PANTONE® colorist

user manual

Product for Windows® and for Mac OS X

PANTONE®
Digital Color

Contents

Getting Started

Thank you for purchasing PANTONE colorist! PANTONE colorist is all about maintaining consistent color for corporate and brand identity – from initial product concepts and design, through execution in collateral and on the Internet.

The leader in color standards, Pantone, Inc. bridges the gap between design, print, presentations and Web with PANTONE colorist. Now you can enjoy access to the PANTONE MATCHING SYSTEM with optimized RGB and HTML values for use in Web pages, graphic designs, presentations and more.

As PANTONE colorist operates at the system level, you can easily add PANTONE MATCHING SYSTEM Colors to elements created in any software application that provides access to either the Windows Color Picker for Windows 98, Windows ME, Windows 2000, or Windows XP or the Apple Color Picker for Mac OS X 10.2 or later. These include such popular applications as Macromedia Dreamweaver, Flash™ and Fireworks, Adobe Photoshop, Adobe Photoshop Elements, Apple Keynote, Microsoft FrontPage and Office v. X version of Microsoft PowerPoint.

PANTONE colorist provides the best possible representation of PANTONE Colors on monitors and eliminates the need to tweak PANTONE Colors in order to get them to display properly and provides PANTONE Color data for an RGB workflow.

Be sure to check our Web site for additional information, updates and product news. Visit us at www.pantone.com. We sincerely hope you enjoy exploring a whole new world of color specification!

What is PANTONE colorist?

PANTONE colorist is a tool for anyone wishing access to the PANTONE MATCHING SYSTEM to obtain cross-media or cross-application color consistency, or who simply desire an expanded palette of colors from which to choose.

Colors are selected from a scrollable palette of 1,114 solid PANTONE Colors from the coated, uncoated and matte libraries. Selecting the sRGB working space provides the best possible representation of PANTONE MATCHING SYSTEM Colors on a monitor and is ideal for Web use. When the ultimate destination is for print, the Adobe RGB (1998) color space is provided. For a visual ink-on-paper reference, the PANTONE formula guide is available from Pantone or local distributors.

Any PANTONE Color can be located by entering its unique identification number. In addition to PANTONE Color selection, for each color selected, RGB 0-100%, RGB 0-255 and HTML values are supplied for both sRGB and Adobe 1998 color spaces. Plus, PANTONE colorist includes the PANTONE Internet-safe Color System of the 216 PANTONE Web-safe colors.

> **NOTE:** *Due to limitations associated with the Mac OS X operating system, the specific RGB and HTML data values are not displayed within the system picker interface.*

The software also provides free access to a Web utility exclusive to PANTONE colorist users. This simple-to-use utility contains a host of pre-defined color schemes comprised of colors from the solid PANTONE Color library. Schemes are organized by the psychological effect they illicit, but individual PANTONE Colors can be searched as well for determining complementary colors. Refer to "Accessing PANTONE Color Schemes" within the Windows and Macintosh sections of this manual for more information.

System Requirements

Windows   • Microsoft Windows 98, Windows Millennium Edition, Windows 2000,
                Windows XP
              • Color monitor with 256-color (8-bit) or greater video card
              • CD-ROM drive

Macintosh • Mac OS X version 10.2 and later
              • Color monitor with 256-color (8-bit) or greater video card
              • CD-ROM Drive

Installing the Software

Windows
Make sure that you have closed all open applications. Insert the PANTONE colorist CD and the PANTONE colorist installer should automatically launch. If not, open the CD and double-click on PANTONE(R)colorist.exe. Follow the on-screen instructions and select the directory in which you want to install PANTONE colorist. When installation is completed, PANTONE colorist will launch and an icon for it will be placed in the system tray.

Macintosh
Make sure that you have closed all open applications. Insert the PANTONE colorist CD. Open the CD and double-click on PANTONE® colorist. Follow the on-screen instructions and select the directory in which you want to install PANTONE colorist. When installation is completed, you will be prompted to restart your system.

The PANTONE MATCHING SYSTEM Colors – sRGB

The PANTONE Colors contain the RGB and HTML data for the industry standard PANTONE MATCHING SYSTEM. This palette is a full 24-bit (millions of colors) palette and, therefore, some colors will dither on an 8-bit display from within a browser document. These PANTONE Colors have been specially calibrated for the standard monitor color space for the World Wide Web and for the Windows/Macintosh operating systems. Hewlett-Packard, Microsoft and others have developed a standard monitor color space that is optimized to meet the needs of most users. This color space is called sRGB. Very simply, sRGB is calibrated RGB that is optimized for the vast majority of computer monitors, operating systems and browsers. sRGB specifications use a monitor with a gamma of 2.2 and 6,500 degree Kelvin white point. sRGB will allow color to be reproduced and displayed in a single, unified method that provides for viewing consistency from monitor to monitor. Further, Microsoft has made sRGB the default monitor color space for Windows 98, Windows 2000 and Windows XP.

The PANTONE MATCHING SYSTEM Colors – Adobe RGB (1998)

Adobe RGB (1998) provides a larger gamut than sRGB and is well designed for images and documents that will be converted for commercial printing. This is potentially a better space for prepress work if you want to access a broader range of colors.

Important note about RGB - The RGB values are Pantone's official release of RGB values that conform to the sRGB and Adobe RGB (1998) specifications. These colors will display reasonably well on most monitors but will not exactly match PANTONE Colors printed on coated, uncoated and matte stock. The values were developed with many variables being taken into account. Some of them are:

- Differences in monitors from one manufacturer to another and identical monitors by the same manufacturer
- Age of monitor
- Imperfections in the monitor manufacturing process
- Ambient lighting conditions
- Individual perceptual response to color
- Adaptive response - colors can visually change based on adjacent and/or background colors
- The relative distance that the printed guide is held in relation to the monitor

For more information about color spaces, please refer to page 14 of this User Manual.

The Windows Version

PANTONE colorist for Windows is a software application that allows users of various software applications to use the PANTONE MATCHING SYSTEM Colors which have been optimized for monitor viewing and print output as an additional choice to the Windows system color palette. Once installed, PANTONE colorist creates an icon in the system tray (right-hand side of the Start Menu) that allows you to choose between the Windows system color picker, the solid PANTONE coated color picker, solid PANTONE uncoated color picker, solid PANTONE matte color picker and the PANTONE Web-safe color picker.

The PANTONE colorist color pickers are designed to work in conjunction with your Web authoring, presentation and design applications. This makes it easy to apply colors to text, objects and back-grounds. While the PANTONE colorist picker box is open, you may choose a color, see various information about the color selected and use the color in your application, as discussed in the following sections.

NOTE: PANTONE colorist can be invoked as a stand-alone application by simply double-clicking on the system tray icon. A color can then be selected and the data either copied and pasted into an application or manually entered using the values defined within PANTONE colorist. Therefore, if you work with an application that does not utilize the Windows System level pickers, there is always access to the values within PANTONE colorist.

Selecting Colors

There are five ways in which you may do color selection in PANTONE colorist for Windows. You can use these different methods for either single colors or groups of colors. These are described below:

1) **Use the scroll bar to select a section of the palette** - the scroll bar allows you to move among the available colors in various ways:

   a) Scroll box click and drag: You can click on the scroll box and drag it left or right to view areas of the color palette that are not currently visible.

   b) Scroll arrow buttons: You can click on the arrows at either end of the scroll bar to move the palette by one column. The direction of the arrow indicates the direction in which the palette will scroll.

   c) Scroll bar shaft: Clicking within the scroll bar shaft moves the scroll bar by one full screen.

2) **Use the rainbow bar to select a section of the palette** - the colored horizontal rainbow can be used to move quickly to the general area for the color that you want. If necessary, you can use the horizontal scroll bar to isolate an individual color. The rainbow bar acts differently from the scroll bar in that it has no navigation arrows at the ends. Clicking at either end causes the palette to move immediately all the way to that end. Clicking within the rainbow bar causes the scroll to go immedi-ately to that position. Clicking and then dragging the mouse within the rainbow bar acts identically to clicking on the scroll bar and then dragging it.

3) **Click on a color in the picker** - Clicking on any color in the current viewable area of the palette selects that color.

4) **Select a color in the 'Find Color' text box** - In the 'Find Color' text box, you can highlight the existing text and type in the name of a color. There is a look-ahead feature that advances the palette to the first color that could be the choice based on what you have typed so far. So if you type 'Rubine Red' for example, it will advance to that color as soon as you have typed 'Ru,' as that is the only name that starts with 'Ru.'

5) **Use the default selection** - When PANTONE colorist is invoked from within an application, PANTONE colorist opens up with a color selected that is the closest PANTONE Color to the one that was currently selected in the application from which the color picker was launched. If you then double-click on that color, or click on the OK button, the PANTONE Color will become the active color back in the application.

Color Information

There are a number of places in the PANTONE colorist window that provide information about the selected color:
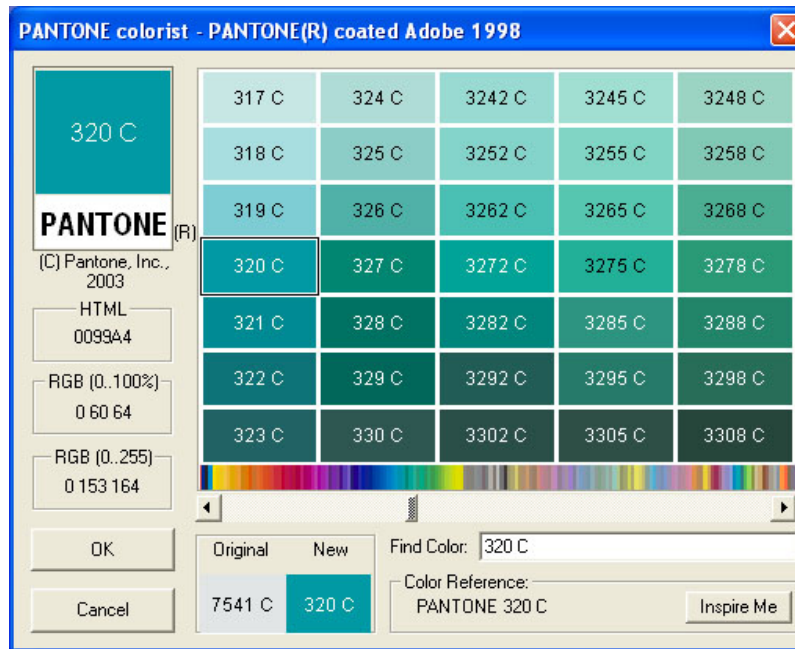
- The swatch - in the upper left corner of the box there is a large swatch showing the currently selected color and giving its name.
- HTML - this box shows the value of the current color as a six-character string of hexadecimal digits in the form RRGGBB.
- RGB (0 to 100%) - this box shows the value of the current color as percentages of Red, Green and Blue.
- RGB (0 to 255) - this box shows the value of the current color as the one-byte (0 to 255) value for Red, Green and Blue.
- Original/New - in the lower part of the box to the left of middle are two color boxes showing the Original and New colors. The Original color is the one that had been selected by whatever mechanism was dealing with color before PANTONE colorist started, and the New color is whatever color is currently selected in PANTONE colorist.
- Color Reference - this text box gives the full name of the currently selected color.

Using a Color

Having selected a color within PANTONE colorist, you 'use' it by either clicking
on the 'OK' button at the lower left of the screen, or double-clicking on the color in the
current visible section of the palette. This will close the PANTONE colorist window and
return you to the application from which it was invoked. The selected color will become
the active color in whatever application you were using. If you were, for example, to
follow the return from PANTONE colorist with a 'fill' operation inside a shape, the
selected PANTONE Color will fill the shape.

If you decide you do not want to use the PANTONE Color you have selected, just click
on the 'Cancel' button and you will be returned to your application with the selected color
being the same one that was selected prior to invoking PANTONE colorist.

Using PANTONE colorist within Applications

The following is a brief summary on how to invoke and use PANTONE colorist with
some of the graphic design applications currently available.

1) **Adobe GoLive** – Create a new document. From the Edit menu, select
   Preferences→Source Colors to change the color of the options you want. In order to
   see the changes, you must look at your document from the Source tab.

2) **Adobe Photoshop** - In order to use PANTONE colorist, you must create
   a new document and place an object or an image on it. Next, go to
   Edit→Preferences→General and make sure the Color Picker is set to the Windows
   Color Picker. From the Tools toolbar, click on either one of the active colors to launch
   the PANTONE colorist window.

3) **Macromedia Dreamweaver** - To use
   PANTONE colorist from this application, go
   to Window→Assets. On the Assets panel,
   click the flyout arrow and select New Color
   from the list. A color swatch window will
   open. Locate the circular multi-color icon in
   the upper right-hand of the swatch window.
   Click the icon to launch PANTONE
   colorist. Selected colors will appear in the
   Favorites palette with their HTML data.
   To color text in particular, you can go to
   Text→Color to launch the color picker.
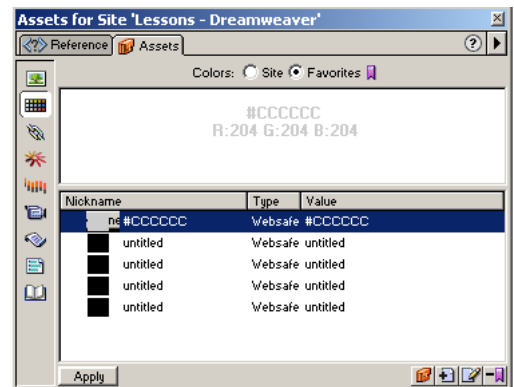
4) **Macromedia Fireworks** - In order to use PANTONE colorist, you must first create a
   new document and place an object or an image onto it. Next, from the Tools toolbar,
   click on the Fill Color icon 🖌, on the Colors section of the toolbar, and a color swatch
   will open up. On this swatch, look for the multi-colored circular icon 🌈, located on the
   top right-hand corner, click on it. This will invoke the PANTONE colorist color picker.

Select a color, click OK and the object will be filled with the selected color. The Fill color icon can also be accessed from the color mixer menu (Windows➔Color Mixer).

5) **Macromedia FreeHand** - Refer to the steps for Macromedia FireWorks.

6) **Microsoft FrontPage** - To use PANTONE colorist in FrontPage, you must make sure that no other external source of color is running. On the toolbar there are two icons from which you can invoke PANTONE colorist. They are the Highlight Color icon and the Font Color icon . Once you click on one, click on More Colors and then Custom and the PANTONE colorist picker window will open.

7) **QuarkXPress** - Open QuarkXPress and create a new document. To access PANTONE colorist, select the Edit➔Preferences➔Preferences menu. Only certain items invoke the PANTONE colorist color picker, as follows: under General➔Hyperlinks, under 'Avenue.Quark'➔Marker text, and under Display➔Margins, Ruler and Grids.

Accessing PANTONE Color Schemes

The 'inspireME' button links you to a special section of the PANTONE Web site reserved specifically for PANTONE colorist users. This page provides color palette suggestions to enhance your creativity using PANTONE Colors.

To access the color schemes, click the 'inspireME' button located on the lower right corner of the system-level PANTONE colorist interface. See page 4 for more information on system-level access to PANTONE colorist in Windows.

The Mac OS X Version 10.2 and later

Pantone, Inc. is committed to its graphic professional customer and to the new Mac OS X operating system. We are working with Apple to develop the next generation of color selection tools which will take advantage of the features Apple has built into the Mac OS X architecture.

PANTONE colorist for OS X is designed to work with Web authoring, presentation and design applications or any other application where you desire access to the library of PANTONE MATCHING SYSTEM Colors. This makes it easy to apply colors to text, objects and backgrounds.

Using PANTONE colorist

You can access PANTONE colorist from within applications that access the Mac OS X System Level Picker, as well as from the System itself.
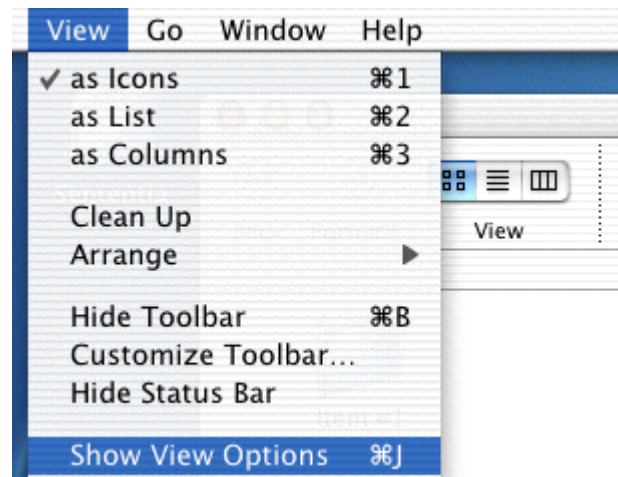
NOTE: System-level access is intended to color the background of folders. Do not accept a color unless you want the background color changed.

System-level Access

1) Open any folder on the desktop or create a new one.

2) Select the Icon option in View.
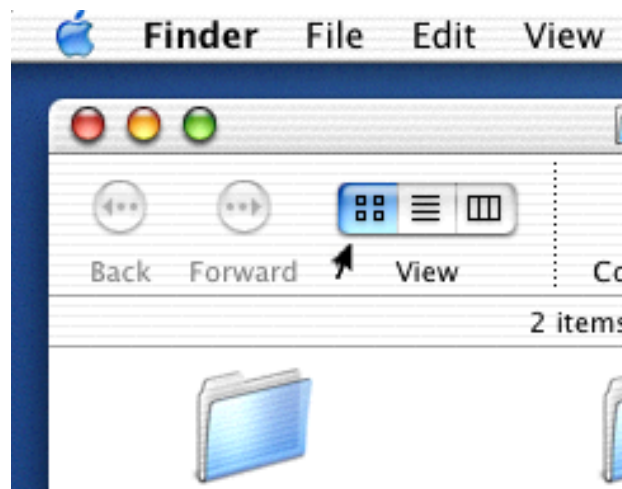
3) From the View menu, choose "Show View Options."

4) From the Background heading, choose "Color," then click the colored square to bring up the Apple Color Picker.
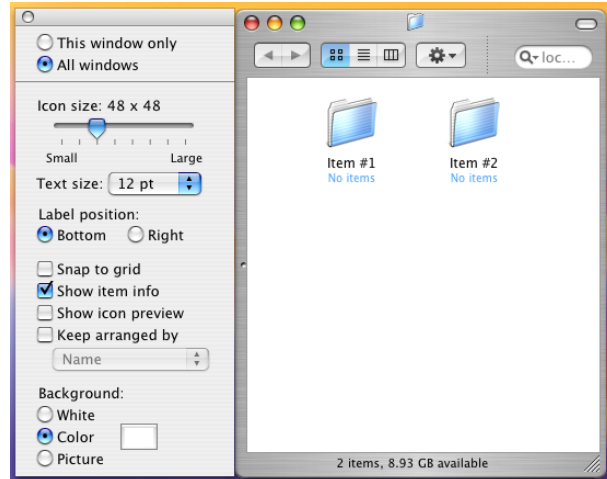
5) From the Apple Color Picker, click the Color Palettes icon.

6) From the pop-up menu, select your desired PANTONE Library.

7) Using the slider bar, scroll to preview the colors. Click on the desired color to select it. Then click the 'OK' button.

Accessing RGB Data

To access the RGB data from a color found in the Apple Color Picker, do the following:

1) Ensure that the desired PANTONE Color is highlighted.

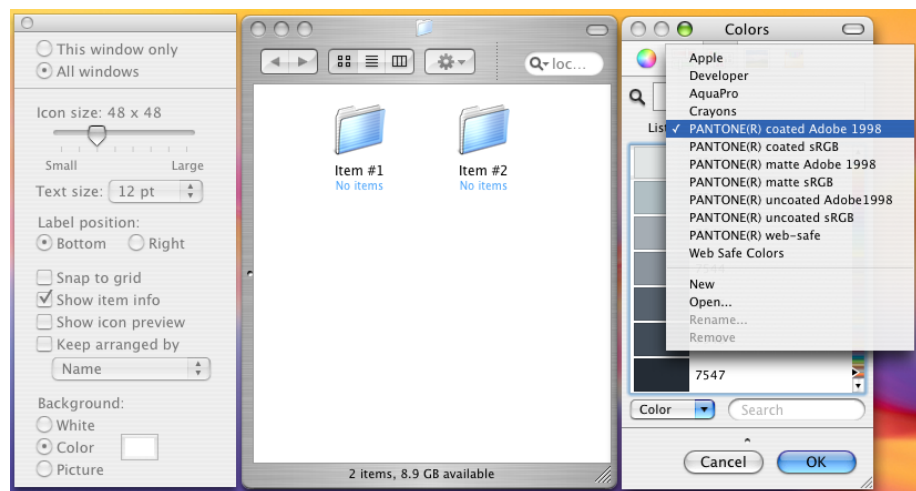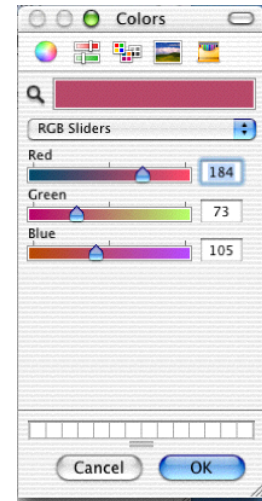2) Click on the 'sliders' icon, and select 'RGB Sliders' from the dropdown list.

3) The RGB values displayed are applicable to the PANTONE Color selected. You can use this RGB data to create the PANTONE Color within applications that do not directly access the Apple Color Picker.

Application Access via Macromedia FreeHand

1) Launch FreeHand within Mac OS X.

2) If the Color Mixer is not displayed, then display it from the 'Window' menu by choosing 'Panels,' then 'Color Mixer.'

3) In the Color Mixer dialog box, click on the button with a picture of a multi-colored apple. This displays the Apple Color Picker.

4) From the Apple Color Picker, choose 'Name' from the selection of picker types.

5) From the pop-up menu, select your desired PANTONE Library.

6) Using the slider bar, scroll to preview the colors. Click on the desired color to select it and use it within FreeHand. Then click the 'OK' button.
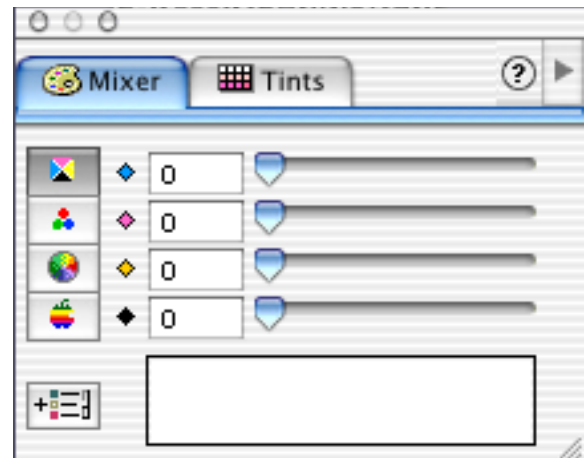
Application Access via Microsoft PowerPoint

PANTONE colorist can be used within various color options available on the 'Formatting Palette,' including the following:
- Font color
- Bullets and numbering color
- Presentation/Color scheme

All of these functions allow access to the Apple Color Picker. For simplicity, we have outlined the following steps for using Font color. The functionality for the other options is essentially the same.

Here are the steps for coloring fonts with PANTONE colorist:

1) Highlight the fonts you wish to color.

2) On the Formatting Palette, click the 'Font color' icon, and choose 'More Font Colors.' This will launch the Apple color picker.

3) From the Apple Color Picker, click the Color Palettes icon.

4) From the pop-up menu, select your desired PANTONE Library.

5) Using the slider bar, scroll to preview the colors. Click on the desired color to select it. Then click the 'OK' button.
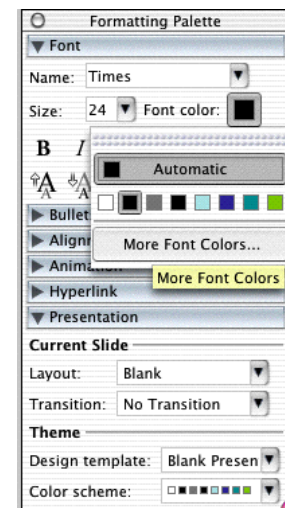
Application Access via Apple Keynote

To access PANTONE colorist in Apple Keynote, do the following:

1. Open a new document.

2. From the main toolbar at the top of the document, click the Colors icon to launch the Apple Color Picker **A**.

3. From the Apple Color Picker, click the Color Palettes icon **B**.

4. From the pop-up menu, select your desired PANTONE Library.

5. Using the slider bar, scroll to preview the colors. Click on the desired color to select it. Then click the 'OK' button.

12.
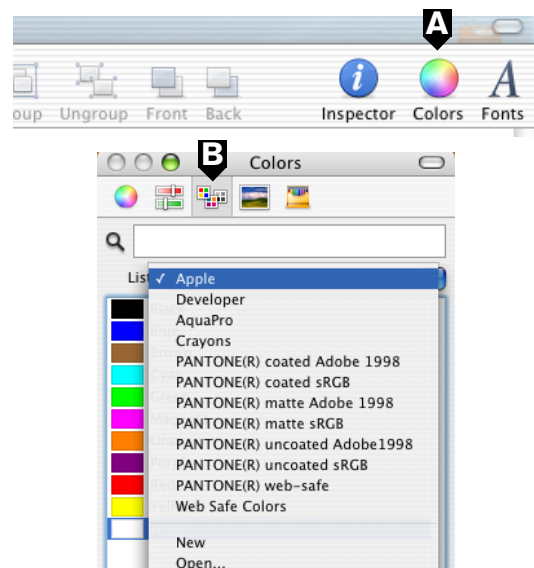
Accessing PANTONE Color Schemes

The 'inspireME' button links you to a special section of the PANTONE Web site reserved specifically for PANTONE colorist users. This page provides color palette suggestions to enhance your creativity using PANTONE Colors.

The PANTONE colorist installer will create an 'inspireME' alias on your desktop. Simply double-click the alias to be taken directly to the site.

RGB Space Definitions
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Adobe Photoshop includes the widest possible variety of RGB industry standards so that files can be color-managed regardless of their final destination—be it print, video, film, television or the Web. Even if color management is not yet implemented in some of these fields, files from Adobe Photoshop will be ready for them when it is.

Your choice of working space should be determined by the type of environment in which you work. If you are working in a fully ICC-aware workflow (where files will be placed into ICC-aware applications such as Adobe PageMaker, Adobe Illustrator and Adobe InDesign), you can edit and save RGB files with embedded profiles. If you are working with non ICC-aware applications, you will usually need to convert your files to CMYK in Adobe Photoshop if you intend to print separations.

sRGB is a standard promoted primarily by Hewlett-Packard and Microsoft. It reflects the standards for HDTV broadcast (Gamma=2.2, Primaries=HDTV, White Point=6500K).

One of the reasons to use sRGB is that Hewlett-Packard is promoting a workflow in which hardware devices such as scanners, non-Adobe PostScript printers, and Web browsers will be optimized for RGB data in the sRGB space. If you are using such devices, sRGB will provide the simplest workflow.

sRGB reflects the characteristics of the average PC monitor. If you are producing graphics to be viewed on the Web, sRGB will reflect what most viewers see. The downside to sRGB is that it has a limited color gamut and cannot represent as many colors as other color spaces. It is not a good choice for professional prepress users, as too much of the CMYK gamut lies outside of it.

Apple RGB is based on the classic Apple 13" Trinitron monitor (Gamma=1.8, Primaries=Trinitron, White Point=6500K). This space represents many legacy files in the desktop publishing world simply because applications such as Adobe Illustrator and Adobe Photoshop used it as their default for RGB in the past. Its gamut isn't much larger than that of sRGB.

SMPTE-C is the current standard for broadcast television in the United States. If you are doing work targeted at U.S, broadcast, SMPTE-C is a good choice.

PAL/SECAM is the European broadcast standard. If you are doing work targeted at European broadcast, PAL/SECAM is a good choice.

ColorMatch RGB represents an idealized version of the Radius PressView monitor. This monitor is common in the prepress world and the space has a reasonably broad gamut. If you are working in a PressView-based workflow, using ColorMatch RGB will provide a reasonably large gamut while also providing a fair amount of color consistency, even with ICC-unaware applications.

Adobe RGB (1998) provides a larger gamut than ColorMatch RGB and is potentially a better space for prepress work if you want to access a broader range of colors. The downside is that it also includes more unprintable colors (that is, colors that are outside the CMYK gamut).

14.

Wide Gamut RGB provides a very wide range of colors by using spectrally pure primaries. The downside is that most of the colors in this gamut cannot be displayed on standard computer monitors or printed. When editing a file, colors are often forced into the display space (clipped) and, consequently, your color adjustments may not appear as visible changes on the screen.

Monitor RGB/Simplified Monitor RGB Adobe Photoshop 5.x includes an option to set the working RGB space to a version of the current monitor space. This option makes Adobe Photoshop 5.x behave like older versions with regard to color management, though it now writes color tags into files and reads those tags when opening files. This is useful if the other applications in your workflow are ICC-unaware. Whether Monitor RGB or Simplified Monitor RGB is available to you depends on the complexity of your actual monitor profile. For example, profiles with three gamma curves (one each for red, green and blue) will be simplified to a single gamma.

CIE RGB is an outdated standard that Adobe Photoshop 5.x includes, as it is still, though rarely, referenced in color work.

NTSC (1953) is another outdated standard, in this case for video production. Like CIE RGB, it may be still be used in some cases, but is rare.

To convey the relationship between the various types of RGB, the illustration below shows three representative gamuts: Wide Gamut RGB, sRGB, and Adobe RGB (1998). These are seen against the backdrop of the CIE XYZ Chromaticity diagram (which represents the whole gamut of color visible to the human eye):
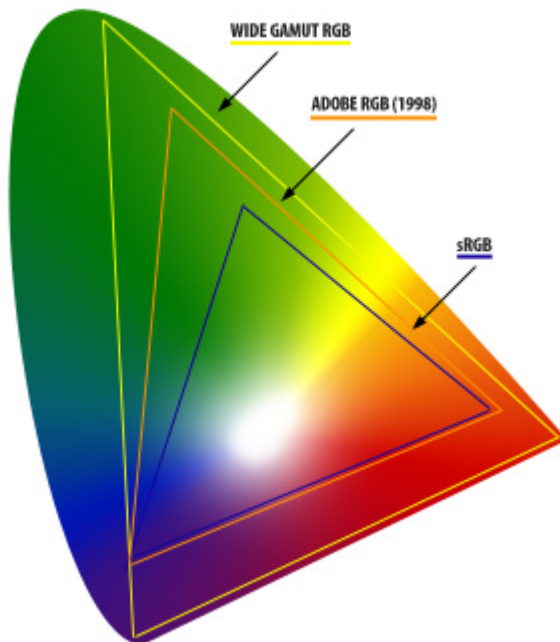
Which Working Space Should I Use?

Your choice of working space will be determined by the document that you are producing. The range of colors that make up a working space is known as its gamut. Your goal is to match your working space gamut to the gamut of your output device. Depending on your needs, your output device may be a computer monitor, a desktop printer, or even a printing press.

The majority of users will work in either Adobe RGB or sRGB. In general terms, Adobe RGB has a larger gamut than sRGB, and allows you to work in more saturated color (not more colors) than sRGB. Adobe RGB more closely matches the color gamut of photo quality color printers. It is a good choice for those users working in RGB with output going to print, either as RGB files for photo quality inkjet printers, or, after conversion, as CMYK files for offset printers. sRGB, with its smaller color gamut, is intended to match the characteristics of the average PC monitor. It is a good choice for images going to the Web and for images going to color printers with limited color capabilities.

Technical Support

Pantone is committed to offering you immediate and polite technical support. Technical support is provided at no charge to registered users of our products. Please be sure to provide a concise description of your problem including your system specifics.

You can reach Pantone Technical Support several ways:

1) Telephone: 201-935-5500, Monday through Friday, 8:00 a.m. to 6:00 p.m., Eastern Time

2) Fax: 201-896-0242. Make sure you indicate whether you want a reply by telephone, fax or E-mail. Don't forget to include your telephone, fax number or E-mail address.

3) Visit us at http://www.askpantone.com

You may also visit our online knowledgebase at www.askpantone.com. Here, you can search through our Frequently Asked Questions (FAQs) or submit your questions directly to Pantone Technical Support. You may also register which enables you to save your questions and allows you to login at any time to review them.

How to Contact Us

To reach our Customer Service Department, please call 866-726-8663 (866-PANTONE). For more information on other PANTONE Products, please visit our Web site at www.pantone.com.

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