

THE

SQUARE

GOLF BALL



March 13, 2015

What Color Is A Golf Ball?

The Square Golf Ball® has made every attempt to replicate a traditional golf ball in as many areas as possible. The outer cover is made from the same material. The dimples are the same. Up until recently the weight was the same (see March 6, 2015 blog). And to answer the initial question of what color a golf ball is – the common answer is white. And white, would be right. Except, a traditional golf ball is not white. Using a color spectrum analyzer the color of a traditional golf ball is off-white. Yes, there are variations, but virtually no traditional golf ball is considered pure white. We've contacted several golf ball manufacturers to inquire about the exact color, and how to duplicate that on The Square Golf Ball®. Funny thing – all golf ball manufacturers have exact specifics on every single aspect of their golf ball, except, the exact color. Nobody we talked with could tell us the exact color, or color code for the golf ball. One element that alters the color is the angle which you look at the golf ball. With concave dimples and an ever-changing plane (spherical, not flat) the color is constantly changing, or is perceived to change. Another factor involves the 3 layers of clear coat a traditional golf ball has. These layers of clear may actually contain a hint of blue, which when presented in the light, slightly alters the original covering color. And third, the light source itself makes a big difference. Sunlight and indoor light are two totally different heat ranges, and provide different perceived colors as the eye interrupts the object. So a golf ball, and The Square Golf Ball® are white – kind of.

