

PARTING SHOT FROM JOSHUA BESSEX

A weekly snapshot from The Daily Astorian and Chinook Observer photographers



People walk along the sand in Cannon Beach in February.

ODDITY

She comes in colors

On the color wheel, Jay Z has an odd bedfellow

By LEANNE ITALIE
Associated Press

NEW YORK — Barbie has her own color (pink). So does Tiffany (blue), Gap (also blue), Coach (brown) and even the roly poly Minions (yellow), but rare is the individual who cares deeply enough about a shade to have one custom made.

At the Pantone Color Institute, the privilege doesn't come cheap. It can cost tens of thousands of dollars for the company to come up with just the right one. So why would an actual person, rather than a business, even bother? Only two, at least in the Pantone client books, actually have.

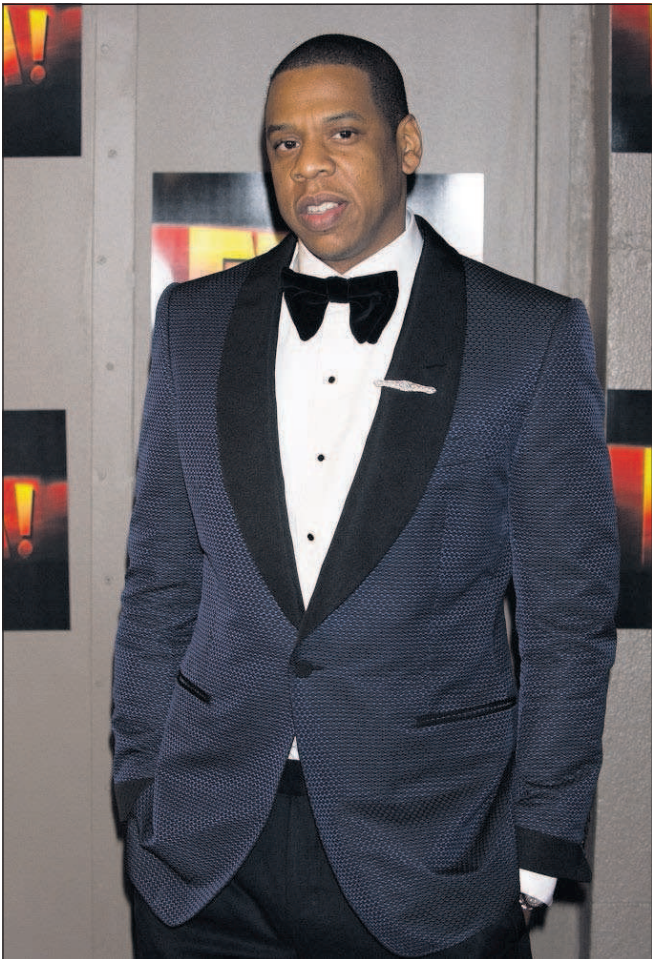
Jay Z was the first, back in 2007. He introduced his "Jay Z" pearly blue mixed with platinum dust on a limited edition GM Yukon Denali later that year in Detroit. The head of a marketing firm he was working with brought along a piece of the hip hop mogul's motorcycle as a guide when meeting with Pantone.

Blue (daughter Blue Ivy, blue jewels, blue jackets, the Blueprint albums) had been a favorite but his Pantone color code name is confidential, said Laurie Pressman, a Pantone vice president.

Who else has the color honor with Jay Z? Her name is Sherry Chris, president and chief executive of a New Jersey real estate firm, Better Homes and Gardens Real Estate. She used a scarf at Pantone for her bright pink in 2011 and Chris couldn't be prouder of her color card: SC2011.

A card and a code — and formulas

So what do they get besides a card and a code? They get formulas. How many and for what uses depends on what they want to do. Consistency



Charles Sykes/AP Photo

Jay Z wears a jacket in blue at the opening night of "Fela!" in New York in 2009. The blue color is now named for him at the Pantone Color Institute after he went to color experts with a piece of his motorcycle so they could mix up the shade as his signature color. He's one of only two individuals to request signature colors from Pantone.

over different fabrications, from paper stock for stationery to fabrics for fashion to paint to metal, is key.

"Both of them were very clear on what they wanted in their signature shades," Pressman said. "When somebody comes with a very clear idea of what they're looking for, that shade definitely has meaning for them."

Pantone has a vast color wheel, but you can forget finding "Jay Z Blue" or SC2011 in any swatch or Pantone color guide available for public consumption.

"Some people are really strict about that to the point where we're not even allowed to share that we work with them on the development of that color," she said.

But Pressman has plenty of ways to describe Jay's blue, a combination of sky and cobalt.

"I would describe that shade as a mesmerizing blue. There's a pearlescent quality to that blue. There's a magnetic quality to that blue. It's a happy blue. It's an optimistic blue," she said. "It was pretty smooth sailing with Jay Z."

Color integrity

Pantone has existed in its present form since 1963. Creating custom color has been a service since the beginning but sometimes the work is about helping a brand maintain color integrity.

Tiffany & Co., for instance, went to Pantone in 2001 for help with its trademark robin egg blue across media, mate-



Better Homes and Gardens Real Estate

Sherry Chris, president and chief executive of Better Homes and Gardens Real Estate, sits in an office chair made in her signature pink in Madison, N.J. Chris is one of only two individuals who have requested custom colors from the Pantone Color Institute. The other person is Jay Z.

rials and fabrications. It's been the company's signature since founder Charles Lewis Tiffany used it for the cover of its Blue Book, first published in 1845.

"They came to us because they were concerned that their color was veering a little bit further away from where they wanted it to go," Pressman said.

Mixing custom color isn't always easy. Depending on the intended material, a color may be difficult to achieve and stay true to the precise shade. And some dyestuff and pigments

are no longer considered environmentally safe so can't be used.

"We're not allowed to use any ingredients that are toxic," Pressman said. "There was a time when we really had to move away from the neons because they weren't good for the environment."

Hot pink

As for Chris, the real estate exec said she's always been a hot pink person and that's just what she got with SC2011,

a vibrant hue with violet undertones.

It works, she said, "against my very pale Irish skin tone" and her platinum blonde pixie haircut. She's even arranged for an office chair in her signature pink to have its own Four-square check in from headquarters in Madison, New Jersey.

"I wear a pop of pink every day. At first I thought, 'Well, do I really need this?' Of course there are many things that you don't need. It's kind of a cool," she said. "Just me and Jay Z."

Coast River BUSINESS JOURNAL

SPRING CROP

A NEW GENERATION OF OREGON COAST ENTREPRENEURS

ALICIA PUGH

JOHN GENTNER

JENNIFER WISER

JOHN HOFFMAN

SLOW LANE

Now available in the
The Daily Astorian and
Chinook Observer

For more information call 503-325-3211

Coast River
BUSINESS JOURNAL

crbizjournal.com