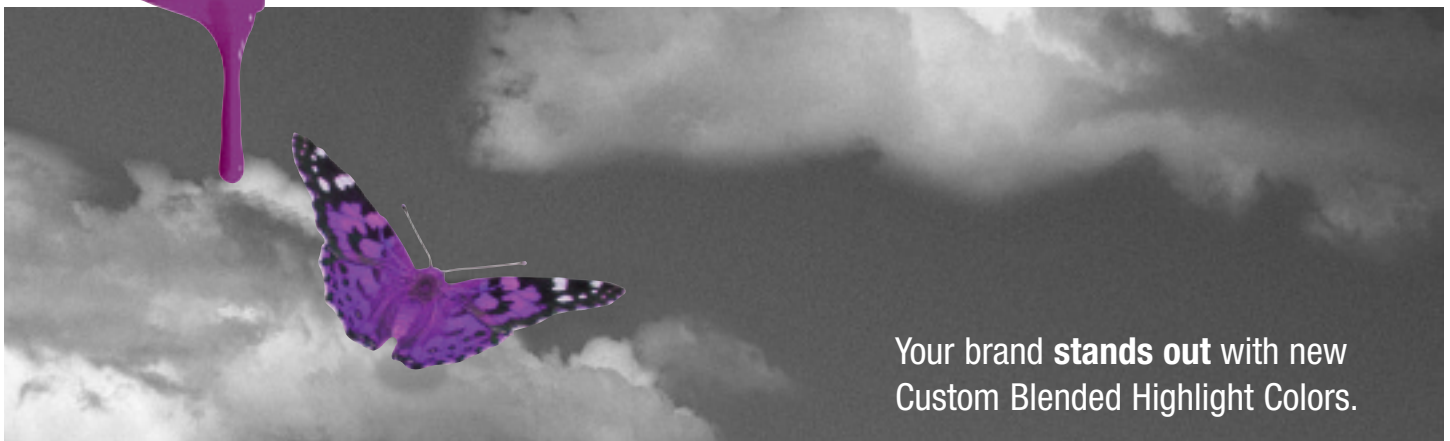
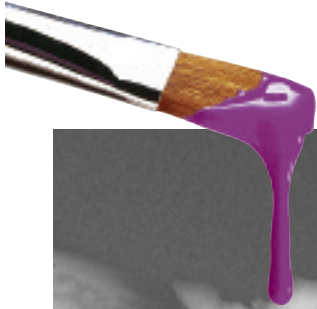


Make every message as **dynamic** as you are!



Your brand **stands out** with new Custom Blended Highlight Colors.

Match your color to your image.

Your brand is an experience. Every interaction that customers, prospects, employees, or anyone has with your company should maintain a particular feeling. That includes the color of your documents. New Custom Blended Highlight Colors from Xerox let you **maximize** your brand more cost-effectively. **For almost the same cost as monochrome, you can:**

- **Unify your brand experience** with highlight color matched to your particular brand color
- **Eliminate the need for preprinted stock** of letterhead, business cards, and other critical branded materials
- **Save on short runs** of branded materials
- **Increase the emotional impact** of documents with highlight color

And because Xerox HighLight Color uses a unique, single-pass system, adding *your color* to documents doesn't slow down production at all.



Use your color to direct the eye.

Now you can increase the value and impact of your documents with the Xerox DocuTech® 128/155/180 HighLight Color System and new Custom Blended Colors. Revitalize existing documents. Enhance your brand. Maximize new messages. Custom Blended Highlight Color gives you the power to do it all.

Black and white may be cost-effective, but you can take your applications further for about the same cost. Highlight color adds value by giving the reader an instant indication of which information is the most important.

Highlight color provides you with the power and flexibility to create high-value, high-impact applications that get results.



Highlight color adds value to your applications

It's about inspiring action!

With a few well-placed bursts of color you can motivate the reader to:



Buy the product you want them to buy when you emphasize a great price or a limited-time discount.



Pay more promptly by calling out an outstanding balance or due date on an invoice.



Take action more decisively by highlighting the urgency of your message.



See the answer more quickly in training documents and understand the key to your message right away.

Your color. Xerox speed.

Xerox Custom Blended Colors and the DocuTech® HighLight Color Systems can deliver *your color* with exceptional image quality and benchmark reliability—providing industry-leading productivity.

If you have custom color needs, we're ready to help. Contact your Xerox representative for details.



Xerox DocuTech® HighLight Color System
High-Capacity Stacking Configuration



Xerox DocuTech® HighLight Color System
Stitching/Binding Configuration