Universal Design Color Name (UD Color Name / UDCN)
A new color name system and color map, for richer, fuller color communication

When discussing colors, have you ever found yourself unable to adequately convey the image in your mind? For instance, the word 'pink' could refer to a wide range of pinks. It can be difficult to discuss colors using only the basic names for colors. Additionally, colors can appear differently to different people. For one person two colors can appear distinct, while for another person those two colors seem similar. Support is needed in this area to facilitate smoother communication around colors.

In order to bridge the gap between people with different senses of color, and to allow for richer, fuller communication in regards to color, we at Tajima, in conjunction with the Japan Color Research Institute, have created the new UD Color Name (UDCN) system. This page contains information on UD color names, the UD Color Map (which utilizes these names), and t-Plans (a digital tool utilizing UD color names).

UD Color Name

We have devised a color naming system to bridge the gap between people with different senses of color and allow for easy understanding of color relations. This system allows all people to communicate about colors with confidence and peace of mind.

Two tools are available based on the UD Color Name

1 New color names
UD Color Name (UDCN)

2 A systematic overview of colors
UD Color Map
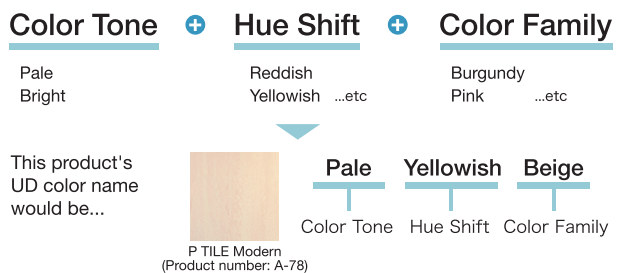
3 A UDCN-based digital tool
t-Plans

1 UD Color Name

After surveying a wide range of people with varying senses of color, and researching color measurement methods and classification, we created 184 overarching new color names that can be easily understood by anyone, and established colors names for all of our over 3,000 products.
Products can be searched according to UD color name, and applicable color names can be checked for products chosen by features.
UD color naming take a systematic approach, combining three basic parts for each name—Color tone, Hue shift and the Color Family.

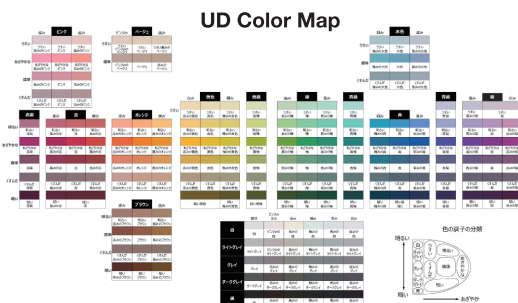Click here for the list of UD Color Name .
  List by product.
  List by color.

Basic Rules for UD Color Name

Color Tone ➕ **Hue Shift** ➕ **Color Family**

Color Tone	Hue Shift	Color Family
Pale	Reddish	Burgundy
Bright	Yellowish ...etc	Pink ...etc

This product's UD color name would be...

Pale **Yellowish** **Beige**
Color Tone — Hue Shift — Color Family

P TILE Modern
(Product number: A-78)

2 UD Color Map

We have also developed a systematic color map. The map is divided into 19 blocks, by color group, displaying 184 colors with their UD color name. All possible colors can be placed within this 184-point color map. The map is also a convenient tool for investigation and selecting colors, as it allows people to discuss colors regardless of their own individual sense of color, for instance by referring to nearby colors on the map and how they relate.

Click here for the UD Color Map.

UD Color Map

3 t-Plans

Our digital tool for easily developing floor plans using Tajima flooring materials has been made fully compliant, and now allows searching by UD color name. Users can identify flooring with appropriate colors, from among all Tajima flooring products, by searching according to three-part UD color names. To create a floor plan, users need only select their preferred product from among the search results and specify an installation method.

t-Plans is accessible on request.
Please contact us if you are interested.