Pantone Color Institute™
Look into the future with forward-looking trend publications and palette development services. Plus, learn about standardizing your own color and creating your own brand color story.
Page 4

Pantone Fashion, Home + Interiors
Jump into color with new colors exclusively for polyester. There’s more big news with our TPG Sheets.
Page 8

Pantone Graphics
Have you tried seven-color printing yet? Improve your process printing color with Extended Gamut.
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Pantone Plastics
Mold a new way to specify color with Pantone Plastic Standard Chips, available in the colors you already use.
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Pantone Digital, Hardware and Instruments
Never compromise on your color with digital tools for accuracy and inspiration, in the studio and on the go.
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New for 2018!
203 New Colors for Polyester
See page 12

The Pantone Color Institute offers unique and comprehensive color solutions for the application and integration of color as a strategic asset. From custom color development and bespoke consulting services to market research and education, our color experts can help you utilize color to increase consumer engagement and drive powerful commercial value.

COLOR CONSULTING SERVICES

Color increases product sales up to 85%. Participate in one of our color presentations or workshops to learn how to leverage the power of color in your design strategy, gain invaluable insights into the emotional aspect of color, or get practical advice on how to manage your color workflow process for optimal efficiency.

PALETTE DEVELOPMENT

Customized color palettes ensure distinct market differentiation. We collaborate with our clients to create innovative and customized color ranges in line with upcoming trends and tailored to defined brand strategy requirements. All selections are supported by visual imagery, color theme, shade naming, and key color messaging. Color palette direction up to five years ahead.

BRAND VISUAL IDENTITY

Color increases brand recognition by 87%. The Pantone Color Institute can help select or refine your brand’s signature shade. We can create supporting color palette recommendations and provide brand color stories, including color messaging and meaning, tying your selected colors to brand vision.

CUSTOM COLOR

The Pantone Color Institute can help define your brand color and provide custom color standards to ensure consistency across materials, throughout your supply chain.

See the next page to learn more about Custom Color services.

CUSTOM COLOR

Custom and multi-standard solutions from the Pantone Color Institute.

The Pantone Color Institute enables brand owners to specify, communicate, and manage color:
• Across many materials
• For the most appropriate lighting conditions
• When working with multiple vendors

Custom Color standards are available for the following applications and can feature your branding and chosen color name:

Textile – Cotton standard available in the SMART Color Swatch Card format used in our Fashion, Home + Interiors System.
Plastics – Chips available in multiple resins, opaque, and transparent.
Printed – The de facto master standard for many global brands, on coated or uncoated stock.
Coating – Range of highly stable coated standards for specification and visual- or instrument-based assessment through your supply chain.

Visit pantone.com/custom-color for more information.
COLOR TREND FORECASTING

PANTONE® VIEW Color Trend and Forecast publications provide you with a view into color direction, 6-24 months in the future.

PANTONE® VIEW Colour Planner
Seasonal trend forecast with lifestyle approach, PANTONE® VIEW Colour Planner provides visual inspiration, key color directives, suggested color harmonies plus material, surface and product application for men's, women’s, active, color cosmetics, interiors, fashion accessories, footwear, industrial, and graphic design. Includes 1” x 4” cotton swatches of forecast colors, poster size season overview, flash drive with trend imagery, and portable cards displaying color by theme and family. Not available in all regions. VCP

PANTONE® VIEW Home + Interiors
Annual color trend forecast focused solely on trends in color for the home furnishings and interiors market. Overarching macro trend theme featuring the topline feeling for home is supported by color direction by color family; seven individual color trend palettes including visual inspiration and color harmonies and a topline look at key finishes, textures and patterns. Comes with 1” x 4” cotton swatches of all forecast colors and trend imagery. VH

VIEWPOINT Colour
A seasonal lifestyle book dedicated to color across all areas of design. Highlighting key color themes, each issue includes inspirational imagery, new material direction, critical color insights and trend forecasts displayed in Pantone Colors, along with color news and color psychology research. Not available in all regions. VIEWPOINT
COLOR FOR TEXTILES

A smart choice for achievable color in design for textiles, now available in cotton, nylon, and polyester formats.

Cotton Swatch Library
Our ultimate product and palette development tool for designing in fabric, the Pantone Cotton Swatch Library is a seven-volume set presenting all 2,310 Fashion, Home, & Interiors market-driven colors as 2” x 2” removable swatches. The only reference featuring cotton fabric in a double-layered and unbacked format, the Swatch Library houses a large and true representation of each Pantone Color aside from a Swatch Card.

SMART Cotton Swatch Card
Pantone Color Swatch Card is the cotton color standard for designers and product developers in apparel, textiles, and soft home. The individual 4” x 4”, 100% cotton poplin, loose-format fabric swatches are available in 2,310 colors on double-layered fabric. Made to exacting color specifications, each Swatch Card comes in a protective pouch for assured color accuracy. All other Fashion, Home + Interiors products are references to this definitive color standard.

SWCDX
Spectral Data: QTX

Cotton Swatch Cards are the color standard to which all Pantone Cotton Publications refer. Designed for easy measurement and sharing, they are globally available for all 2,310 Pantone Cotton Colors.
A. **Cotton Chip Set**
The Pantone Cotton Chip Set is an affordable palette development tool for textile, fashion, home, and interior design. A two-volume reference of the 2,310 Fashion, Home + Interiors colors, Cotton Chip Set features removable tabs that you can lay side-by-side for palette selection, presentations, and color communication.

FHIC400

B. **Cotton Planner**
Our popular desktop color reference for textile, fashion, home, and interior designers, the Pantone Cotton Planner features all 2,310 Fashion, Home + Interiors System market-driven colors in cotton fabric in one handy and compact volume for office use.

FHIC300

C. **Cotton Passport**
The portable Pantone Cotton Passport holds all 2,310 Fashion, Home + Interiors colors in an easy-to-carry format, allowing you to check fabric color in the stores, on customer visits, or at the mills. Cotton Passport is our only color reference organized in an accordion format, allowing you to view and select from all colors at once.

FHIC200

D. **Nylon Brights Set**
All 21 Pantone Nylon Brights colors are now available in one handy ring set. Use your Nylon Brights Set to choose your colors, and then order a full 4” x 4” swatch card for optimal viewing. These bold, bright colors have been especially selected for apparel use in the swimwear, outerwear, activewear, workwear, and safety industries.

FN100

E. **Nylon Brights Swatch Card**
Pack a punch with our juicy, bright Pantone Swatch Cards. The Nylon Swatch Card is available in 21 bright and fluorescent colors especially selected for apparel use in the swimwear, outerwear, active wear, workwear, and safety industries.

SWC001

Spectral Data: NQTX
NEW FOR 2018

JUMP INTO COLOR!

Polyester Swatch Set
The Pantone Polyester Swatch Set offers 203 unique synthetic colors for designers and colorists working in apparel, textiles, and soft home in one convenient storage case. Our new 2" x 2" mini swatches are secured, double-layered, and on unbacked 100% polyester fabric. They are easy to review, select, and replace in three removable display trays. These colors, curated to include the relevant shades, are arranged by color family and are ideal tools when creating your own color stories and palettes.

Polyester Swatch Card
Pantone Polyester Swatch Cards are the latest synthetic color standards for designers and product developers in apparel, textiles, and soft home. Made on 4" x 4", double-layered, 100% polyester to the exacting color specifications, the Pantone Swatch Card comes in a protective pouch for assured color accuracy in production. The total 203 unique colors are forecast-driven to complement our other existing Fashion, Home + Interiors reference products.

Pantone Fashion, Home + Interiors – Polyester
LACQUER ON PAPER

All 2,310 of the Fashion, Home + Interiors cotton colors available as lacquer on paper for painted or coated product design applications.

Color Specifier & Guide Set
Color on the go – and in the office! The Pantone Color Specifier displays the 2,310 Fashion, Home + Interiors Cotton Colors as lacquer-on-paper tear-out chips, allowing accurate color communication with clients and suppliers. The colors in both books are in the TPG (Textile Paper–Green) format.

Color Guide
Designed to show the appearance of color on product, the Pantone Color Guide illustrates all 2,310 of the Fashion, Home + Interiors Cotton Colors as a lacquer coating on paper. Designed for hard home, ceramics, paint, cosmetics, fashion accessories, and leather applications, Color Guide is the affordable and portable offering for paints and coatings.

TPG Sheets
Designed to illustrate the appearance of color on product, Pantone TPG Sheets are available for the 2,310 of the Fashion, Home + Interiors Cotton Colors as 8.5” x 11” sheets of lacquer coating on paper. Each sheet includes a printed grid on the back for chipping with corresponding color name and number. TPG Sheets give product designers and product partners versatile color representation for communication, specification, and evaluation for hard home, ceramics, paint, cosmetics, fashion accessories, and leather applications.

New Pantone TPG Sheets provide you with large areas of a single color for excellent color visualization in product design. Wrap, cut, specify, and share with ease.
SPOT COLOR PRINTING

Solid or “spot” color is the foundation of the Pantone Matching System® (PMS™) – the color with the widest gamut, to which all other Pantone Process and Digital Products refer.

Formula Guide two-guide set
Solid Coated & Solid Uncoated

The hot-selling Pantone Guide in the Pantone graphics system for design inspiration, color specification, and printing accuracy. Formula Guide illustrates 1,867 Pantone Spot Colors with their corresponding ink formulations. Use this guide for logos and branding, marketing materials, packaging, and when spot color specification is required.

GP1601N

GP1606N

B. Solid Color Set

The Solid Color Set Bundle includes all 1,867 Pantone Spot Colors on coated and uncoated paper in two complementary formats: Formula Guide, a portable fan deck, and Solid Chips, a desktop set with perforated chips of each color.

GP1608N

C. Solid Guide Set


GP1605N
Our ideal versatile color tool for graphic design, Color Bridge provides you with printed solid and CMYK patches, plus RGB, CMYK and HTML values.

**Extended Gamut Coated**
Pantone Extended Gamut guide is Pantone's latest development in process printing technology with ~90% better Pantone Spot Color matches over CMYK by adding Orange, Green and Violet to the color gamut. Get more vibrant colors and closer matches to Pantone Spot Colors when using Extended Gamut for marketing materials, signage, and packaging. GG7000

**CMYK Guide Coated & Uncoated**
The Pantone CMYK Guide illustrates 2,868 CMYK process colors and their corresponding values. These colors are unique to the Pantone Graphics System and cannot be matched to Pantone Spot Colors. Use this guide when printing in four-color process. GP5101

**Color Bridge**
Our ideal versatile tool for graphic and digital designers, the Pantone Color Bridge provides a side-by-side visual comparison of Pantone Spot Colors versus their closest CMYK process printing match on coated and uncoated paper. The guide also includes corresponding CMYK, Hex, and RGB values, suitable for digital designers. Use Color Bridge Set for digital design, animation, and packaging when CMYK printing is required.

Coated guide  GG6103N
Uncoated guide  GG6104N
Coated & Uncoated Set  GP6102N
SPECIALTY COLORS

Dynamic, eye-catching spot colors, for adding bright and bold – or soft and subtle – element effects to your special packaging and communication projects.

Metallics Coated
Addressing market demand for eye-catching design details, Metallics guide and chips provide distinctive, elegant, and unique Pantone Metallic Spot Colors. Use for branding, packaging, and signage.
Guide GG1507
Solid Chips GB1507

Premium Metallics Coated
Perfect for adding an aspirational finish to designs, Premium Metallics guide and chips illustrate our refined and luxurious Pantone Colors. Formulated to prevent tarnishing, leafing, blemishing, and loss of luster, use these colors for logos and branding, packaging, signage, and marketing materials. Guide GG1505
Solid Chips GB1505

Pastels & Neons Coated & Uncoated
A collection of soothing pastels and bright neons, Pastels & Neons guide and chips provide captivating and contemporary Pantone Spot Colors. Use these colors for packaging, logos and branding, and marketing materials when pastel or neon colors are desired.
Guide GG1504
Solid Chips GB1504
VALUE BUNDLES

Save a bundle with a Pantone Value Bundle.

Portable Guide Studio
A comprehensive collection of nine Pantone Guides, including Formula Guide Coated & Uncoated, Color Bridge Coated & Uncoated, CMYK Coated & Uncoated, Metallics, Premium Metallics, and Pastels & Neons. With this set, graphic, print, and digital designers will have an ideal way to access, travel with, store, and protect the market-relevant set of spot, spot-to-process, process, and visually eye-catching spot colors available. Get 5,546 total colors to use as inspiration, for dynamic logos and branding, marketing materials, digital design, and animation.
GPG304N

Essentials
An ideal starter kit for graphic and digital designers, the Pantone Essentials bundle combines six of our hot-selling guides: Formula Guide Coated & Uncoated, Color Bridge Coated & Uncoated, and CMYK Coated & Uncoated in a convenient carrying case to cover your essential printing needs from spot to process. Enjoy 4,735 unique Pantone Colors at your fingertips for use in inspiration, marketing materials, digital design and animation, and when either spot or process color comparing and printing are required.
GPG301N

Reference Library
Reference Library contains nine Pantone Guides and five chip books, encompassing over 5,546 spot, spot-to-process, process, and specialty spot colors. Use as inspiration, for logos and branding, marketing materials, digital design, and animation. This desktop display conveniently keeps the collection of our essential Pantone Graphics guides and chip books at your disposal.
GPC305N
Solid-To-Seven Set
The Pantone Solid-To-Seven bundle combines Formula Guide Coated & Uncoated with the new Extended Gamut guide. Compare Pantone Spot Colors side-by-side with their seven-color process equivalents to determine which type of printing is suitable when producing marketing materials, signage, and packaging. 2015-004S

Metallic Guide Set
Our complete collection of essential, eye-catching, and dazzling spot colors with their corresponding ink formulations, the Pantone Metallic Guide Set includes our Metallics and Premium Metallics guides. GP1507

Bridge-To-Seven Set
The Pantone Bridge-To-Seven bundle combines Color Bridge Coated with the Extended Gamut guide. Compare all printing options for your marketing materials, signage, and packaging. 2015-005S
PANTONE PLASTICS

Pantone Plastic Standard Chips provide you with the PMS and Fashion, Home + Interiors colors you know and love as plastic standards in polypropylene.

Plastic Standard Chips
Pantone Plastic Standard Chips are a comprehensive tool for palette development, communication, and production of plastic products. Our system can be matched to our Graphics or Fashion, Home + Interiors colors, enabling consistent replication across your materials. Each chip includes matte and gloss finishing, tiered thicknesses, and pigment formulations for maximum color accuracy and reproduction.
PQ-100C

Plus Plastic Standard Chips Collection
An ideal tool for hard goods industries where a vast array of colors is key, the Pantone Plastic Standard Chip Collection features 1,755 of our hot-selling graphics colors with corresponding pigment formulations. The collection also includes a coated Formula Guide for easy cross-reference to spot color printed materials. This is our ultimate Pantone Reference Tool for bringing inspiration to realization in consumer product development.
PSC-PS1755
Tints and Tones
Looking for neutrals in plastics? This set includes 100 of our hot-selling whites, grays, and blacks, selected from both the Pantone Graphics (PMS) and Fashion, Home + Interiors (FHI) Color Libraries. This carefully curated range of cool and warm shades affords the ability to cross match plastic designs with textile products, graphics, and packaging. Each chip includes pigment formulations to ensure color control across multiple materials.

PTTC100

Plastic Chip Color Sets
Looking for a color within a specific color range? Get the colors you need all in one set. Our Plastic Chip Color Sets match to our graphics (PMS) color system, so that you can match plastics to your print and packaging colors. Each set features a selection of 100 plastic chips from one of the hot-selling color families.

- Yellows, Oranges, and Golds: 2017-039
- Greens: 2017-040
- Reds: 2017-041
- Blacks and Grays: 2017-042
- Blues: 2017-043
DIGITAL COLOR

A complete set of Pantone Libraries, in your pocket or in production. Capture the colors that inspire your design and ensure they’re produced accurately on your chosen material.

Pantone Studio for iOS
Capture your world in Pantone Color, build and create palettes to test on 3D-rendered materials and designs, and share Pantone Colors with your Creative Cloud® account, clients, and social networks. Get harmonies, cross references, inspirational articles and more. Available in the App Store.

myPantone™ for Android™
Easily access a variety of Pantone Color Libraries with the myPantone app for Android. Any designer can use this app to see colors, build palettes, and share them with colleagues and clients wherever they go. Available on Google Play.

PantoneLITE™ Design
PantoneLITE Design gives designers and prepress teams access to Pantone Digital Color Libraries, as well as private brand color libraries for use during the inspiration, creation, and prepress phases. This software bundle allows you to visualize how PMS Coated Colors change when printed on 34 different packaging substrates, print processes, and with a variety of inks, helping you make informed color decisions and manage expectations. Work with colors in a useful desktop format or directly in your Adobe® Illustrator® design file.

Pantone Color Manager Software
A necessary application for syncing and keeping up-to-date all Pantone Color Libraries into design software, Pantone Color Manager is available for both Mac OS and Windows. Use this software to upload over 10,000 Pantone Colors for use in Adobe Creative Cloud®, Corel® or QuarkXPress® design programs.
PSC-CM100

Digital color tools allow you to preview and specify color as it will actually appear before you go into production, saving you from costly, time-consuming rework.
Don’t compromise. Ensure the color you want is the color you get with color control tools from Pantone.

1. ColorMunki Display
For creatives who demand professional quality coupled with an easy, wizard-driven interface, ColorMunki Display offers everything you could possibly need to get you to a brilliantly calibrated display or projector while helping you stay focused on doing what you love.

2. i1Display Pro
The i1Display Pro is our ultimate choice for discerning photographers, designers, and imaging professionals looking for a high level of on-screen color accuracy for displays, laptops, and projectors. Two user modes provide serious color perfectionists with the ideal balance of unrivaled color precision, speed, options, and controls to fit any workflow.

Pantone Capsure™
A complete color-matching solution. Capture color inspiration from any surface, material, or fabric – even small, patterned, multi-colored textures and textiles – and match it quickly and accurately to a Pantone Color. Capsure is easy to use and portable, yet its advanced image capture technology sets a new standard for accuracy and versatility in a portable device.

Also available: Imaging Spectrocolorimeter
Designed to provide stable color measurements, comparisons, and reporting, the RM200QC Imaging Spectrocolorimeter makes testing and managing color consistency from product lot to lot easy and reliable. Use this tool for color control and to create color standards and measure against them when reviewing products with painted, fabric, and metal surfaces.

RM200-QC
Lighting Indicator Stickers
Proper lighting is critical to ensuring color accuracy. Pantone Lighting Indicator Stickers are an easy-to-use tool with two color patches that match when lighting conditions are ideal and mismatch when lighting is poor. Easily attach stickers to design and production files to ensure color accuracy for product applications.
For D50 Lighting  LNDS-1PK-D50
For D65 Lighting  LNDS-1PK-D65

Pantone Light Booths
Pantone Light Booths provide a consistent and reliable environment for evaluating products and prints. As color can appear differently under various light sources – such as daylight, store lighting, and fluorescent – it is important to review products and prints under each before approval so that costly issues and rejects can be avoided.
5-light, D65  P5D65840
5-light, D50  P5D50840
3-light, D65  P3D65840
3-light, D50  P3D50CWF
Replacement bulbs also available.

Pantone Formula Scales
Designed for making and mixing small ink batches of Pantone Colors, the Formula Scale LC is ideal for smaller-size printers and infrequent spot color users. For making and mixing medium-to-large ink batches of Pantone Colors, the Formula Scale 3 is ideal for larger-size printers and frequent spot color users.
2 lb. capacity  PFS3-1-12
10 lb. capacity  PFS3-5-12
Jump Into Color!

Introducing

203 New Colors on Polyester

See page 12.