

New PANTONE® colors

Pantone, Inc. has added 147 new colors to the PANTONE MATCHING SYSTEM®, to bring the total number of colors to 1,114. Pantone colors are commonly used to ensure accurate color communication between designers, publishers and printers.

To use a Pantone color, you choose a color from a printed Pantone color reference guide. Then you specify the use of that color for items on your page in your page layout software. Your printer then uses Pantone color inks on the printing press, and the color you specified is the color you get. It is much like the process of buying paint based on color swatches from a paint store.

Every designer or publisher working in color should have the following guides at their fingertips:

- The *PANTONE Formula Guide – Designer Edition* contains each of the PANTONE spot colors printed on coated, uncoated, and matte finish paper.
- The *PANTONE Color Tint Selector* displays 10-80% tints of each of the PANTONE spot colors, along with black and reverse type on each of the tints. This lets you accurately preview the effect of spot color tints.
- The *PANTONE Solid To Process Guide* displays each PANTONE spot colors along-

side its closest CMYK process color match. This allows you to see how closely each PANTONE spot color can be simulated with four-color process printing.

- The *PANTONE Process Color Guide Coated (SWOP)* and *PANTONE Process Color Guide Uncoated (SWOP)* display over 3,000 CMYK process color combinations for use when specifying colors for four-color process printing.

See www.pantone.com for more information.

Keith Gilbert provides training & support services to help graphics and communications personnel convey print and web messages effectively. Gilbert Consulting, 651 633-7148 kgilbert@gilbertconsulting.com