <p>Cupholders</p> <p>Safety Restraints</p> <p>Overmolding</p>	TPE	<a href="#">Laser Marking</a>
		<a href="#">Bright Colors</a>
		<a href="#">Marble</a>
		<a href="#">Granite</a> (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	<a href="#">Metallic</a> (solid metal)
<p>A/C Vent Vanes</p> <p>Door Handle</p> <p>Seat Handle</p> <p>Carpet Clips</p>	GF PA	<a href="#">Metallic</a> (solid metal)
		<a href="#">Granite</a> (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	<a href="#">Metallic</a> (solid metal)
		<a href="#">Metallic</a> (various shades)
		<a href="#">Granite</a> (fibers)
Bezels Lenses	PMMA	<a href="#">Translucent/Tint/Fluorescent</a>
Bezels Lenses	ASA	<a href="#">Light Diffusion</a>
Exterior Badging Exterior Mirrors	ASA	<a href="#">Metallic</a> (solid metal)
		<a href="#">Laser Marking</a>
		<a href="#">Metallic</a> (various shades)

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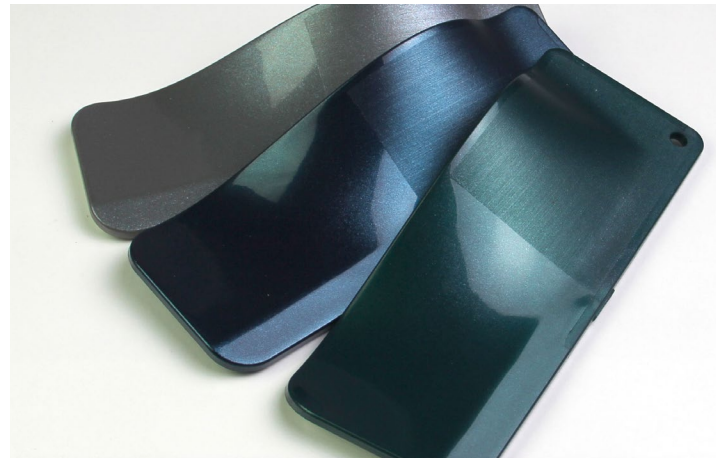
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**METALLIC**  
Various Shades

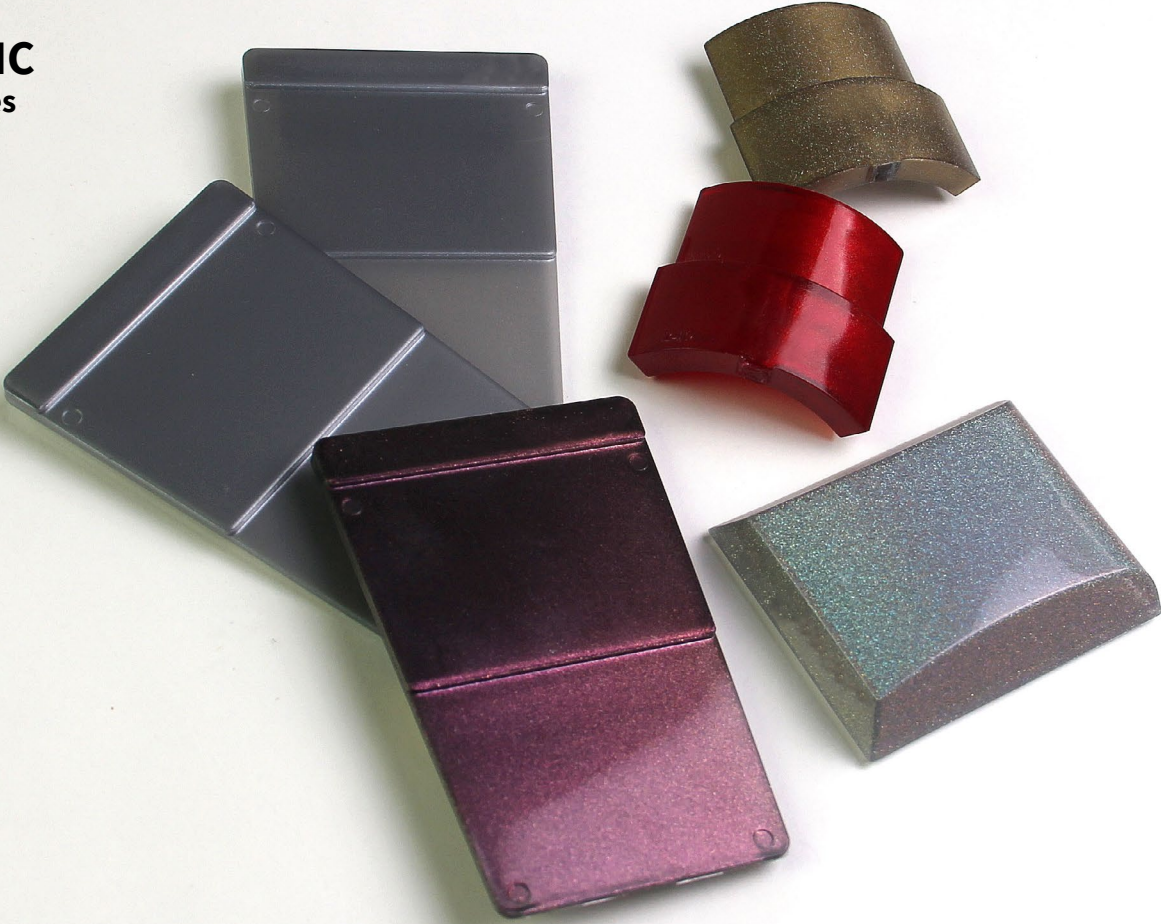


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**METALLIC**  
Solid Metal



**METALLIC**  
Larger Flakes

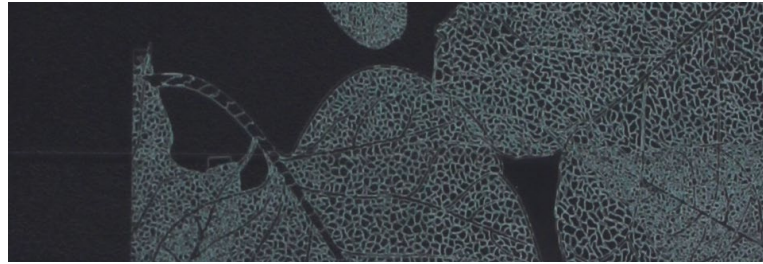
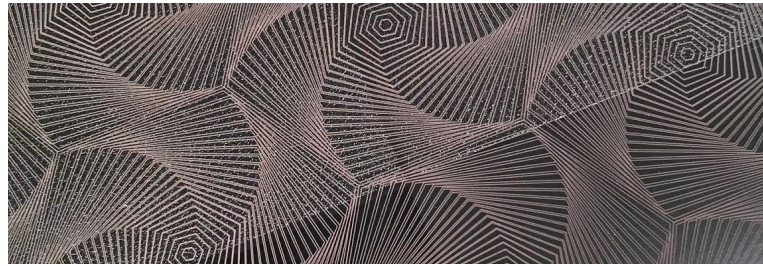
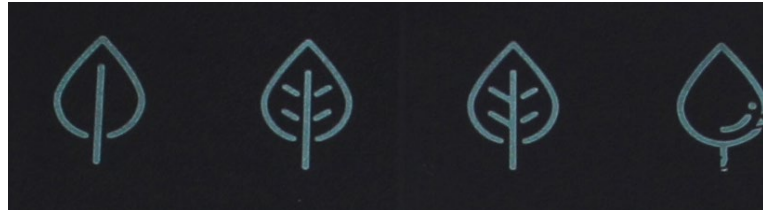


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**METALLIC**  
Bright Colors



# LASER MARKING



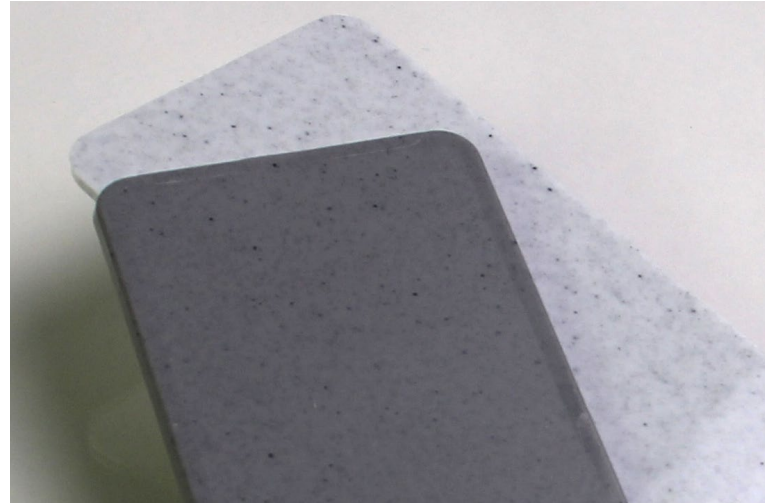
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# LASER MARK PATTERN on Metallic



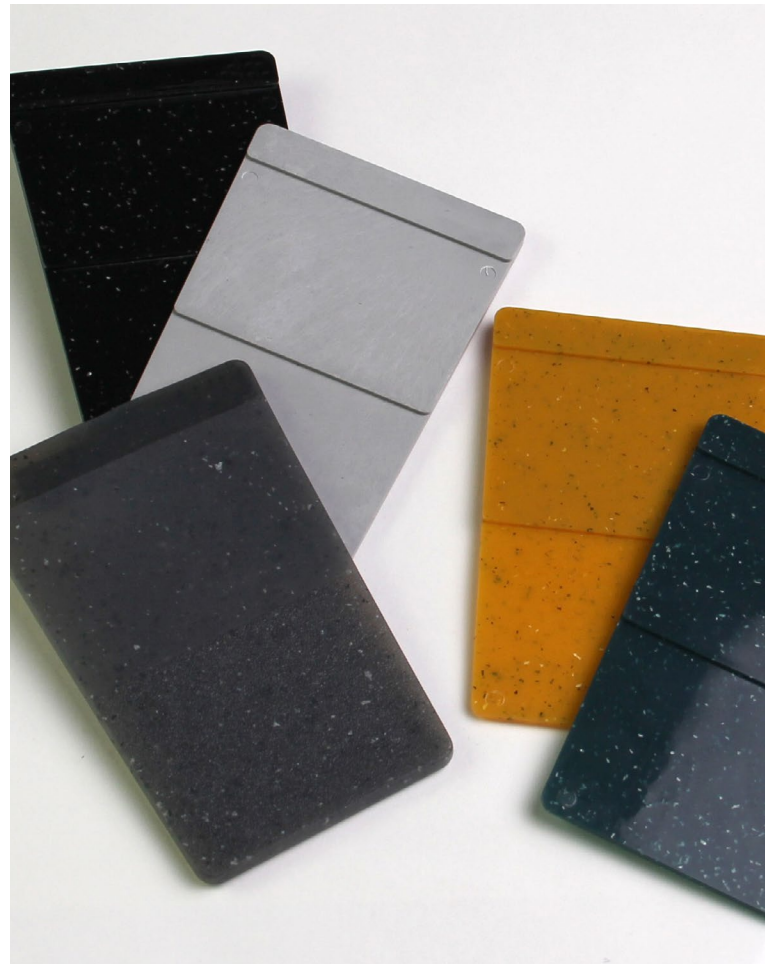
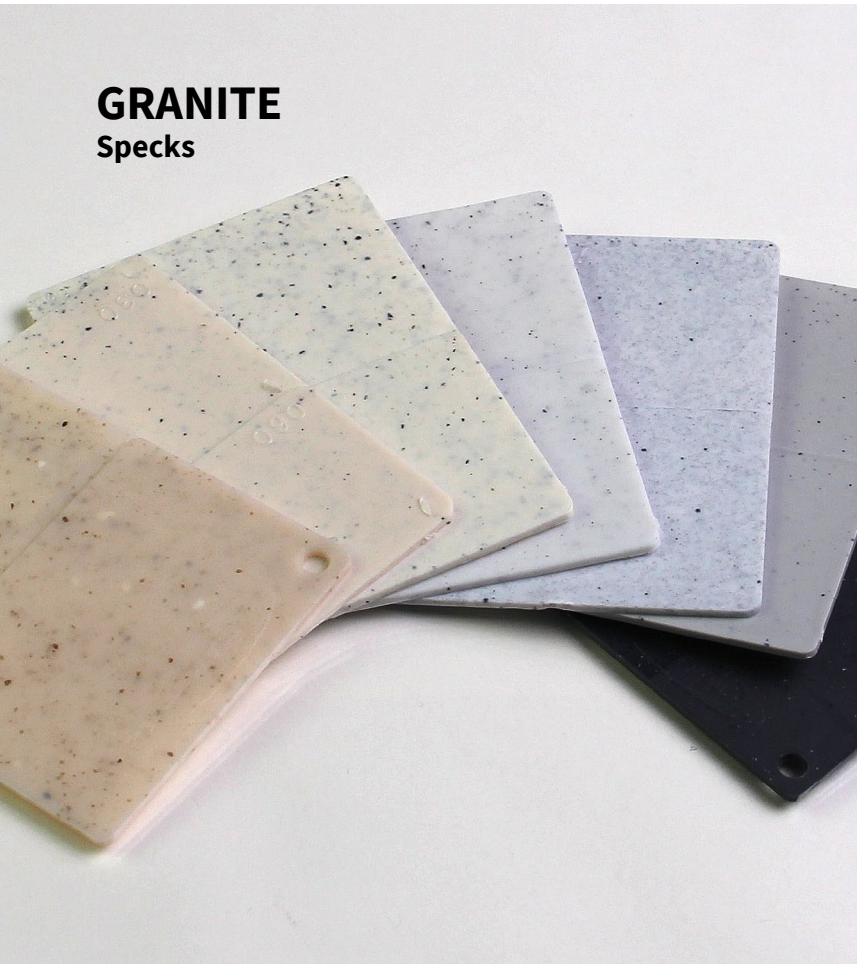


**GRANITE**  
Fibers

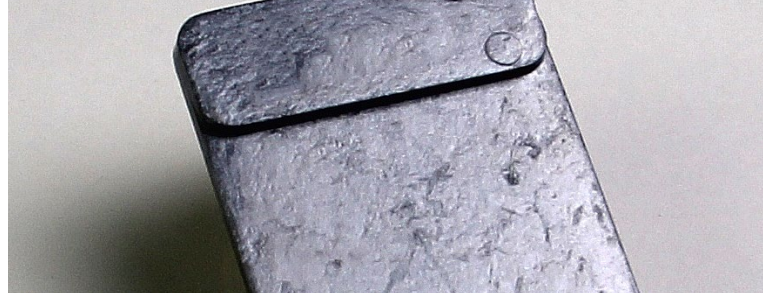


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**GRANITE**  
Specks

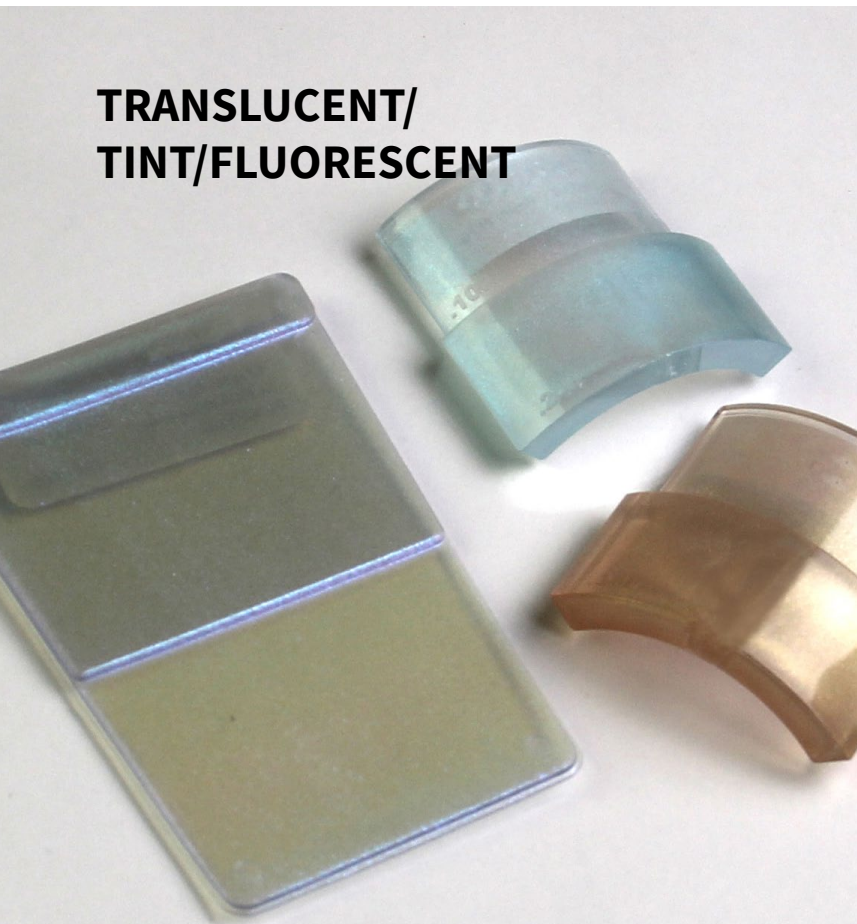


**MARBLE**



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**TRANSLUCENT/  
TINT/FLUORESCENT**



## LIGHT DIFFUSION



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