How do I match Print Colour exactly with Sign Vinyl or other Colours?

It is sometimes required to match the colour of a digital print with that of either a company logo, a Sign Vinyl colour, or a print on a different media. Even with the correct profiles set up, the demands of colour management can make such matching very difficult. Even starting with a CMYK or Pantone reference, the actual printed colour can be much different to the one set in the artwork.

The only sure way to do this is to print off a colour library swatch, determine visually the closest colour, and then keeping all other settings fixed for future printing, use this colour in the design. In Roland VersaWorks and Signlab software this is made easier as there is the facility to print colour libraries.