PANTONE® Goe™ System
Frequently Asked Questions

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Goe SUPPORT, AVAILABILITY & PRICING QUESTIONS

1. **If I purchase the PANTONE Goe System, is the graphics industry ready to provide support?**
   Yes! The PANTONE Goe System, like the PANTONE MATCHING SYSTEM®, is an internationally recognized standard for color communication supported through proprietary licensing agreements between Pantone, Inc. and most ink manufacturers, software developers and equipment manufacturers. We have been working with our licensees for several months prior to the launch to make sure that they are ready to support the demand for the Goe System. For a complete up-to-date list, go to www.pantone.com/goepartners. Here is a sample listing:

Ink Manufacturers

Braden Sutphin Ink Co.	Central Ink Corporation
Flint Group	Graphic Ink Company
Joules Angstrom UV Printing Inks Corp.	Keystone Printing Ink Company Inc.
Kolorcure Corporation	Ink Maloberti SRL
INX International Ink Co.	PolyOne Corporation
Quality Inks, Inc.	Sakata Inx Corporation
Sun Chemical/Kohl & Madden	Superior Printing Ink Co.
Van Son Holland Ink Corp.	

Software Developers

Agfa-Gevaert Group	Artwork Systems
Beijing Founder Electronics	CGS Publishing Technologies International
Code Line Communications	Corel Corporation
Dalim Software GmbH	DuPont
EFI	Esko nv
Global Graphics	GMG GmbH & Co. KG
Heidelberg	Integrated Color Solutions, Inc.
Nemetschek North America	Onyx Graphics Inc.
Quark Inc.	Stonecube Ltd.
Xanté Corporation	

Software/Color Measurement

X-Rite, Inc.

Color Output Devices

Eastman Kodak-Nexpress	Hewlett-Packard Development Co. L.P.
Panasonic	Punch Graphix
Xerox Corporation	

2. **What are the components of the PANTONE Goe System and where can I purchase them?**
   GSGS001: The PANTONE GoeGuide™ is a 294-page fan guide that displays the 2,058 PANTONE Goe Colors along with their sRGB values and ink-mixing formulas. Included is a download card providing access to the Goe coated digital library and myPANTONE™ palettes software. $129.99 SRP.
   GSBS001: The two-volume PANTONE GoeSticks™ offers the 2,058 Goe colors in adhesive-backed chip format. CD includes the Goe coated digital library and myPANTONE™ palettes software. $369.00 SRP.

GSPS001: The complete PANTONE Goe System consists of the PANTONE GoeGuide, PANTONE GoeSticks and CD with digital color library and myPANTONE palettes. Contents are housed in a unique display case. $499.00 SRP.

PANTONE Goe System vs. PANTONE MATCHING SYSTEM QUESTIONS

3. Does the PANTONE Goe System replace the PANTONE MATCHING SYSTEM?
No! The PANTONE Goe System will complement and expand, not replace, the PANTONE MATCHING SYSTEM. With 45 years of equity, the PANTONE MATCHING SYSTEM has been used to create thousands of brand identities. Therefore, we fully expect that the two systems will co-exist for the foreseeable future; both systems will continue to be supported by Pantone and our industry partners.

4. Does that mean that designers and printers should have both systems?
Yes. (See #3) The PANTONE Goe System provides 2,058 new colors, adhesive-backed chips, innovative software and numerous other features and advancements for the design and print community. The PANTONE MATCHING SYSTEM provides 1,114 colors and line extensions such as PANTONE COLOR BRIDGE® that will continue to be industry standards.

5. How many colors are in each system?
- The PANTONE Goe System is composed of **2,058 new solid colors**.
- The PANTONE MATCHING SYSTEM has 1,114 solid colors.

6. What about special effect colors like metallic, pastel and fluorescent colors?
- The PANTONE Goe System Publications do not include any special effect colors.
- The PANTONE MATCHING SYSTEM Publications have 14 metallic and 14 fluorescent colors.
- Pantone also offers a METALLIC FORMULA GUIDE with 301 colors on coated stock and a PASTEL FORMULA GUIDE with 154 colors on coated and uncoated stock. Both products were upgraded with new colors in 2006.

7. Are both systems printed on the same paper?
- **No.** PANTONE Goe System Publications are printed on 100 lb coated offset text.
- The PANTONE MATCHING SYSTEM Publications are printed on various weight papers depending on the paper finish; Coated = 80 lb gloss cover stock, Uncoated = 90 lb smooth offset cover stock and Matte = 100 lb matte cover stock.

8. Do the papers meet Gracol specifications?
Since PANTONE Goe Colors and PANTONE MATCHING SYSTEM Colors are spot colors, the Gracol specification is not relevant. However, both systems are printed on #1 grade paper (see #7).

9. Are any of the color numbers the same?
- **No.** To avoid confusion, the PANTONE Goe System Publications use a new three-part numbering system separated by hyphens to locate the color within the publication. 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 MATCHING SYSTEM Publications use three or four-digit numbers without hyphens.
- **EXAMPLE:**
  - **PANTONE Goe 4-1-4 C** (must use the hyphens) is a yellow found in color family #4, page #1 of the color family and in the 4th position of the page. You will find this color on page 8 C of the GoeGuide.
  - **PANTONE 414 C** (no hyphens) is a gray found on page 48 of the coated Formula Guide.

10. Will Pantone provide a cross-reference of the numbers in the two systems?
No. The numbers are different and the inks are mixed from different bases; so even colors that appear similar may differ slightly. However, when using the myPANTONE palettes software you can select a color from the Color Wheel or plug in known RGB values. Then by switching back and forth between the Goe Library and the PANTONE MATCHING SYSTEM solid color libraries you will see the "closest" color in each library.

11. How will my printer know I have specified a Goe Color? Will they be able to print?
By the color # (see #9) and providing a PANTONE palette card with Goe chips attached. However, if your printer does not have a GoeGuide, they will need the ink mixing formula and a color sample to reference. They will also need to obtain the PANTONE Goe Ink Mixing Bases needed to mix that color or obtain a pre-mixed ink from their Pantone-licensed ink supplier.

12. What is the color gamut of the PANTONE Goe System versus the PANTONE MATCHING SYSTEM?
Both the PANTONE Goe System and the PANTONE MATCHING SYSTEM provide a large gamut of available colors. Compared to each other, they encompass almost identical color spaces. The major difference between the two systems is that Goe defines almost twice the number of identified colors within that gamut. A more important point is that both Goe and the PANTONE MATCHING SYSTEM are capable of defining and printing a far greater number of colors than what is achievable in basic 4-color CMYK printing.

WORKFLOW QUESTIONS

13. When will my RIP vendor have the PANTONE Goe System values?
We are working with the leading RIP vendors to integrate PANTONE Goe support into their solutions. RIPs that are licensed for the Goe System will maintain an L*A*B* listing for each of the new PANTONE Goe Colors. This will enable the RIP to identify a PANTONE Goe specified color and then use the L*A*B* value for the purpose of outputting to a color proofing device or printing press.

RIPs that do not have the Goe Library and the required data integrated into their software will be receiving RGB (sRGB or Adobe 98 RGB) values; then they will use their internal transformations to deliver the appropriate Goe Color.

14. How will my RIP distinguish between PANTONE Goe System Colors and PANTONE MATCHING SYSTEM Colors?
Licensed RIPs will maintain two libraries: the PANTONE MATCHING SYSTEM library and the PANTONE Goe System Library. Since the color numbers are different, it is straightforward for the RIP to understand the distinction between the two systems.

15. Can I get L*A*B* values for proofing purposes?
Currently, we do not distribute L*A*B* or spectral data to end-users in one document. Pantone only provides this data to our licensees. However, it is possible to obtain L*A*B* values for individual Goe colors from www.colormunki.com.

16. How will we proof the new colors?
Proofing will be accomplished through integration with PANTONE Goe licensed RIPs. The L*A*B* values for Goe Colors will be translated by the RIP into device-specific colors through their own color management process using L*A*B* or Spectral data and a device profile.

17. How will clients specify GOE colors?
Quark has included the Goe coated library within its QuarkXPress® 7.31 update available at Quark.com. For the Adobe® Creative Suite of products, the PANTONE Goe digital color library included with each Goe product installs directly into Photoshop®, Illustrator® and/or InDesign®. Additionally, the export feature in myPANTONE palettes allows you to export Goe color palettes directly into an application.

18. Which RGB values are used?
The RGB colors printed in the Goe guide use sRGB. However, the myPANTONE palette software offers the user the ability to select either sRGB or Adobe 1998 RGB.

19. Why did you choose sRGB?
sRGB, or "standard RGB", is the default color space for the World Wide Web.

myPANTONE palettes SOFTWARE QUESTIONS

20. Is myPANTONE palettes software a freestanding application? Will this be a free-download or sold with the product?
Yes. myPANTONE palettes is a freestanding application. It is available as a download with each GoeGuide purchase and provided on a CD with purchase of GoeSticks or Goe System (see #2).

21. Does the software work on a Mac and Windows OS?
Yes. myPANTONE palettes is compatible with Mac OS X 10.3 or higher and Windows® 2000, Windows XP, Windows Vista™.

22. I assume your software application will be able to save color palettes for Adobe, Quark, and all other vendors. Is this correct?
myPANTONE palettes has the ability to export application specific swatch libraries for custom created palettes. You may export palettes for Adobe Creative Suite applications, QuarkXPress, CorelDRAW, and CorelDESIGNER.

23. Is the software a plug-in that would plug-in to Adobe Illustrator?
The software is a stand-alone application and not a plug-in for Adobe Illustrator. However if you have an application that supports system level color picker access you will be able to access myPANTONE palettes within these applications (for example within Adobe Photoshop).

24. When you E-mail a color palette, I'm assuming it's a graphic. In what format are the colors E-mailed?
As a member of mypantone.com, an on-line community Web site, you will have the option to share your palettes with other mypantone.com members. When a palette is shared online, the person will receive a link to the palette's Web page so the person can view your palette. If you E-mail your palettes to another person, that person will be required to have myPANTONE palettes software in order to access the E-mailed palette.

25. Does the new software work with the original PANTONE MATCHING SYSTEM?
Yes. myPANTONE palettes software includes different tabs for the PANTONE Goe System Library and the PANTONE MATCHING SYSTEM solid coated, solid uncoated and solid matte Libraries. In addition, the PANTONE Fashion + Home Library and the PANTONE Paints + Interiors Library are available as downloads for $19.99 each.

26. If I type in an RGB or HTML value, will it match the closest PANTONE Color number?
Yes. In the colorPICKER tab of myPANTONE palettes software you can type in a known RGB or HTML value and click on "snap to PANTONE" to get the closet PANTONE Color. Just remember to select the appropriate library for your application.

MISCELLANEOUS QUESTIONS

27. Does Pantone, Inc. manufacture printing inks?
No. Inks for both the PANTONE Goe System and the PANTONE MATCHING SYSTEM are only available from Pantone-licensed printing ink manufacturers. For a current listing of licensees visit www.pantone.com.

28. How do I become a PANTONE licensee?

If you are interested in licensing Pantone's trademarks and copyrights for use in your applications, please contact the Pantone Licensing Department at mailto:licensing@pantone.com.

29. How do I expand my current licensing arrangement with Pantone to include the PANTONE Goe System?

Please contact the Pantone Licensing Department at mailto:licensing@pantone.com.