



One Wall.
Every Color of the Day.

Talk to your Vision Graphics rep about specifying
ChromaShift for your next project.



2525 South, 900 West, Salt Lake City UT, 84119
(801) 973-8929
info@visiondoesit.com
visiondoesit.com

A dynamic color-responsive glazing finish that shifts with light and viewing angle.
Turning ordinary glass into a brand statement that's never quite the same twice.

ChromaShiftTM
Dichroic / Color-Shifting Architectural Film

Clear Glass Says Nothing. This Says Everything.

Ordinary glass is neutral by design. It divides space without adding anything to it: useful, but forgettable.

A light-interactive architectural surface for glass changes that equation: the glass still does its job, letting light through and keeping sightlines open, but it also does something a plain pane never could. It shifts. Color moves across it as people walk past, and as the light around it changes.

That's the whole idea. Not a colored panel standing in for glass. A glass that's still doing everything glass does, with color built into how it behaves rather than painted onto how it looks.



Your Brand, in Motion

Custom layouts turn feature glass, partitions, and entry signage into something that reads differently depending on where a person is standing.

A name or mark rendered this way doesn't sit still the way a printed logo does. It's vivid from one angle, softer from another, closer to gold in one light and closer to violet in the next.

That movement is the point. A static sign asks to be noticed once. This asks to be noticed every time someone walks by, because it never looks like it did the last time they saw it.

What that means in practice:

- Color response that shifts with light and viewing angle
- Custom layouts for feature glass, partitions, and brand statements
- Translucent visual effect: daylight and sightlines are preserved, not blocked
- Removable/replaceable options available

A brand statement that doesn't repeat itself.

Most signage looks the same in every photo, at every hour, from every angle. This doesn't; which means the space itself keeps generating new impressions of the same brand mark, without anyone touching the design twice.

Built for daily contact.

The surface finish is scratch-resistant, which matters anywhere people are constantly moving past glass: entries, partitions, high-traffic corridors.

Openness and privacy, from the same piece of glass.

A color-responsive surface softens sightlines into a meeting room or private office without walling it off. The translucent effect preserves daylight and connection to the space, while still giving the room a sense of separation it wouldn't have with plain, fully transparent glass.

Flexible by design, not by exception.

Removable and replaceable options mean a brand statement built today doesn't have to be the same one in five years. The glass underneath doesn't have to be replaced for the graphic on top of it to change.

Wherever glass is asked to do more than separate two spaces, ChromaShift gives it something to say.



Interior Glass

A conference room wall, a private office partition, a corridor of glass doors: interior glass is everywhere in a modern building, and almost all of it is doing the least it possibly could. This gives it a job beyond division.



Brand Statements

A logo or name applied this way stops being a fixed graphic and starts being a small, ongoing event. It's different in morning light than in afternoon light, different from ten feet away than from across the room.



Feature Glass

Some glass is meant to be walked past. Some is meant to be walked toward. Feature glass treatments turn a single wall or entry point into the moment a space is remembered by.



Entry & Storefront Glass

The first glass a visitor sees sets the tone for everything after it. Whether that's a storefront corridor or a building's own entry glass, a surface that shifts with the light does more work than clear glass ever could, before a single word is spoken.



Specifications & Compliance



Finish System
Dynamic color-responsive glazing finish



Design
Custom layouts for feature glass, partitions, and brand statements



Optical effect
Color response shifts with light and viewing angle



Light transmission
Translucent visual effect: daylight and sightlines preserved



Surface
Scratch-resistant finish



Flexibility
Removable/replaceable options available



Durability
Up to five-year interior service-life potential, subject to selected construction, Confirmed per project



Best suited for
Interior glass, feature elements, brand statements, entry and storefront glass

ChromaShift™
Dichroic / Color-Shifting Architectural Film

Give your glass something to say!

ChromaShift is manufactured, fabricated, and installed through Vision Graphics' national network: one point of contact from concept to install.

