



# PAINTINGS LOOK BETTER *with* M. GRAHAM COLOR

At M. Graham, we believe we have a responsibility to every artist that chooses our color. It lives on their canvas. It's part of their art. So we honor their choice by continually working to create the best color possible. We select the finest pigments. We use only the very best vehicles. We take the time and expend the effort to make color with greater clarity, superior working properties and perceptible vitality.

## EXCEPTIONAL COLOR BEGINS WITH A SUPERIOR VEHICLE

We make our watercolors using Northwest honey. Preferred by artists for centuries, honey with balanced amounts of gum Arabic and water creates a fluid binding medium in which we're able to disperse exceptional amounts of pigment. The higher pigment loads provide greater color saturation and richness for a complete range of performance from delicate tints to dark, concentrated color.

From the pigments used to a solvent free workplace, at M. Graham quality control is everyone's job. After all, you deserve the finest color possible.



## TECHNICAL INFORMATION

### Pigment Listing • Pigment Composition

This listing contains the color index name (PB 29, etc.) with the common chemical name applied to the pigment. The color index name is established and published by the American Association of Textile Chemists and Colorists and The Society of Dyers and Colourists. The color index name is a generic category and does not refer to a specific pigment. It enables the artist to form a general idea of opacity, transparency and lightfastness, for a pigment in a certain color space.

### Chemical Name

The chemical name is a brief, commonly used generic designation of the pigment composition. In conjunction with the color index name, the chemical name can be used to broaden the artists understanding of the source and nature of the pigment used.

### Permanence

The permanence of a color is a measure of the lightfastness of the pigment when dispersed in a vehicle and subjected to conditions which emulate the exposure normally given a fine art object. Such ratings are generally considered vehicle or media dependent and can vary between media- thus a pigment which is suitably lightfast for oil color, might not be lightfast in watercolor. Our ratings utilize a combination of historical data, accelerated testing and data from pigment manufacturers to establish one of the toughest standards among artists colormakers today.

### Transparency and Opacity

Each of our colors has been provided a designation indicating relative degrees of transparency to opacity. Please consider these as a guideline because any thin film application, while not necessarily transparent, can be interpreted by the viewer as such.

### Health and Safety

Our colors have been evaluated by a board certified toxicologist in a manner consistent with current legislation and Consumer Product Safety Commission guidelines. Where needed, labels carry specific instructions on safe use and handling as well as information required by the State of California to comply with Proposition 65.

Artists' colors are preparations of a variety of materials and when handled correctly should not represent a serious hazard to health based on our current knowledge. We do recommend that artists use normal safe handling care and practice when working with our color including: not applying color to the skin, taking care not to ingest the product, not smoking/dinking or eating while working and carefully reading all labels for specific warnings. For more information please refer to our Material Safety Data Sheets at [www.mgraham.com](http://www.mgraham.com) or write to us at M. Graham, PO Box 215, West Linn, OR 97068-0215

### ASTM D4236

ASTM is a standard practice for labeling art materials for chronic health hazards. A statement of conformity to this standard appears on each of our labels to assure the artist that our formulations have been independently reviewed by a certified toxicologist and that required cautions and warnings are in place for the artists guidance.

### Children

Our colors are professional products not intended for use by children.

*M. Graham*

EVERY ARTIST DESERVES THE FINEST COLOR THAT CAN BE CREATED



LEGEND	
<b>Lightfast Rating</b>	
LF I	Excellent
LF II	Very Good
LF III	Acceptable*
(*Good in mass tone, tints will fade)	
<b>Opacity Rating</b>	
T	Transparent
ST	Semi Transparent
SO	Semi Opaque
O	Opaque
<b>Stains &amp; Sedimentary Codes</b>	
S	Staining
G	Granulating or Sedimentary
Staining & Granulating occur in varying degrees and these designations should be used as a loose guide	

PIGMENT LISTING • PIGMENT COMPOSITION			
PB 15:0	Copper Phthalocyanine	PV 15	Silicate of Sodium and Aluminum with Sulfur
PB 15:3	Copper Phthalocyanine	PV 16	Manganese Ammonium Pyro Phosphate
PB 27	Ferriammonium Ferrocyanide	PV 19	Quinacridone
PB 28	Oxides of Cobalt and Aluminum	PV 23	Carbazole Dioxazine
PB 29	Silicate of Sodium and Aluminum with Sulfur	PW 6	Titanium Dioxide
PB 36	Oxides of Cobalt and Chromium	PY 3	Arylide
PB 60	Antraquinone	PY 35	Pure Cadmium Zinc Sulfide
PBk 6	Nearly Pure Amorphous Carbon	PY 42	Synthetic Iron Oxide
PBk 9	Amorphous Carbon	PY 43	Natural Hydrated Iron Oxide
PBr 7*	Calcined Natural Iron Oxide	PY 97	Arylide
PBr 7	Natural Iron Oxide	PY 110	Isoindolinone
PBr 24	Chromium Titanium Oxide	PY 129	Azomethine Copper Complex
PG 7	Chlorinated Copper Phthalocyanine	PY 150	Nickel Azo Complex
PG 18	Hydrous Chromium Sesquioxide	PY 151	Benzimidazolone
PG 36	Brominated Copper Phthalocyanine	PY 184	Bismuth Vanadium Oxide
PG 50	Cobalt Titanate		
PO 20	Pure Cadmium Seleno-Sulfide		
PO 48	Quinacridone		
PO 62	Benzimidazolone		
PO 73	Diketo Pyrrolopyrrol		
PR 83	Dihydroxyanthraquinone		
PR 101	Synthetic Iron Oxide		
PR 108	Pure Cadmium Seleno-Sulfide		
PR 112	Naphthol AS-D		
PR 179	Perylene		
PR 209	Quinacridone		
PR 254	Diketo Pyrrolopyrrol		
PR 258	Silicate of Sodium & Aluminum with Sulfur		
PR 264	Diketo Pyrrolopyrrol		
PV 14	Cobalt Phosphate		

M. Graham & Co.® • P.O. Box 215 West Linn, OR 97068-0215 • (503) 656-6761 • colormaker@mgraham.com • www.mgraham.com

WATERCOLOR PALETTE