

PANTONE[®] colorist

Product for Windows[®] and for Mac OS X

user manual



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Contents

Getting Started	1
What is PANTONE® colorist?	1
System Requirements.....	2
Installing the Software	2
The PANTONE MATCHING SYSTEM® Colors – sRGB.....	3
The PANTONE MATCHING SYSTEM Colors – Adobe® RGB (1998)	3
The Windows® Version	4
Selecting Colors.....	4
Color Information	6
Using a Color	7
Using PANTONE colorist within Applications.....	7
Adobe GoLive®	7
Adobe Photoshop®	7
Macromedia® Dreamweaver®	7
Macromedia Fireworks®	7
Macromedia FreeHand®	8
Microsoft® FrontPage®	8
QuarkXPress™	8
Accessing Color Schemes.....	8
The Mac OS X Version	9
Using PANTONE colorist.....	9
System Level Access	9
Accessing RGB Data	11
Application Access via Macromedia FreeHand	11
Application Access via Microsoft PowerPoint®	12
Application Access via Apple Keynote.....	12
Accessing Color Schemes	13
RGB Space Definitions	14
Which Working Space Should I Use?	16
Technical Support	17
How to Contact Us	17

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 library. 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 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 PANTONE solid coated 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 backgrounds. 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

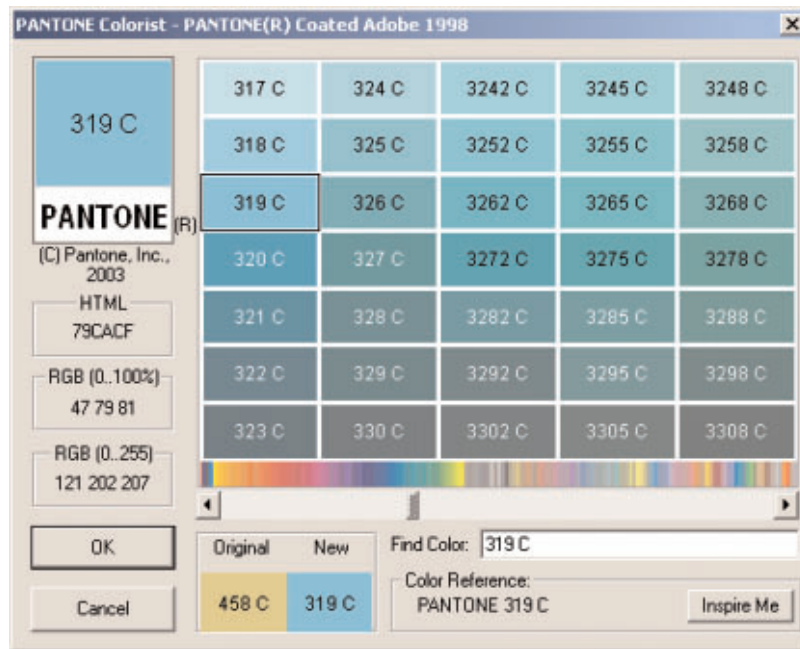
There are five ways in which you may do color selection in PANTONE colorist for Windows. You can use these different methods for either single colors or groups of colors. These are described below:

- 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 immediately 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

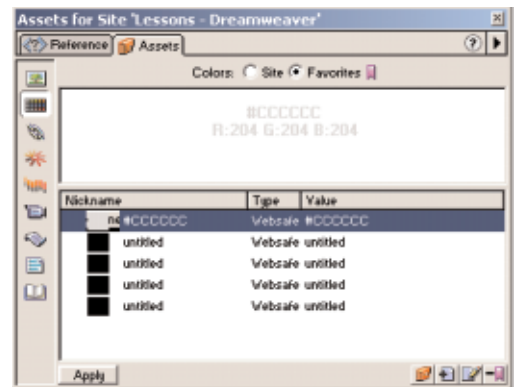
Having selected a color within PANTONE colorist, you 'use' it by either clicking on the 'OK' button at the lower left of the screen, or double-clicking on the color in the current visible section of the palette. This will close the PANTONE colorist window and return you to the application from which 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.