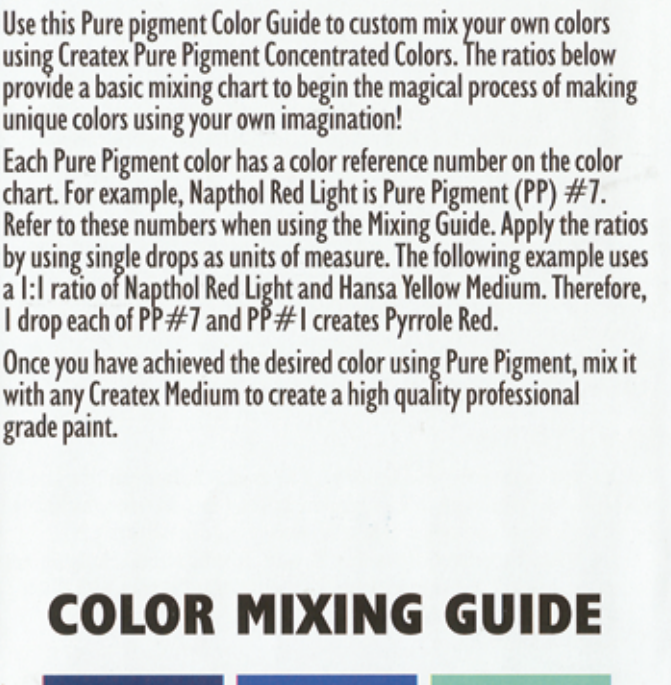# CREATEX™

PURE PIGMENT

- Concentrated
- Non-toxic
- Permanent
- Water-based
- Lightfast

PRODUCT INFORMATION AND USER GUIDE

Create your favorite color with Createx Pure Pigments!

Use this Pure Pigment Color Guide to custom mix your own colors using Createx Pure Pigment Concentrated Colors. The custom below provide a basic mixing chart to begin the magical process of making unique colors using your own imagination!

Each Pure Pigment color has a color reference number on the color chart. For example, Napthol Red Light is Pure Pigment (PP) #7. Refer to these numbers when using the Mixing Guide. Apply the ratios by using single drops as units of measure. The following example uses a 1:1 ratio of Napthol Red Light and Hansa Yellow Medium. Therefore, 1 drop each of PP #7 and PP #1 creates Pyrrole Red.

Once you have achieved the desired color using Pure Pigment, mix it with any Createx Medium to create a high quality professional grade paint.

COLOR MIXING GUIDE

Color swatches row 1
| Cobalt Blue | Primary Blue | Cobalt Turquoise |
| 3 PP#13 GoodSeries 3 PP#15 | 1 PP#15 | 4 PP#17 GoodSeries 4 PP#18 |

| Sepia | Payne's Grey | Dioxazine Purple |
| 1 PP#13 2 PP#14 | 1 PP#15 1 PP#16 | 2 PP#13 1 PP#15 |

| Quinacridone Red | Pyrrole Red | Vat Orange |
| 1 PP#12 1 PP#10 | 2 PP#7 1 PP#8 | 2 PP#8 |

| Yellow Ochre | Quinacridone Burnt Orange | Primary Green |
| 1 PP#3 1 PP#4 | 2 PP#5 1 PP#6 | 1 PP#19 1 PP#1 |

Color swatches row 2
| Hansa Yellow Medium | Dairylide Yellow | Raw Sienna |
| PY1 Very GoodSeries 1 PP#1 | PY1 Very GoodSeries 1 PP#2 | PBr7 Excellent Series 1 PP#3 |

| Yellow Oxide | Orange | Primary Red |
| PY42 Excellent Series 1 PP#4 | PO34 Very GoodSeries 1 PP#6 | PR170 Excellent Series 1 PP#8 |

| Napthol Red Light | Napthol Red Medium | Quinacridone Crimson |
| PR9 Very Good Series 1 PP#7 | PR9 Very Good Series 2 PP#9 | PR206 Excellent Series 4 PP#11 |

| Quinacridone Magenta | Carbazole Violet | Phthalo Blue (Red Shade) |
| PR122 Excellent Series 4 PP#12 | PV23 Very Good Series 2 PP#14 | PB15 Excellent Series 3 PP#13 |

| Phthalo Blue (Green Shade) | Ultramarine Blue | Phthalo Blue |
| PB15 Excellent Series 3 PP#16 | PB29 Excellent Series 1 PP#17 | PB27 Very Good Series 3 PP#18 |

| Cerulean Blue | Phthalo Green | Permanent Light Green |
| PB36 Excellent Series 4 PP#15 | PG7 Excellent Series 3 PP#19 | PG7 Excellent Series 3 PP#20 |

| Burnt Sienna | Red Oxide | Burnt Umber |
| PBr7 Excellent Series 1 PP#5 | PR101 Excellent Series 1 PP#10 | PBr7 Very Good Series 1 PP#21 |

| Titanium White | | Carbon Black |
| PW6 Excellent Series 1 PP#22 | | PBk7 Excellent Series 1 PP#23 |

CREATEX

What are Pure Pigments?

Createx Pure Pigments are a unique color system which allows artists to control all aspects of their paint. Artists have full control over color intensity, opacity, thickness, and flow. Use Pure Pigments to create Airbrush paints, Glazes, Airbrush Colors, Textile Colors, Screenprint Colors and Monotype Colors.

Use Pure Pigments to:
- Create your own custom paint. Simply add drops to the Createx Medium of your choice to create the right paint for virtually any project.
- Add to existing acrylic colors or any other water based acrylic to create custom blends or to add intensity.
- Use alone as paper for vivid watercolor applications.

What are Pure Pigments?
Highly concentrated pigments dispersed in water, ready to add to Createx Mediums. Just add a few drops of Pure Pigment to your favorite Createx Medium, or any other water based acrylic.

How do I use Pure Pigments?
Choose Your Pure Pigment Medium!
Select the Createx Medium you would like to use based on the surface or technique that you plan on using, i.e. Acrylic Medium for canvas painting, or Airbrush Medium for airbrushing.

Mix Your Color!
Gradually add Pure Pigment to Createx Medium. A ratio of 1 part Pure Pigment to 8 parts Createx Medium (1:8). This ratio will provide a vibrant color. The various mediums together to obtain desired thickness, flow, gloss, matte, etc.

Increase Your Color Intensity!
Slowly add more Pure Pigment to increase the chroma or intensity. We suggest remaining within a maximum ratio of 1 part Pure Pigment to 3 parts Createx Medium (1:3). Add Pure Pigments to Multi-Surface Acrylic Paints, or any other acrylic color, to increase color intensity.

Paint Mixing Terms & Techniques
The following are some terms you may find helpful when mixing or using Pure Pigment Colors and Mediums.

Hue – The name of a color family (yellow, blue, red, etc.).
Value – The relative lightness and darkness of a color.
Chroma – The strength or intensity of a color.
Temperature – The coolness or the warmth of a color. The coolest color is blue and the warmest color is red.
Color Bias – The tendency of a color to lean toward a different area of the color spectrum. For example, phthalo blue has a green shade and a red shade.
Mass-Tone – How a color appears at its most dense and opaque level.
Undertone – How a color appears in a thin layer revealing its more available color, as transparent colors are more transparent.
Dispersion – The distribution of pigments within a vehicle.
Transparency – The ability of a color to allow light to pass through it.
Opacity – The ability of a color to prevent light from passing through it.

Createx Acrylic Mediums

SOFT GEL MEDIUM
Createx Acrylic Paints – Economically made a full-bodied transparent acrylic artist paint. Add Pure Pigment to Soft Gel Medium and stir thoroughly. Soft Gel Medium is useful for creating paints that blend well and flow smoothly from the brush. **Glazing Collage Work** – the Soft Gel Medium, alone, or mixed with Pure Pigments, as glue for attaching materials in collage work.

IMPASTO GEL MEDIUM
Create Thick, Impasto, Acrylic Artist Paints – Economically made thick, impasto acrylic color! Add Pure Pigment to Impasto Gel Medium and mix thoroughly. Impasto Gel Medium is useful for creating paints that will retain brush strokes and is recommended for artists creating artwork with pattern knives.

OPAQUE MEDIUM
Create Matte and Opaque Artist Paints – Economically made a matte, opaque acrylic color! Add Createx Pure Pigment to Opaque Medium and mix thoroughly. Opaque Medium is useful for creating paints that will level easily and cover well in thin applications, also useful for creating paints similar to gouache.
Increase Color Opacity and Paint Coverage – Opaque Medium is useful for creating more opaque acrylic paints for better coverage.
Create Pastel Color Palettes – Mixing Opaque Medium with Pure Pigments will create opaque, pastel color palettes.

LENTEX PAPER MEDIUM
Createx Acrylic Colors for Silkscreening or Painting on Paper – Make acrylic colors ready to silkscreen or paint directly on paper with minimal distortion.

GLOSS MEDIUM
Create Glossy, Fluid Artist Paints – Economically make thin, gloss and fluid acrylic colors! Add Pure Pigment to Gloss Medium and mix thoroughly. Gloss Medium is useful for creating paints that will level easily and cover well in thin applications.
Increase Gloss of Acrylic Colors – Mix Gloss Medium with Pure Pigments or acrylic colors to create paints with more surface gloss. Unify Gloss Sheen – Mix with Pure Pigments to give surface sheens a consistent shine.

MATTE MEDIUM
Create Matte, Fluid Artist Paints – Economically make a flat, even-glossy acrylic color! Add Pure Pigment to Matte Medium and mix thoroughly. Matte Medium is useful for creating paints that will level easily and cover well in thin applications.
Decrease Gloss of Acrylic Colors – Mix Matte Medium with Pure Pigments or acrylic colors to create acrylic paints with less surface gloss.
Unify Surface Sheen – Use Matte Medium as a clear prime to prepare surfaces for prime application. Then apply Pure Pigments mixed with Matte Medium for an even matte sheen.

With Createx Pure Pigments and Mediums... You control your paint — because you create it.

TEXTILE MEDIUM
Create Acrylic Colors for Silkscreen or Textile Painting – Economically make acrylic colors ready to screenprint or paint textiles! Heat-set after application for permanence.
Provide Colors on Textiles with a "Soft Hand" – This flexible medium allows pigment color to work into the fabric without forming a stiff film.

GLAZING MEDIUM
Creating Slow Drying, Fluid Acrylic Glazes – Economically make slow drying, fluid glaze colors! Add Pure Pigment to Glazing Medium and mix thoroughly. Glazing Medium is useful for creating thin, vibrant, transparent glazes for painting over underpaintings. Add Glazing Medium to existing acrylic colors for "wet-in-wet" painting techniques directly on the painting surface.
Increase the Working Time of Acrylic Colors – Mix Glazing Medium with Pure Pigments or acrylic colors to increase "open time".
Increase Transparency – Mixing Glazing Medium with acrylic colors will create more transparent, semi-gloss acrylic colors.
Blend Acrylic Colors – Mixing Glazing Medium with acrylic colors will allow more time to blend colors together directly on the painting surface.

AIRBRUSH MEDIUM
Create Sprayable Acrylic Colors – Economically make acrylic colors ready to apply to most any surface, including canvas, textiles, paper, leather, ceramics and wood! Add Createx Pure Pigment to Airbrush Medium and mix thoroughly.
Create Thin, Intense Custom Air Brush Application – Mixing Airbrush Medium with acrylic colors will create very fluid paints with intense color.

MONOTYPE MEDIUM
Create Water-based Monotype Colors – Economically make monotype colors ready for transferring from plate to paper. Simply add Pure Pigments to monotype medium and paint on to glass, metal, or plexi-plates. When artwork is dried, transfer by hand, roller, or by press to any paper.

Troubleshooting

The Color Wipes Off When Dry? Add more Createx Medium to bind the Pure Pigment in the medium. Gradually add more Createx Medium to the color that you have created. Stir color thoroughly until re-bound.

The Paint is too Thick, Reduce! Add Createx Medium to the color you have just created. The Impasto Gel Medium will give your paint more body and make it thicker. Pure Pigment and Createx Medium are waterbased, so they all can easily be mixed with each other to help you create the exact paint with the characteristics that you desire.

Remember to Heatset After Painting on Textiles! Iron for 2 minutes at 300 F, use a protective cloth, keep iron moving or put on clothes dryer for 40 minutes at the highest heat setting.

Made in USA Createx/East Granby, CT 06026
www.CreatexColors.com