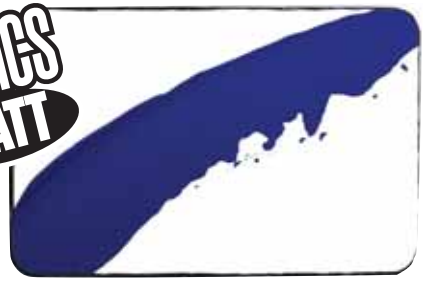
BASICS MATT



Liquitex Basics Matt. Ideal for students and artists needing a flat, matt surface and clean mixing. Deep, rich color with a unique, free-flow formula. Smooth leveling and extra opaque.

Why Basics Matt?

At Liquitex, we receive a steady flow of requests from artists, students, and teachers for an acrylic color that offers a flat matt surface, deep rich color, high opacity, combined with even flow and leveling. In the past, artists have relied upon gouache colors to provide these characteristics, but there's nothing currently on the market that offers this kind of performance and permanence at a scholastic price. Until Basics Matt.

How we developed Basics Matt?

We started with simple targets: rich color, "dead matt" surface, high opacity, even flow and leveling. Hitting those benchmarks proved to be anything but simple. When we looked at other matt acrylics on the market, we found that cracking was a consistent problem. We spent months tweaking formulations that would allow us to hit our original targets and eliminate cracking. It turned out that the only way to do it was with a high pigment load, and a high quality resin — a combination that has never before bee achieved with a scholastic priced color. Until Basics Matt.

Who's it for ?

- Students looking for a matt surface and clean mixing (for color studies)
- New artists looking for great coverage and brilliant color
- New artists looking for smooth brushing and even leveling
- Experienced artists looking for "gouache-like" properties at a scholastic price.

What Basics Matt does ?

- Extra Opaque
- Rich, saturated color
- Even Leveling
- Water-resistant when dry
- Crack-resistant on absorbent surfaces (paper and board)
- Flat Matt Finish
- Fluid consistency
- Non-toxic

Facts About Acrylic Colors!

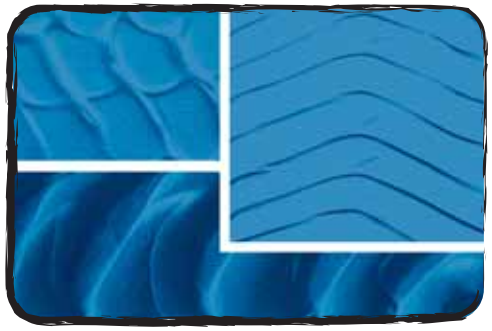
1- Good products help you succeed. The finest quality paints and colours mix brilliantly, offer the purest color, and provide the artist with all the essentials for creative, artistic success.

2 - Water-borne Acrylic colors for artists were invented by Liquitex in 1955. Liquitex continues to be the leader in producing high quality, innovative acrylic products for artists.

3 - Acrylics are ideal for contemporary and experimental applications. The colors dry very rapidly (remaining workable for require masking, rapid layering, and textural application. They're ideal for murals, fabrics, tiles, and structural techniques.

4 - Acrylics can be used for traditional painting, too. Mediums can be used to make the color suitable for glazing, impasto, water color, and other applications.

5 - Acrylics can be used on aimost any surface, from paper, to canvas, to brick, to wood... The exceptions are oily or shiny surfaces. Plastic surfaces should be sanded before painting; leather surfaces should be degreased with rubbing alcohol.



Mediums can be added with all Basics colors to adjust the working and optical properties.

PRODUCT KNOWLEDGE !

0 94376 97455 3

Liquitex®

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Liquitex®
ARTIST ACRYLIC

BASICS MATT

COLOR CHART

Available Colors

114
Quinacridone Magenta
Lightfastness I / Semi-Opaque

116
Alizarin Crimson Hue Permanent
Lightfastness I / Semi-Opaque

415
Primary Red
Lightfastness I / Semi-Opaque

311
Cadmium Red Deep Hue
Lightfastness I / Opaque

292
Naphthol Crimson
Lightfastness I / Semi-Opaque

510
Cadmium Red Light Hue
Lightfastness I / Opaque

151
Cadmium Red Medium Hue
Lightfastness I / Semi-Opaque

720
Cadmium Orange Hue
Lightfastness I / Semi-Opaque

335
Red Oxide
Lightfastness I / Opaque

127
Burnt Sienna
Lightfastness I / Opaque

128
Burnt Umber
Lightfastness I / Opaque

330
Raw Sienna
Lightfastness I / Opaque

331
Raw Umber
Lightfastness I / Opaque

416
Yellow Oxide
Lightfastness I / Opaque

163
Cadmium Yellow Deep Hue
Lightfastness I / Semi-Opaque

161
Cadmium Yellow Medium Hue
Lightfastness I / Semi-Opaque

160
Cadmium Yellow Light Hue
Lightfastness II / Semi-Opaque

410
Primary Yellow
Lightfastness I / Semi-Opaque

312
Light Green, Permanent
Lightfastness I / Opaque

224
Hooker's Green Hue, Permanent
Lightfastness I / Opaque

350
Deep Green, Permanent
Lightfastness I / Opaque

317
Phthalocyanine Green
Lightfastness I / Opaque

660
Bright Aqua Green
Lightfastness I / Opaque

470
Cerulean Blue Hue
Lightfastness I / Opaque

170
Cobalt Blue Hue
Lightfastness I / Opaque

420
Primary Blue
Lightfastness I / Opaque

316
Phthalocyanine Blue
Lightfastness I / Opaque

380
Ultramarine Blue
Lightfastness I / Semi-Opaque

115
Deep Violet
Lightfastness II / Opaque

186
Dioxazine Purple
Lightfastness II / Opaque

599
Neutral Gray Value 5
Lightfastness I / Opaque

244
Ivory Black
Lightfastness I / Opaque

276
Mars Black
Lightfastness I / Opaque

432
Titanium White
Lightfastness I / Opaque

234
Gold
Lightfastness I / Opaque

236
Silver
Lightfastness I / Opaque

This color chart is produced within the limitations of lithographics printing and is intended as a guide only. Some compositions and pigment information may change, based upon availability or improvements to the range.

Composition and Permanence Chart

Color #	Color Name	Hue	Value	Chroma	Light-fastness	Opacity	Single or Mixed Pigments	Pigments
116	Alizarin Crimson Hue Permanent	4.45R	2.5	7.04	I	SO	M	Quinacridone (PR 206), Quinacridone (PR 202)
660	Bright Aqua Green	2.23BG	5.97	9.77	I	O	M	Chlorinated Copper Phthalocyanine (PG 7), Titanium Dioxide (PW 6)
127	Burnt Sienna	.71YR	3.27	5	I	O	S	Calcined Natural Iron Oxide (PBr 7)
128	Burnt Umber	4.20YR	2.59	2.36	I	O	S	Calcined Natural Iron Oxide Containing Manganese (PBr 7)
720	Cadmium Orange Hue	.20YR	5.28	13.91	I	SO	S	Pyrrole PO 73
311	Cadmium Red Deep Hue	4.85R	3.32	8.97	I	O	M	Naphthol Carbamide (PR 170), Quinacridone Violet (PV 19)
510	Cadmium Red Light Hue	8.13R	4.57	14.22	I	O	M	Arylide Yellow 5Gx (PY 74), Arylamide Red (PR 9)
151	Cadmium Red Medium Hue	6.82R	4.03	14.53	I	SO	M	Naphthol Carbamide (PR 170 F3RK-70), Arylide Yellow 5Gx (PY 74)
163	Cadmium Yellow Deep Hue	9.59Y	6.84	13.22	I	SO	M	Diarylide Yellow (PY 83), Titanium Dioxide (PW 6)
160	Cadmium Yellow Light Hue	9.99Y	8.34	11.22	II	SO	S	Arylide Yellow 10G (PY 3)
161	Cadmium Yellow Medium Hue	2.84Y	7.73	13.41	I	SO	M	Arylide Yellow 5Gx (PY 74), Diarylide Yellow (PY 83), Titanium Dioxide (PW 6)
470	Cerulean Blue Hue	3.24PB	2.93	8.06	I	O	M	Complex Silicate of Sodium and Aluminum with Sulfur (PB 29), Copper Phthalocyanine (PB 15:3), Chlorinated Copper Phthalocyanine (PG 7), Titanium Dioxide (PW 6)
170	Cobalt Blue Hue	6.61PB	3.38	13.91	I	O	M	Complex Silicate of Sodium and Aluminum with Sulfur (PB 29), Copper Phthalocyanine (PB 15:3) Titanium Dioxide (PW 6)
350	Deep Green, Permanent	8.07G	2.34	3.22	I	O	M	Chlorinated and Brominated Copper Phthalocyanine (PG 36); Nearly Pure Amorphous Carbon (PBk 7)
115	Deep Violet	3.21RP	1.97	2.85	II	O	M	Gamma Quinacridone (PR 122), Carbazole Dioxazine (PV 23 RS)
186	Dioxazine Purple	2.98P	1.87	2.31	II	O	S	Carbazole Dioxazine (PV 23)
234	Gold				I	O	M	Titanium Dioxide Coated Mica
224	Hooker's Green Hue, Permanent	1.98G	2.77	4.22	I	O	M	Phthalocyanine Green (PG 7), Amorphous Carbon (PBk 9), Arylide Yellow 5Gx (PY 74)

Color #	Color Name	Hue	Value	Chroma	Light-fastness	Opacity	Single or Mixed Pigments	Pigments
244	Ivory Black	5.01PB	1.84	0.11	I	O	S	Amorphous Carbon Produced by Charring Animal Bones (PBk 9)
312	Light Green, Permanent	.93G	4.81	11.24	I	O	M	Chlorinated Copper Phthalocyanine (PG 7), Arylide Yellow 5Gx (PY 74 LF), Titanium Dioxide (PW 6)
276	Mars Black	8.05PB	2.43	0.12	I	O	S	Synthetic Black Iron Oxide (PBk 11)
292	Naphthol Crimson	6.60R	3.95	14.1	I	SO	S	Naphthol Carbamide PR 170
599	Neutral Gray Value 5	.94B	4.77	0.12	I	O	M	Yellow Iron Oxide (PY 42), Amorphous Carbon (PBk 9), Titanium Dioxide (PW 6)
316	Phthalocyanine Blue	7.37PB	1.79	4.53	I	O	S	Copper Phthalocyanine (PB 15:3)
317	Phthalocyanine Green	4.46BG	2.18	2.55	I	O	S	Chlorinated Copper Phthalocyanine (PG 7)
420	Primary Blue	6.66PB	2.01	5.93	I	O	S	Copper Phthalocyanine (PB 15:3)
415	Primary Red	4.41R	3.77	12.12	I	SO	S	Quinacridone Violet (PV 19)
410	Primary Yellow	7.74Y	7.64	12.59	I	SO	S	Arylide Yellow 5Gx (PY 74)
114	Quinacridone Magenta	1.60R	2.57	7.15	I	SO	S	Gamma Quinacridone (PR 122)
330	Raw Sienna	4.82YR	4.34	5.13	I	O	S	Natural Iron Oxide (PBr 7)
331	Raw Umber	9.73YR	2.72	0.48	I	O	S	Natural Iron Oxide (PBr 7)
335	Red Oxide	9.55R	3.56	7.68	I	O	S	Synthetic Red Iron Oxide (PR 101)
236	Silver				I	O	M	Titanium Dioxide Coated Mica
432	Titanium White	6.63GY	9.39	0.11	I	O	S	Titanium Dioxide (PW 6)
380	Ultramarine Blue	8.21PB	2.06	9.85	I	SO	S	Complex Silicate of Sodium and Aluminum with Sulfur (PB 29)
416	Yellow Oxide	9.05YR	5.79	8.38	I	O	S	Synthetic Hydrated Iron Oxide (PY 42)

O=Opaque SO=Semi-Opaque Lightfastness: I-Excellent II-Very Good