

The PANTONE® Goe™ System: Exploring, Engaging and Expanding Color Communication “From the Point of Inspiration to the Point of Production”

It has been 45 years since the PANTONE MATCHING SYSTEM® became the industry standard for color specification. Since then, the graphics industry has been completely transformed to include tools and techniques with a new set of demands. The introduction of digital elements into the creative workflow, as well as the transition of the printing industry from cut-and-paste hard copy graphics to computer-driven software, has created a new forum for color and technology. To address this new world of color, Pantone, Inc. has created an entirely new color system – Goe.

In developing the PANTONE Goe System (pronounced “Go”), we surveyed all segments of the graphic industry and identified their needs. Designers wanted more colors, an easier-to-use color layout and confidence that their designs can be accurately reproduced across multiple media. **Goe has 2,058 colors arranged in a smoother chromatic layout and has both analog and digital components to facilitate design and communication across all media.** Printers and ink manufacturers want colors that can be manufactured from readily available pigments, printed at a uniform film thickness and be compatible with UV and/or aqueous coatings. **The Goe Mixing Bases are made with pigments that are available worldwide and are compatible with, and receptive to, UV and aqueous coatings and the 2,058 colors were printed at a uniform film thickness of 1.3g/m².** Paper manufacturers recommended that we use coated text stock. **The GoeGuide™ and GoeSticks™ are printed on #1 grade 100 lb text stock.**



The PANTONE Goe System: Meeting the needs of the creative community

Our color scientists developed the Goe System for spot color specification in close consultation with designers, printers, ink manufacturers, digital software developers and paper manufacturers. In addition, Goe was built with the latest knowledge of advanced color science, color measuring techniques, digital color display and print environments to ensure its effectiveness in the rapidly expanding world of digital design, animation and print. As a result, anyone involved in specifying colors for practically any media will be able to use the Goe System.

More than a single product with exciting new colors, the complete Goe System includes:

1. **PANTONE GoeGuide:** a color selection and communication tool with **2,058** new colors;
2. **PANTONE GoeSticks:** adhesive-backed color specification chips of all 2,058 colors; and
3. **myPANTONE™ palettes software:** an advanced and intuitive color specification toolset that enables designers to quickly capture and invoke their choice of colors from either the Goe or PANTONE MATCHING SYSTEM Libraries, then share their color work through an innovative and collaborative environment based on the World Wide Web.
4. An artfully-designed storage case.

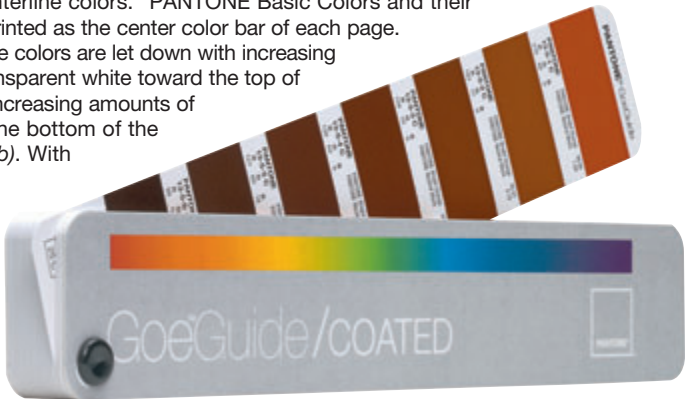
Each component is designed to work individually, as well as in concert with the other. Combined, they take advantage of the latest technology to offer everyone in the creative and production workflow a more complete, user-friendly process from the start of inspiration to the realization of their project.



The PANTONE GoeGuide: 2,058 new colors to Goexplore!

The GoeGuide is the primary vehicle for exploring, selecting and mixing colors. The fan guide format consists of 2,058 colors on 294 sequentially numbered pages, plus two additional pages displaying the ten PANTONE Goe Mixing Bases used to create the colors. Seven colors are printed per page, each one identified by a unique number along with its ink mixing formula and sRGB values (Figure 1a).

The original PANTONE FORMULA GUIDE currently has 1,114 colors organized by page with “centerline colors.” PANTONE Basic Colors and their mixtures are printed as the center color bar of each page. These centerline colors are let down with increasing amounts of transparent white toward the top of the page and increasing amounts of black toward the bottom of the page (Figure 1b). With color additions over the years, the colors are not all in chromatic order.



The PANTONE GoeGuide organizes the 2,058 colors into 165 “color families” anchored by “full strength colors.” A color family starts by mixing no more than two of the nine chromatic Goe Mixing Bases into a full strength color, allowing the highest chroma values for each color. The full strength color is always at the bottom of the first page of a color family, with increasing amounts of PANTONE Clear going up the first page. Then each color family may extend from one to five pages where the black component increases with each subsequent page (Figure 1c). The result is a chromatic-like ordering of colors. The colors are spaced to give comprehensive coverage of the gamut achievable by spot color printing with transparent inks.

A New Three-part Numbering System for Goe Colors

As the Goe System will complement, not replace, the PANTONE MATCHING SYSTEM, a new three-part numbering system was developed to avoid confusion. The first number refers to the color family anchored by the full strength color; these numbers range from 1 to 165. The second number refers to the page within the color family. Some families have only one page, while other families may have two to five pages; the second set of numbers will range from 1 to 5. The third number refers to the color position on the page, starting with one at the top and seven at the bottom; therefore, these numbers will range from 1 to 7. Finally, the “C” stands for printing on coated stock.

THE PANTONE Goe System: Meeting the needs of the ink & print communities

In developing Goe, Pantone color scientists chose to use ink mixing bases that were readily available worldwide to ensure color consistency on a global basis. To mitigate change in color appearance, it was equally important for them to be highly compatible with, and receptive to, aqueous and UV coatings. Visual color shifts from the application of coatings are a familiar problem for printers, particularly in the flexographic and packaging sectors where UV coatings are most common. Additionally, by utilizing only ten PANTONE Goe Mixing Bases, the ink inventory required by printers to mix the PANTONE Goe Colors is kept to a minimum.

PANTONE Goe Mixing Bases

The foundation of the PANTONE Goe System is the ten PANTONE Goe Mixing Bases, plus PANTONE Clear. This is a change from the original PANTONE MATCHING SYSTEM of 14 Basic Colors plus Transparent White. Pantone’s deep understanding of color science has enabled it to now deliver more colors with a smaller and simpler set of bases. It is the varying combinations of these inks that yield the 2,058 new PANTONE Colors that comprise the System.

| | | |
|-----------------------|-----------------------|-----------------------|
| PANTONE Medium Yellow | PANTONE Pink | PANTONE Bright Green |
| PANTONE Bright Orange | PANTONE Medium Purple | PANTONE Neutral Black |
| PANTONE Bright Red | PANTONE Dark Blue | plus PANTONE Clear |
| PANTONE Strong Red | PANTONE Medium Blue | |

Better Ink Control

The PANTONE GoeGuide Colors were printed with a uniform film thickness of 1.3g/m². This enables equal drying times and more control for matching color on press. The press operator can run at the same ink settings, regardless of color being printed.

The PANTONE GoeGuide provides printers the ink mixing formulas needed to create its colors. In acknowledgement of industry trends, Pantone prints the GoeGuide on #1 grade 100 lb coated offset text. This is the most specified premium grade paper used in commercial printing shops for both traditional offset lithography and digital printing. World standards bodies, such as GRACoL®, are now recognizing the same.

Pantone prints all of their publications in their own facility under a stringent ISO-certified quality management process to ensure the highest quality, which also replicates the real-world printing conditions found in today’s successful print shops.

A Color Name Example: “PANTONE 70-4-2 C”

- “70” indicates the color resides in the 70th color family (near the middle of the GoeGuide/GoeSticks) and stems from the full strength color in that series.
- “4” indicates the page number within that series. In this case, page 4.
- “2” indicates the second color from the top of the page.
- “C” refers to coated stock.

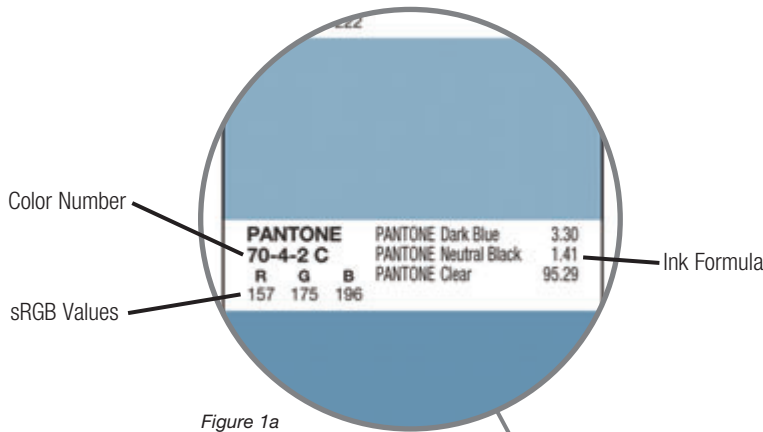
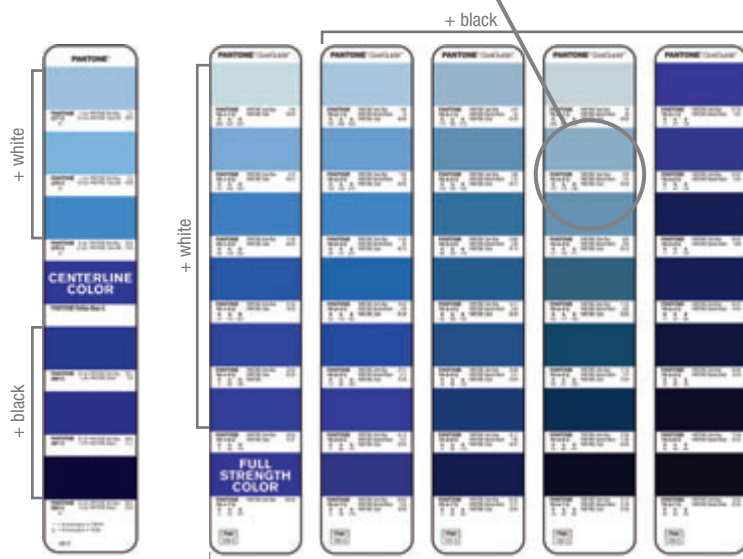


Figure 1a



PANTONE FORMULA GUIDE
Figure 1b

PANTONE GoeGuide
Figure 1c

Science Backed by Experience with Color

We blended our knowledge of color science, with 45 years of experience as master printers/pressmen, to adjust the final color selection. Our color experts printed tests on our specially-designed press and then visually evaluated every color in the guide. In some cases, this helped us identify colors that mathematically and theoretically should have been different when printed, but in the real world of printing, it turned out to be too similar to warrant inclusion in the new guide. This real-world approach enabled us to develop a technically sound, yet practical color standard.

When open, the GoeGuide looks similar to a color hue chart, making it easy to find a specific color; the eye quickly picks up the color sequence. The color wheel in Figure 2 identifies the approximate locations of select color families within the Goe System.

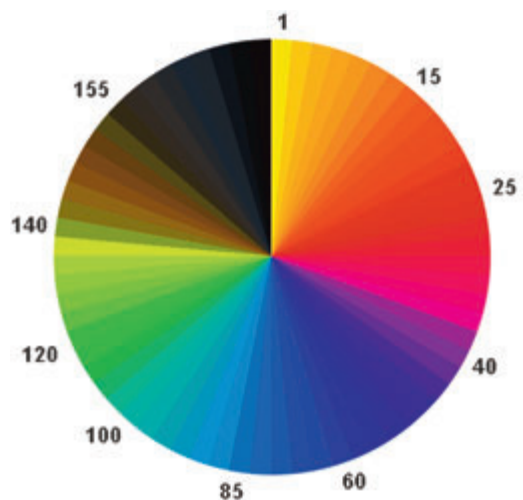


Figure 2

THE PANTONE GoeSticks: 3 new features help you Goengage!

1. **NEW** Six chips of each of the 2,058 Goe Colors are available in a new adhesive-backed chip format, similar to a stamp. The chips are contained in a two-book set with the spines of each book color coded to the chips inside for easy identification and access. The chips provide a simple, clean and professional looking method of communicating color choices between clients, designers and printers. Individual replacement pages are available to replenish colors as chips are consumed.

2. **NEW** PANTONE palette playgrounds are clever plastic sheets in each GoeSticks book that permit exploration of palette options. The playground enables designers to place, remove and replace color chips when experimenting with different color combinations until just the right palette is identified.

3. **NEW** To further facilitate communication, PANTONE palette cards are included with GoeSticks. PANTONE palette cards are ideal for client approvals, routing with job jackets and archival purposes. Multiple copies will keep designers, clients, agencies, print buyers and printers all on the same page.



myPANTONE palettes software: Digital Innovations So You Can Goexpand!

System Requirements

myPANTONE palettes software provides a comprehensive set of tools in one centralized location and is compatible with Windows® 2000, Windows XP, Windows Vista™ and Mac OS X 10.3 or higher. This easy-to-use interactive color workspace integrates into any application that supports system-level color selectors. Its small “widget-like” characteristics allow it to coexist onscreen and be used concurrently with open design applications.

myPANTONE palettes software encourages users to work on a color-calibrated monitor. The software will perform a check to see if the monitor has recently been calibrated. If the user decides to bypass the calibration or if the monitor is not calibrated, an icon indicating that the monitor is not calibrated will be displayed.

Multiple Ways to Make Color Selections

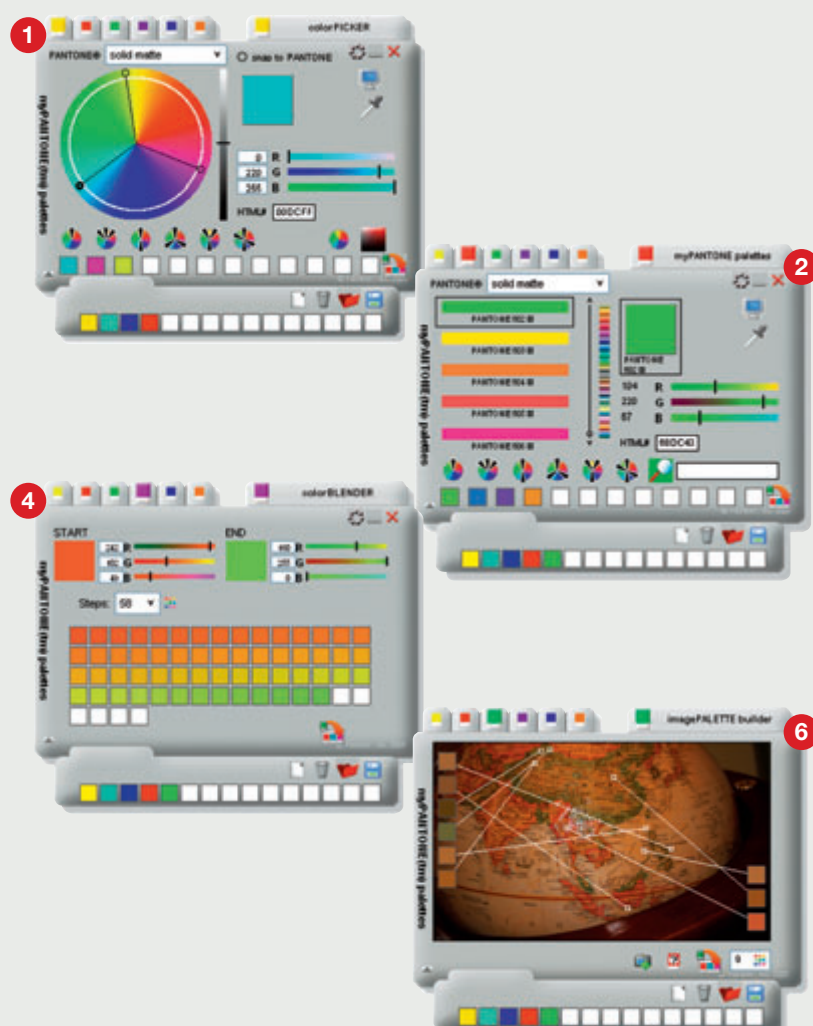
- 1 colorPICKER:** Upon launching the application for the first time, the user encounters the familiar hue circle color picker with lightness and darkness slider. The user can manually enter RGB (sRGB or Adobe 1998) or HTML values for known colors. Any selected color may be snapped to the closest PANTONE Color within the selected PANTONE Library.
- 2 PANTONE palettes:** Users have the option to select colors directly from PANTONE Libraries including PANTONE Goe, PANTONE SOLID, PANTONE FASHION + HOME and PANTONE PAINTS + INTERIORS.
- 3 Eyedropper Tool (no image):** The eyedropper tool allows users to pick up any color appearing on their desktop.
- 4 colorBLENDER:** This feature allows the user to form a color gradient between two user-defined colors with up to 64 individual steps between them.

Whichever method(s) is used, when a color is selected, it is shown within an enlarged square. The PANTONE Color Number, or user-defined name for a custom color, is displayed along with its RGB and HTML values.

Two Alternative Options for Color Selection: Color Schemes and imagePALETTE builder

- 5 Color Schemes (no image):** Color Schemes allow users to select colors according to various color harmonies such as monochromatic, analogous, complementary, split complementary, triadic and tetradic colors for any selected color. Color schemes are available within the colorPICKER tab and also the PANTONE palettes tab.

- 6 imagePALETTE builder:** Upon importing an image into the imagePALETTE builder, it will automatically generate a palette using the dominant colors within the image. As many as 12 colors can be automatically generated, each color can be individually changed. There is also a “randomize” feature, which creates an entirely new palette of colors using the same image.



Defining Color Palettes



To create a color palette, the user makes individual color selections and populates them within the myPALETES area. With any method used, colors can be dragged and dropped into the spaces provided on the myPALETES area. A collapsed/minimized myPALETES is accessible within all the different tabs in the software for ease of use. The minimized area expands into a

tab to manage and archive an unlimited number of palettes. Within the expanded myPALETES, users will have the ability to view all their saved palettes, print, export, organize and lock palettes and edit individual color properties.

Saving, Exporting, Printing and Reading Palettes

Once a color palette is defined, users have the ability to save it on their computer and export it to another application. It can be printed in palette card format or as a list. The palette card format matches the printed palette cards supplied with

PANTONE GoeSticks. Although non-PANTONE Colors will print, a PANTONE-identified Color will not; an actual chip should be applied to its space to ensure accurate color. As a list, each color appears as a small swatch with its color information. PANTONE Colors are identified by their PANTONE Name, while non-PANTONE-identified Colors are listed with RGB and HTML values and a user-defined name.

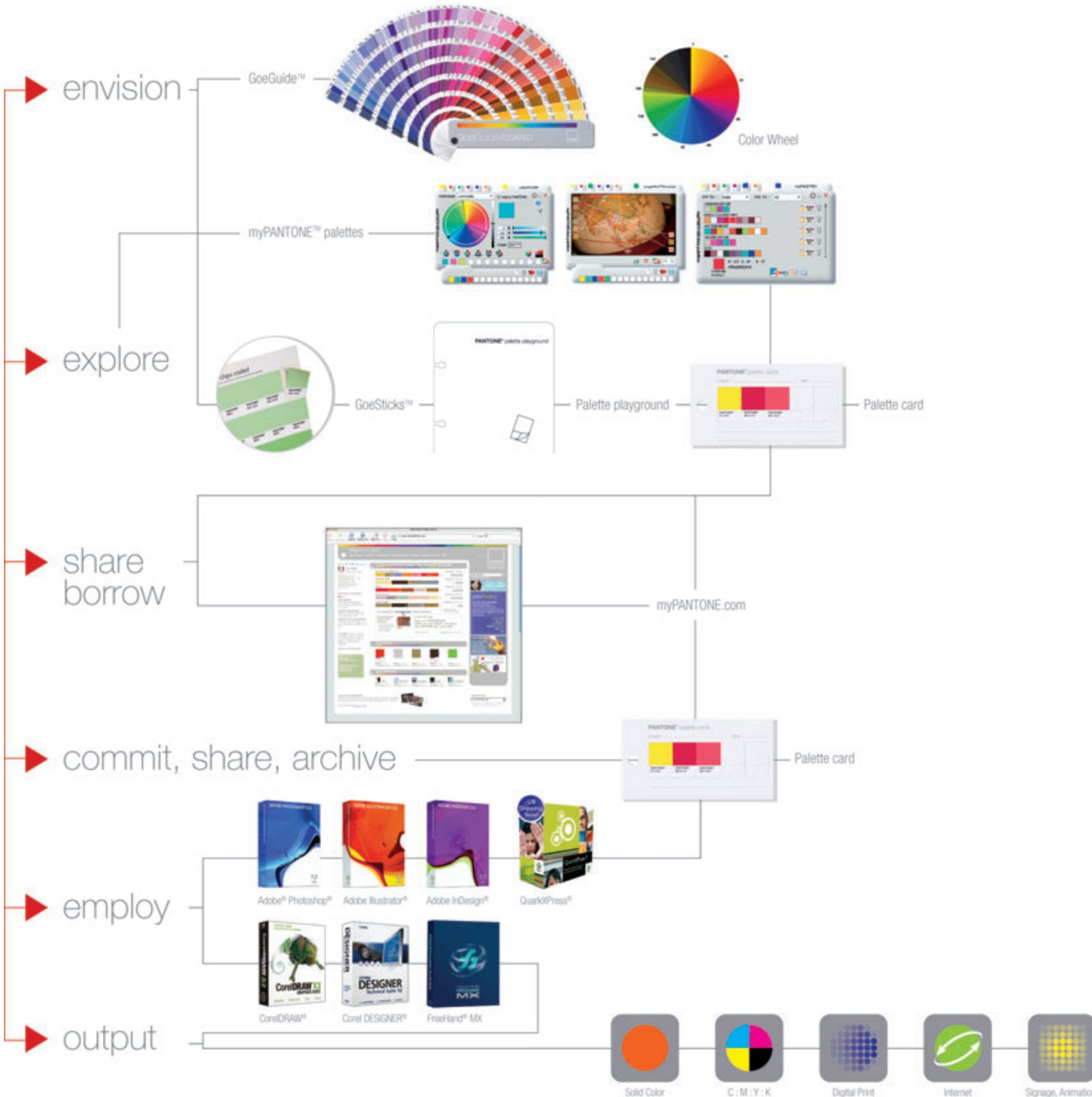
The myPALETTE reader enables users to view saved palettes, add notes and import an image inspired by the palette. The reader resembles the physical palette card. When communicating colors to others, you can utilize the myPALETTE reader to convey details of the palette and the usage of the colors and other details pertaining to the palette.

myPANTONE Palette Sharing

The myPANTONE.com Web site will serve as the online community dedicated for palette sharing. This site will allow color enthusiasts to garner color inspiration by searching, sorting and filtering through community posted palettes. Members will be able to post comments, as well as rate their favorite color palettes. A special utility will allow members to import palettes back into their myPANTONE palettes software to edit, tweak and make the palettes their own. Members will also have special access to trend and forecast palettes created by industry professionals.

Using the Goe System: A Workflow Example

The Goe System is adaptable to the way you prefer to work with color. The GoeGuide, GoeSticks and myPANTONE palettes software may all be used to select and specify solid colors. With ink formulations and RGB values for each color, it is now possible to build and share color palettes in analog or digital format from a single source of development. A typical workflow may look as follows:



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Red printed as a spot color using
PANTONE 20-1-7 C
from the PANTONE Goe System



Introducing the
PANTONE® Goe™ System
A NEW vision of color from inspiration to application.