



**PANTONE
INKS**

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PANTONE INKS

www.pantone.com

Pantone is the world-renowned authority on colour. The provider of colour systems and leading technology for the selection and accurate communication of colour.

In 1963 Lawrence Herbert founder of Pantone created an innovative system of identifying, matching and communicating colours to solve the problems associated with producing accurate colour matches in the graphic arts industry. His insight that the spectrum is seen and interpreted differently by each individual led to the innovation of the *Pantone Matching System*, a book of standardised colours.

Over the last 38 years, Pantone has expanded its colour matching system concept to other colour-critical industries, including digital technology, textiles and plastics.

Printing, Publishing and Packaging

The *Pantone Matching System* is the definitive international reference for selecting, specifying, matching and controlling of ink colours. The Pantone formula guide consists of 1,114 solid Pantone colours on coated, uncoated and matt paper. It shows printing ink formulas for each colour on coated, uncoated and matt paper.

The digitally created *Pantone Process Colour System* provides a comprehensive palette of more than 3,000 colours achievable in four-colour (CMYK) process printing. The Pantone solid to process guide compares a solid Pantone colour to the closest possible match in CMYK four-colour process, that can be achieved on a computer monitor, output device or printing press.

The *Pantone Hexachrome Colour System*, produces a six-colour ultra high quality printing process. It reproduces a dynamic range of more brilliant continuous-tone images and simulates brighter, more vivid colours than standard four-colour process printing.

Pantone's Hexachrome system introduced in 1995, uses more chromatically intense versions of CMYK inks and adds an orange and a green to the four-colour set, making it possible to reproduce a far wider gamut (though still not equal to the gamut of the RGB model). The Hexachrome process is supported by industry leaders such as Adobe, Quark, Macromedia, Imation, Agfa, Dupont, Polaroid and Fuji.

Pantone is now involved in specifying colour in:

- **Textiles:** home furnishings and interior design
- **Lighting:** preview choices in different lighting conditions
- **Retail:** enables retailers to build colour standards for consumers
- **Consumer:** lifestyle products - stationery, travel gear, accessories etc.

The *Pantone View Colour Planner* is a bi-annual trend forecasting tool, that offers seasonal colour direction and inspiration, 24 months in advance for multiple usages, including menswear, women's wear, active wear, cosmetics and industrial design.

QUESTIONS ON PANTONE INKS

- (1) On your computer at work name the various pantone ranges of colours. To give you a clue, QuarkXPress has 6 different pantone standards installed?
- (2) How many colours are there in the Pantone Matching System?
- (3) How many colours are there in the Pantone Process Colour System?
- (4) How many colours are used when printing using the Hexachrome Colour System?
- (5) Name an industry other than printing that uses the Pantone Matching System?