



Rowmark® Color Chart

All colors listed are rated UV stable and suitable for outdoor use.

2141 Third Street
 San Francisco, CA 94107
 Phone: 415-512-7446
 Fax: 415-512-7447
 E-mail: sales@signsamerica.com
 Contractor license # 720811

Note: Due to the variances in display devices and printed media, the colors as shown may not show entirely accurate and should only be considered approximations

STANDARD COLORS

ADA Alternative (AA)

Integral, opaque color through the substrate. Ideal for interior or exterior signage backgrounds. Used for raised text and graphics.



AA UM AA, UM UM AA, UM UM AA, UM AA, UM UM AA UM



AA, UM UM UM AA UM AA, UM UM AA UM AA AA, UM



AA, UM AA, UM AA, UM AA, UM AA AA UM AA AA, UM AA AA, UM



AA, UM AA AA, UM UM UM AA, UM AA, UM AA, UM AA, UM AA, UM AA, UM

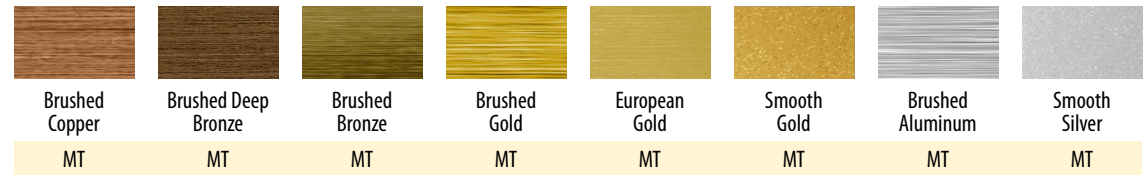
UltraMatte (UM)

Clear acrylic face. Integral, opaque colored backing. Ideal for interior or exterior signage backgrounds.

SPECIALTY COLORS

Metals (MT)

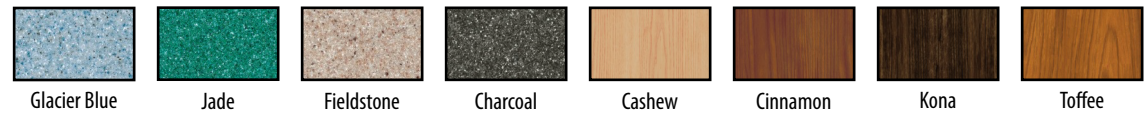
The luster of metal in a variety of finishes. Integral, opaque faces.



MT MT MT MT MT MT MT MT

Granites (GA) (GU)

The look of stone with both integral, opaque face (GA) and clear face with colored backing (GU)



GA, GU GA, GU GA, GU GA, GU CW CW CW CW

Contemporary Wood (CW)

The look of wood with integral, opaque faces.