



TM

COLOR IDENTIFICATION /controls

Pantone. The world's only universally accepted color communication language.

Virtually every color-dependent industry (from product design, fashion to software development) employs PANTONE Color product development specifications. Pantone's unique ability to predict and lead with trends and technology has made us the market leader in color assurance systems.

It's all about control.

Maintaining control over color has been, and continues to be, a primary concern of design and design-related professionals throughout the world. Fortunately, the growing family of PANTONE Color Systems offers a reliable method for achieving consistent color from concept to reproduction.

With over 40 years' experience in the development of color languages, Pantone has become the world leader in electronic color technology, traditional graphics color systems and media-specific systems for textiles, coatings and plastics. Thousands of products licensed by Pantone are sold each year in over 65 countries – from paper, ink, textiles, etc., to computer hardware and software.

Colors without compromise, quality without fail.

The confidence you have in the PANTONE Color Systems would be impossible to uphold without safeguards. There has to be someone you can rely on to maintain the integrity of the PANTONE Color Systems. Someone has to act as the final authority. Someone has to set standards to prevent deviations from any PANTONE-identified Color. That someone can only be Pantone.

Before we put a PANTONE Identification on any color, Pantone color specialists check and re-check it to make sure it meets a rigid set of requirements. It is the only way we can be certain of protecting the unequalled color fidelity of PANTONE Color System technology. That is why we cannot allow any unauthorized or unchecked reproduction and distribution of PANTONE-identified Colors. This is done for your protection.

How we work.

Pantone offers and maintains an extensive licensing program enabling manufacturers to produce their products in PANTONE Colors and to identify the colors by its respective Pantone-approved color identification. Whether you are preparing a corporate identity manual and packaging, or setting manufacturers' specifications for colored products (e.g., ceramic tiles, threads, vinyl, printing inks), the use of PANTONE Colors with PANTONE Identifications in any manner, e.g., print, on product, digital displays, requires that specific rules, regulations and procedures be followed. We require that you contact Pantone for these rules, regulations and procedures.

A process made simple.

Pantone color languages allow people to speak more clearly in a variety of industries. From product manufacturing and corporate identity, to visual merchandising or advertising/editorial development, the process involved in using the PANTONE Color Systems is simple.

The first step is to decide what your needs are, and how you would like to use PANTONE Colors. Next, a company representative should contact our Licensing & Trademark Department via phone, fax or E-mail to obtain information regarding the identification and reproduction of PANTONE-identified Colors.

Should a licensing arrangement be beneficial to both parties, we will work with you to best determine the most appropriate licensing program for your needs. Once your project is underway, the licensing and trademark team can review materials, as needed, to help make sure everything meets established reproduction and usage requirements.

Before proceeding with your project, please call or write:

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Pantone Matching System (PMS) color chart, showing 113 color swatches.

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