



PANTONE®

THE PANTONE PLUS SERIES

Our next generation of the PANTONE MATCHING SYSTEM® for graphic design, multimedia and print

For nearly 50 years Pantone has been the recognized authority in color standards and the worldwide leader in color communication systems. Our PANTONE MATCHING SYSTEM has been the unrivaled standard for color specification and production in the graphic design and printing industries.

We've maintained this leadership position by remaining particularly responsive to the needs of designers, printers and color decision makers, and developing color systems that encourage creativity, enable precision and promote excellence – from project conception through production. We anticipate evolving design trends and production technologies, so that our clients have the right tools at the right time... responsive, innovative and streamlined color systems to help graphic and print professionals conceive with foresight, create with insight and produce with efficiency.

As a global leader in color technologies, it is our philosophy and our commitment to empower our clients to become leaders in their own industries. For **designers**, that means having the tools to envision and execute physical expressions of color that have immediate impact and lasting appeal. For **printers** and **production experts**, that means having the processes to efficiently and accurately reproduce color across a wide range of applications and geographies.

Our commitment to each client's success led us deep into analysis of market conditions and design and production trends and forecasts, to plan and develop our next generation color communication system.

We investigated new color and finish options made practical now by emerging technologies. Our research included studying how digital applications are impacting the creative and production processes. Finally, we considered the globalization of our client industries and the need to communicate color standards internationally.

The result is our **PANTONE PLUS SERIES** of color specifying and matching tools.



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The PANTONE PLUS SERIES replaces our PANTONE MATCHING SYSTEM. The new PLUS SERIES preserves all of the current colors of the PANTONE MATCHING SYSTEM while adding a host of contemporary colors, for greater design flexibility. We've also added many exciting features that foster creativity and quality – features that are, in fact, crucial for success in today's competitive and crowded graphic and print markets:

- 224 new solid colors, using the existing 14 PANTONE MATCHING SYSTEM Basic Color Inks, in our new FORMULA GUIDES
- New PREMIUM METALLICS Guide and Chips with 300 metallic colors
- 42 new neons (56 neons total) in our new PASTELS & NEONS Guide and Chips
- New chromatic arrangement of colors in all guides
- New solid colors printed using a uniform ink film thickness
- New CMYK guides featuring 2,868 colors, printed to an international ISO standard, where applicable
- New COLOR BRIDGE® and CMYK guides printed to an international ISO standard, where applicable
- PANTONE COLOR MANAGER Software, for updating PANTONE Colors in all leading design applications – included with any PANTONE PLUS SERIES purchase
- ColorChecker® Lighting Indicator, included in every guide, to aid in finding proper lighting conditions for color evaluation
- ColorChecker Primer, included in COLOR BRIDGE guides, for digital photography color calibration
- Text weight paper, to match popular print specifications (coated products are printed on 100# text weight paper instead of 80# cover; uncoated products printed on 80# text weight paper instead of 90# cover)
- Paper stock substrates manufactured from trees harvested responsibly in accordance with FSC guidelines

The complete PLUS SERIES product line can be found in Appendix A.

PANTONE PLUS SERIES COLORS

Graphic designers and print color specifiers are always on the lookout for new colors and finishes. Color trends in other industries cross over and create demand, new color technologies produce new hue and finish options that spur the creative imagination, and new end-user clients want to be differentiated in their color branding.

So, clearly, in planning the new PLUS SERIES, adding some new colors was in order.

At the same time, many high-profile brands are firmly and very profitably identified with a brand color developed through the traditional PANTONE MATCHING SYSTEM. Many value proposition messages are evoked by the brand color alone – like Tiffany's distinctive blue, Coca Cola's red, or the warm brown of UPS (which has even added the word "brown" to its tag line.) Color is a highly valued corporate asset and is strongly associated with a company's identity and brand.

New Solid Colors

So, for THE PLUS SERIES, we chose to preserve all the existing solid colors, while adding 224 exciting new solids that fill out and extend the line with colors that have contemporary relevancy and impact, and expand creative options. Our formula guides and chips books now contain 1,341 solid colors.



Printers and prepress personnel will be glad to know that all the new solid colors in the PANTONE PLUS SERIES are created using the existing 14 PANTONE MATCHING SYSTEM Basic Color Inks. No new investment or reconfiguring is required to provide quality reproduction of the new color additions. Any printer worldwide can easily reproduce the new colors.

Another significant production advancement is that all of the new PANTONE Solid Colors are printed using a uniform ink film thickness (1.3g/M2 for coated, 1.6g/M2 for uncoated) making them easily matched on press.

Color numbering for the additional solid colors starts at PANTONE 7548 and ends at PANTONE 7771.

New Chromatic Arrangement

In all PLUS SERIES guides and books, color pages are arranged chromatically – a big change from the previous layout, which ordered colors based on their date of introduction and sent newer colors to back of the guide.

The new books are ordered based upon hue families. Colors are sequenced from light to dark on each page. Color names and/or numbers have remained unaltered, including suffix designations – only their order has changed. Since some colors are now in new locations, a color index has been added, for quick reference.

This new arrangement allows for a more intuitive selection of color and also makes it easier for new users to familiarize themselves with each PANTONE Color palette.

Market demand was not strong enough to justify retaining the matte finish series, therefore it was discontinued. All PLUS SERIES products are available on coated and uncoated

stocks, with the exception of METALLICS, which are only produced on coated substrate.

New PREMIUM METALLICS Colors

Responding to demand for new inks that pop and shimmer, the PANTONE PLUS SERIES family includes 300 new PREMIUM METALLIC colors, available on coated paper.



Metallic colors can add extra weight to any design. Metallics used in packaging and product design can add greater perceived value. Pantone’s research shows that metallics have become so widely used that they are no longer a “passing fad” but have become a strong trend that will be popular for many years to come, hence our commitment to this broad range.

The new PREMIUM METALLICS range has been formulated to have greater brilliance than previous metallics and can be easily coated without any loss in luster. This new range of premium metallic colors also has a longer life after printing without fear of tarnishing or blemishing. These new premium metallic colors were formulated using PANTONE PREMIUM SILVER and PANTONE Goe base inks in order to allow for aqueous and UV coatings while maintaining color integrity.

PANTONE PREMIUM METALLICS were developed using Eckart Inks, a leading metallic ink manufacturer, and are classified as “non-leafing”. Technically speaking, according to Eckart, “Non-leafing pigments are completely wetted by the binder and thus spread evenly throughout the coating film. They are formed either by adding polar solvents to leafing pigments or, for example, by using oleic acid as a lubricant during milling.”



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Simply put, the metallic components are directionally aligned and lay flat on the surface of the paper, which creates a visual uniformity and homogeneous luster. Leafing type metallics may not align consistently and do not lay flat on the paper, resulting in difficulties when trying to coat them in a uniform manner.

PREMIUM METALLICS numbering begins at PANTONE 10101.

New NEON Colors

Neon colors – also referred to as fluorescent colors – can add additional pop to graphic and product designs. Neons radiate with tremendous brilliance and vibrancy because they both reflect and emit light. Neon colors are, in fact, up to three times brighter than conventional colors: a non-neon color may reflect up to 90% of a color; a neon can emit as much as 200% to 300%.

Neons have been gaining in popularity, especially in sportswear, and Pantone's research shows that the neon trend will continue to grow over the coming seasons.

For the new PANTONE PLUS SERIES, we've added 42 new neon colors to our previous range of 14 neons.

The new neons start at color number PANTONE 901 and end at PANTONE 942.

Pastels continue to be popular, adding softness and subtlety to designs across all of our markets, so we have retained all of the current PANTONE PASTEL colors.



In total, the PANTONE PLUS SERIES PASTELS & NEONS Guide and Chip Book now each contain 154 pastel colors and 56 neon colors.

PANTONE PLUS SERIES COLOR BRIDGE Guides

Past versions of our COLOR BRIDGE® Guides included two distinct formats – one for Euro printing methods and one for the rest of the world.



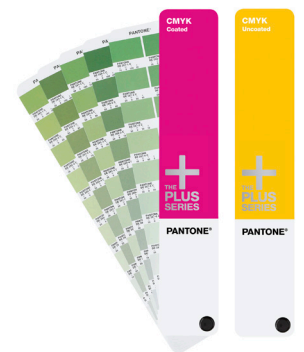
The new PLUS SERIES COLOR BRIDGE Guides are printed within today's ISO specifications and G7® processes, with the exception of more desirable optically brightened paper. Now, one version can be used internationally.

The new COLOR BRIDGE Guides include process color simulations of all the 224 new solid colors. The guides are available in coated and uncoated versions.

Technical details on the PANTONE PLUS SERIES COLOR BRIDGE Guides can be found in Appendix B.

PANTONE PLUS SERIES CMYK Guides

The PANTONE PLUS SERIES CMYK Guides contain 2,886 colors, available both on coated and uncoated stock, and are compatible with today's digital workflows. Screen tint percentages are provided to enable accurate color reproduction.



The new CMYK Guides have been chromatically arranged, for smoother transitions between colors and more intuitive selection.

PANTONE PLUS SERIES CMYK Guides are printed using bio-friendly, ISO-certified inks and conform to today's ISO specifications and G7® processes, with the exception of more desirable optically brightened paper. One version of the CMYK Guide is suitable for use worldwide.

Technical details on the PANTONE PLUS SERIES CMYK guides can be found in Appendix C.

PANTONE PLUS SERIES Paper

Text Weight Paper

The new PANTONE PLUS SERIES products are printed on text weight paper in order to more closely match color specification to today's popular paper stocks.

Coated PANTONE PLUS SERIES products are printed on #1 grade 100 lb gloss text stock (148 g/m²), replacing the 80# cover. Uncoated PANTONE PLUS SERIES products are printed on premium grade 80 lb text stock (118 g/m²), replacing the 90# cover.

FSC Certification

All of the paper stocks used in our new PANTONE PLUS SERIES are manufactured from trees harvested in accordance with Forest Stewardship Council (FSC) guidelines for responsible forest management.*

The optical brightener content in these papers is very close to that of the content in the guides produced since 2003. The use of optical brightening agents was demanded by the design community based upon their desire for guides that match

production materials as closely as possible.

**Pantone Certification SW-COC-003183; certified 5/7/08.*

PANTONE PLUS SERIES Tools

ColorChecker Lighting Indicator

Quality of light has a major impact on color appearance. Many production decisions are made under uncontrolled lighting conditions, which can result in unexpected print results and difficulties in color communication to the printer. Making a color-critical decision under the wrong lighting conditions can greatly compromise the final product and lead to costly and time-consuming surprises.



Recognizing this challenge, the PANTONE PLUS SERIES Guides now include a ColorChecker® Lighting Indicator, which analyzes the viewing conditions in your color evaluation environment and warns of critical deviation from the correct light color temperature. This easy-to-use tool will instantly show whether your current lighting conditions are suitable for color evaluation by indicating any departure from daylight viewing conditions.

ColorChecker Primer

Included in The PANTONE PLUS SERIES COLOR BRIDGE, both uncoated and coated versions, is a ColorChecker Primer that provides a standard of comparison for true color balancing of digital images.

The all-new ColorChecker Primer target provides a higher level of color creativity and control. The target includes two of the four elements of the ColorChecker Passport's Creative Enhancement Checker: Portrait White Balance and HSL (hue, saturation, lightness)





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correction using 12 color patches designed for image editing with a simple click of an eyedropper.

One neutralizing and three incremental warming patches enable precise and repeatable control of white balance. Image color can be creatively refined. For example, warmth can be added to skin tones or the cast of a light can be eliminated simply by clicking through the patches to view each adjustment and selecting the one that provides the desired look. Settings can be saved and applied to other images that were shot under that same lighting, to create pleasing edits.

The HSL patches include 8 spectrum patches to ensure color fidelity across all hues, to allow for evaluation and editing of color shifts. The HSL patches directly relate to the HSL Sliders in Adobe® Lightroom® and ACR® (Adobe Camera RAW) for a tighter integration with those solutions.

The ColorChecker Primer works equally well under studio and natural lighting conditions, and in virtually any RAW processing software.

PANTONE PLUS SERIES Software

New PANTONE COLOR MANAGER Software enables instant updating of PANTONE Colors in digital design applications.

Since it is very difficult to coordinate Pantone product releases with major design software releases, Pantone developed this software to easily update all major design applications (Adobe, Quark, Corel) with the new PANTONE PLUS SERIES colors – no need to wait until the applications themselves integrate the new color systems and data into their respective applications.

The software includes many new features, including a function that allows you to convert solid colors to CMYK color

simulations based on an ICC profile, ensuring you have the best possible simulation for your specific printer and paper.

Additionally, with the introduction of new colors, new printing conditions, and adherence to evolving ISO measurement conditions, Pantone will re-measure the colors in our systems and provide new data to Pantone licensed software solutions.

PANTONE COLOR MANAGER Software is downloadable free with the purchase and registration of any PANTONE PLUS SERIES product. This software is also available for separate purchase.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color.

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Appendix A: THE PANTONE PLUS SERIES

PLUS SERIES FORMULA GUIDES and SOLID CHIPS Coated & Uncoated

1,341 solid colors in fan guide or chips format. PANTONE PLUS FORMULA GUIDES include ink mixing formulas. Guides and chips include icons that indicate whether the color is achievable in CMYK or RGB. Available on coated and uncoated stocks as a two-guide or chips set.



PLUS SERIES PREMIUM METALLICS

300 new PREMIUM METALLICS. PLUS SERIES metallic colors have greater brilliance, can be easily coated without any loss in luster and have a longer life after printing without fear of tarnishing or blemishing. Available in fan guide and chips formats, on coated stock only.



PLUS SERIES PASTELS & NEONS Coated & Uncoated

154 soothing pastels and 56 hot neons allow today's designers and printers to keep up with the growing demand for these specialty colors. Coated and uncoated stocks provided together in fan guide or chips format.



PLUS SERIES COLOR BRIDGE Coated & Uncoated

Process color simulations of 1,341 solid PANTONE Colors in convenient side-by-side comparison format. Printed to ISO specifications and G7® processes, so one version can be used internationally. Includes sRGB and HTML values for applying color selections across media. Fan guide available in coated and uncoated versions. Sold individually or as a set.



PLUS SERIES CMYK Coated and Uncoated

2,886 colors compatible with today's digital workflows. Screen tint percentages are provided to enable accurate color reproduction. Printed using ISO-certified inks to today's ISO specifications and G7® processes, so one version is suitable for use worldwide. Set of two guides, coated and uncoated.





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Appendix B: COLOR BRIDGE Color Guide Technical Data

The new PANTONE PLUS SERIES COLOR BRIDGE Guides reflect the new ordering system and are now printed to ISO Standards. This eliminates the need for guides based upon Regional Standards.

The COLOR BRIDGE Guides are printed with CMYK inks conforming to ISO 2846-1 and printed to ISO-12647-2:2-2004/AMD 1:2007, where applicable. The books are printed 175 line screen and produced on a press balanced to G7® aims. The ink lay down order and screen angles are the same as in previous books:

- Black – 45 degrees
- Cyan – 105 degrees
- Magenta – 75 degrees
- Yellow – 90 degrees

Measurements referenced in the books are based upon non-polarized ISO status T reflection.

Target Density of the Inks:

Color	Coated	Uncoated
Black (K)	1.75	1.25
Cyan (C)	1.40	1.15
Magenta (M)	1.40	1.15
Yellow (Y)	1.4	0.90

Tone Value Increase Targets:

(K, C, M, Y)	Coated	Uncoated
25%	12% +/- 3%	20% +/- 3%
50%	16% +/- 3%	23% +/- 3%
75%	12% +/- 3%	20% +/- 3%

Appendix C: CMYK Guide Technical Data

The new PANTONE PLUS SERIES CMYK Guides are printed with ISO-specified, bio-friendly inks to ISO Standard using the G7[®] specification from IDEAlliance. They are now ready to work internationally in a digital workflow.

The books are printed 175 line screen and produced on a press balanced to G7 aims. The ink lay down order and screen angles are the same as in previous books:

- Black – 45 degrees
- Cyan – 105 degrees
- Magenta – 75 degrees
- Yellow – 90 degrees

Measurements referenced in the books are based upon non-polarized ISO status T reflection.

Target Density of the Inks:

Color	Coated	Uncoated
Black (K)	1.75	1.25
Cyan (C)	1.40	1.15
Magenta (M)	1.40	1.15
Yellow (Y)	1.0	0.90

Tone Value Increase Targets:

(K, C, M, Y)	Coated	Uncoated
25%	12% +/- 3%	20% +/- 3%
50%	16% +/- 3%	23% +/- 3%
75%	12% +/- 3%	20% +/- 3%