



# THE SONOCO INSTITUTE OF PACKAGING DESIGN AND GRAPHICS at Clemson University

## Seminar Series: Brand Color Management

**October 1-2, 2008**

### Seminar Overview

This seminar outlines the opportunities and challenges for creating state-of-the-art brand color management programs. This seminar presents the value of creating and sustaining quality color standards, as well as offering the tools and questions needed to understand, initiate, and monitor your brand color management program.



### Presenters

- Steve Smiley, *Vertis*
- Kevin Chop, *DIAGEO Consumer Goods*
- Hazel Van Buren, *The Coca-Cola Company*
- Shannon Steele, *The Coca-Cola Company*
- Marek Skrzynski, *CSW, Inc.*
- Paul Lodewyck, *Flint Ink North America*
- Kenneth Masters, *Flint Ink North America*
- Iain Pike, *SmartColour*
- Mike Butler, *SGS*
- Scott Miller, *Matthews International*
- Jay Sperry, *Clemson University*

### Location

The Madren Conference Center and Inn  
Clemson University, Clemson, SC

### Registration

\$495/person, (3+) \$450/person

### Contact

Jay Sperry, sperry2@clemson.edu

**Expanded information and registration at**  
[www.clemson.edu/sonoco\\_institute](http://www.clemson.edu/sonoco_institute)  
or (864) 656-4732



**Chip Tonkin, Director**

The Sonoco Institute was created by a small group of visionaries to act as a stimulus for industry partnerships, cutting-edge research, and academic achievement. Packaging is the interface where diverse disciplines such as advanced materials, environmental science, engineering, marketing and psychology all come together. This Institute brings together the practical, applied approach of the Graphic Communications and Packaging Science departments with other Clemson strengths to create something completely unique in the industry.



**The Sonoco Institute of Packaging Design and Graphics**  
*Department of Graphic Communications*  
Clemson University • G-01 Tillman Hall • Clemson, SC 29634  
(864) 656-4732 • [www.clemson.edu/sonoco\\_institute](http://www.clemson.edu/sonoco_institute)

