

## What's Included

A set of four ColorChecker photographic targets in a functional plastic case that's small enough to fit in your pocket, yet sturdy enough to go everywhere you go.

### COLORCHECKER WHITE BALANCE TARGET

a spectrally neutral 12% grey balance target that provides in-camera custom white balance for both JPEG and RAW photography

### COLORCHECKER GRAY BALANCE TARGET

a spectrally neutral 18% grey balance target that provides in-camera white balancing for both JPEG and RAW photography.

### COLORCHECKER CREATIVE ENHANCEMENT TARGET

with spectrum patches to ensure colour fidelity across all hues, verify exposure and make creative portrait and landscape enhancements.

### COLORCHECKER CLASSIC TARGET

The industry standard 24-patch ColorChecker target for fine-tuning critical colour and building custom DNG profiles.



## THE COLORCHECKER CLASSIC TARGET:

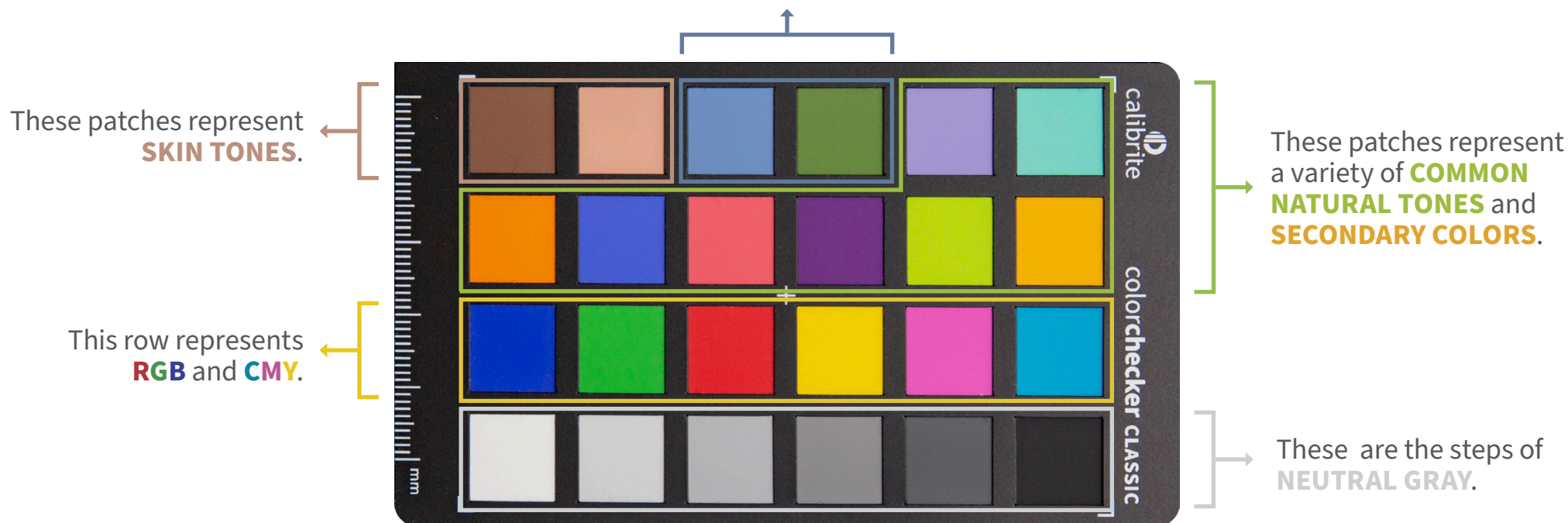
ColorChecker Passport includes the standard 24-patch ColorChecker Classic. This target has been used by photographers, videographers and for the scientific evaluation of colour rendition since 1976.

In fact, it has become an industry standard. Each of the 24 colour patches represents the colours of natural objects, such as sky blue, flesh tones and leaf green, and each patch reflects light just like its real-world counterpart.

Each square is individually coloured using a solid tone to produce pure, flat, rich colour without dots or mixed tints.

## DESCRIPTION OF THE COLORCHECKER CLASSIC PATCHES

These patches represent **BLUE SKY** and **FOLIAGE GREEN**.





### THE WHITE BALANCE TARGET:

The white balance target is a spectrally neutral 12% grey balance target that provides in-camera custom white balance for both JPEG and RAW photography.

This means it provides a neutral point of reference across the different lighting conditions you may encounter on a shoot.

The white balance target reflects the light evenly across the visible spectrum, so performing a custom white balance on the camera can accurately compensate for lighting. This results in a more accurate representation of the subject in the clip.



### THE GRAY BALANCE TARGET:

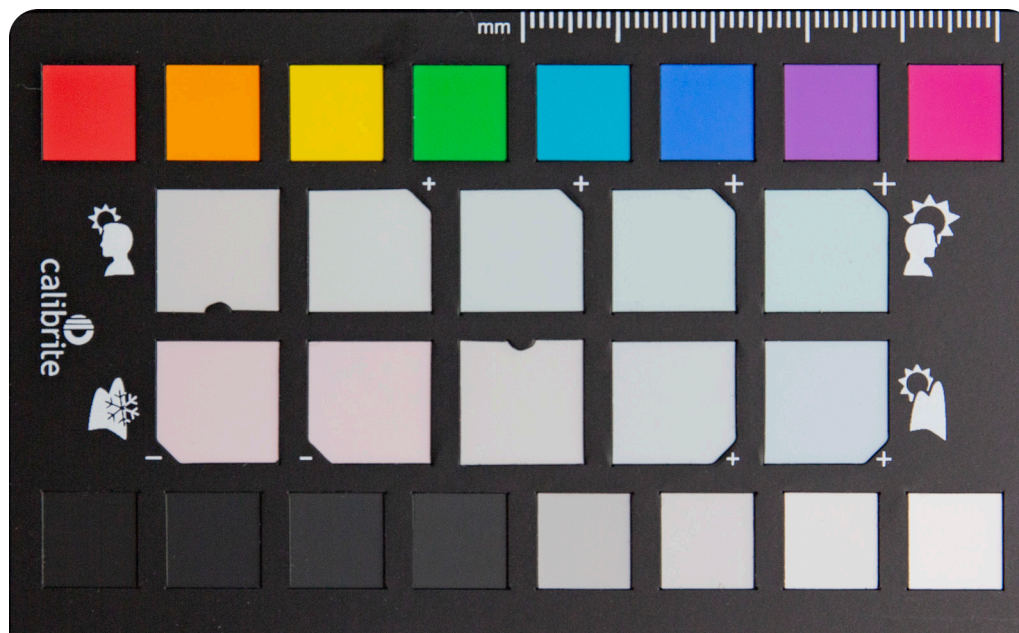
The gray balance target, much like the white balance, is spectrally neutral but offers a darker 18% grey reference. It also provides a neutral point of reference across the different lighting conditions you may encounter on a shoot. It can also be used for setting an average exposure for your camera, especially useful in difficult lighting situations.

Certain light meters can also use the target for exposure and setting the neutral balance.

The ColorChecker Creative Enhancement Target provides absolute reference points for creatively changing white balance, so photographers can enjoy the benefits of creative white balance editing. Portrait warming and landscape warming and cooling patches help create pleasing and repeatable edits with just the click of the eyedropper. Now anyone can attain the truest of skin tones and an accurate basis for colour correction and editing, and apply them to multiple image edits.

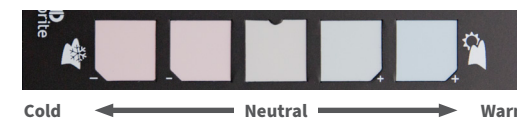
### WHITE BALANCE PORTRAITS WITH “WARMING” PATCHES

Warming up portraits can portray a more appealing and healthy look than purely accurate tones. Try each of the ColorChecker Passport warming patches to see which gives the effect you’re looking for. When you find something you like, use the same patch to white balance for other lighting conditions to achieve a more consistent appearance for cases where a similar look is required.



### WHITE BALANCE LANDSCAPES WITH “COOLING” PATCHES

While some landscapes can benefit from a warmer appearance, others would benefit from a richer green look. The reddish cooling patches on ColorChecker Passport are specifically designed to enhance the cool greens in landscape photos. Click on each patch to preview the adjustment, and select the patch that gives you the best look. Save the setting and apply it to other landscape images shot under that same lighting.



## ColorChecker Camera Calibration software

Build custom camera profiles using the ColorChecker Passport Photo 2 with either the stand-alone ColorChecker Camera Calibration software or the Adobe Lightroom® Plug-In.

This advanced camera profiling technology provides excellent results with all supported reference targets, producing profiles that work exceptionally well under virtually any lighting condition. Auto-detection will locate the target automatically in your image making the profile creation process even easier. Whether you are shooting with just one camera or multiple cameras, colour professionals can easily establish an accurate colour foundation and maintain control of their colours.

ColorChecker Camera Calibration software creates custom colour profiles for both Adobe Camera RAW (ACR) and ICC workflows.



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