

Pantone Inc: authority on colour

The science of colour

If you're not an artist, a printer, a graphic designer, a stylist or a couturier, you probably aren't fluent in the language of colour. You might know the difference between salmon and fuchsia, maybe even between azure and turquoise, but you can't tell royal blue and navy blue apart. But do all these tiny differences really matter so much? - You might ask. For many people in this world, yes. The accuracy of colour is critical in design. 1. ____ And this is what Pantone did.

Pantone, Inc. started as a printing company in New Jersey and soon became the most important colour matching system in the world.

Why was it important?

Everyone involved in the printing process had their own vision of hues and tints. Very often a client's or designer's image of the final colour was totally different from press operators' interpretations. 2. ____

This is why Pantone decided to create a colour catalogue in a fan format that will help people all over the world to identify and accurately produce any colour or variation thereof. In this catalogue, every colour, in every tone and tint, was given a number to classify it. Pantone literally wrote the book on colour matching. For over 40 years, Pantone has been used almost anywhere, from printing to manufacturing of plastics, fabrics, and paints.

In 1986 Pantone opened the Color Institute that offers trend forecasting, colour consulting, and strategic development to companies in retail, fashion, manufacturing, electronics, and more. Imagine you are launching a business and need help with branding. 3. ____ Will tangerine orange communicate your values better than crimson? Or should you go for maroon instead? Which will attract customers better: jade, lavender, khaki, charcoal, or coral? Pantone Color Institute experts offer Colour Consulting Services and promise to "help select, define and refine your brand's signature shade, to create something timeless and specially tailored to your brand or product".

Today Pantone is perhaps best known to a wider audience for its trendsetting campaigns called the Colour of the Year. As of 2000, every December Pantone announces the colour of the following year which holds incredible influence on creative industries, especially on fashion and graphic design.

How is the colour of a year chosen?

All aspects of society are taken into consideration: fashion, marketing, social media and even politics are important to decide which colour best expresses the attitudes and emotions of the times. Marsala, Rose Quartz, Mimosa, Emerald – these are just some shades that have been announced by Pantone as dominant colours of the last decade. But 2021 was quite special as it had received 2 colours: Ultimate Gray and Illuminating. Leatrice Eiseman, executive director of the Pantone Color Institute explains the special symbolism of this combination: "The union of an enduring Ultimate Gray with the vibrant yellow illuminating expresses a message of positivity supported by fortitude. 4. ____ We need to feel encouraged and uplifted, this is essential to the human spirit".

- A.** Which colours will be selected to represent your visual identity?
- B.** Because what you see on your monitor is never what will appear on a printed sheet or fabric, so designers need a standardised colour key.
- C.** These misunderstandings led to mistakes, inefficiencies and numerous reprints.
- D.** Practical and rock-solid but at the same time warming and optimistic, this is a colour combination that gives us resilience and hope.