

BY DARIN PAINTER



TECHNOLOGY

## COLOR CORRECTION

Pantone has launched a new color-specification system to give designers more color choices and better efficiency. See whether this new palette is the right option for your work.

Each page of John H. Bredenfoerder's notepad includes a sketch of the Klamath, a wooden ferryboat that served as design firm Landor Associates' first headquarters in San Francisco. It reminds him that successful branding often includes the element of surprise. One day last November, just below the image of the Klamath, he jotted down something many designers couldn't have fathomed: 4-1-3 C.

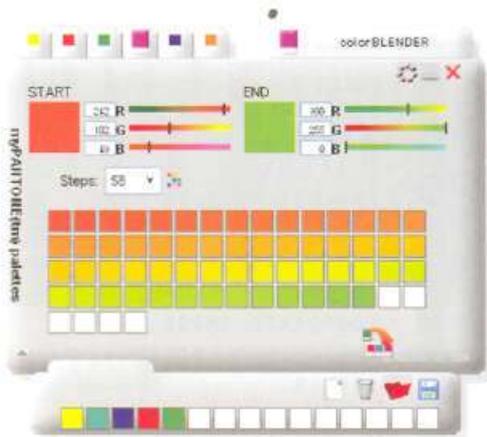
Bredenfoerder, design director at Landor's Cincinnati office, knew the odd combination was about to become common language at the firm, which employs more than 850 designers in 24 global offices: 4-1-3 C pinpointed the new branding color that company

officials had just selected—a bright, crisp yellow that evokes an energetic spark.

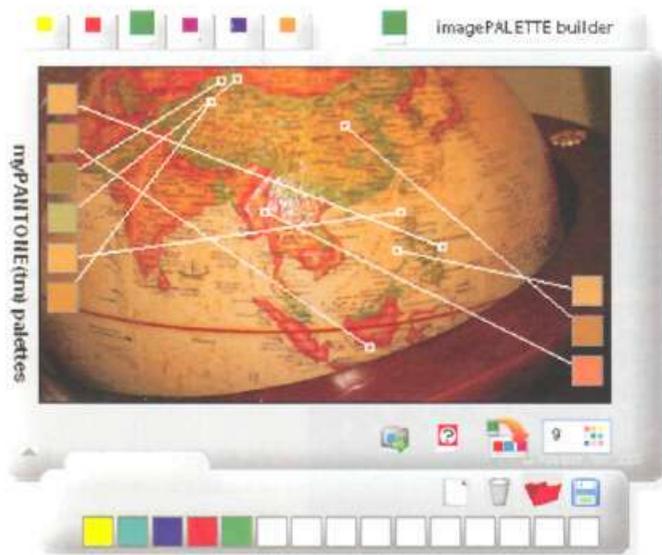
### A GUIDE FOR THE DIGITAL AGE

That hue is one of more than 2,000 new colors in Pantone's Goe System, the first new color-specification scheme for the graphic arts industry since the now-ubiquitous Pantone Matching System (PMS) was introduced 45 years ago.

"Goe will become increasingly significant to the graphic design community," says Bredenfoerder, who develops, directs and facilitates color strategies for many Landor branding projects and also serves as



**MIXING & MATCHING**  
Pantone's Goe system offers several new ways to choose color. ColorBLENDER (left) enables users to see a gradient of up to 64 choices between two user-defined colors. Select a color, and it's shown in an enlarged square next to its Pantone number and RGB and HTML values. Upon importing an image into imagePALETTE builder (below), designers see a palette of up to 12 dominant colors within the image. The tool includes a "randomize" feature, which creates an entirely new palette of colors using the same image.



**PERFECT PALETES**  
The myPALETES area (left) enables designers to manage and archive an unlimited number of palettes. (Colors also can be dragged and dropped there.) From myPALETES, designers can print, export and lock palettes, and edit individual color properties.

president of The Color Marketing Group, an Alexandria, VA-based nonprofit association of 1,100 color designers and scientists. "The system is a more exact way for designers, their clients and printers to communicate about color, and it gives us all something we've wanted for years—more choices when creating visual identities," he says.

PMS was developed for an industry dominated by paste-up boards, precision knives and offset lithography. As printing equipment, production processes and workflows have evolved in the digital age, creatives have become increasingly sophisticated, collaborative and multidisciplinary.

Today, more design projects are part of cross-media strategies. And Goe is Pantone's response to these trends. The system features a chromatic arrangement of 2,058 colors (compared with 1,114 PMS colors) appearing in a swatchbook. Only about 40% of PMS colors are directly translated into Goe colors.

Pantone prints the GoeGuide on No. 1 grade 100lb. coated offset text, the most specified premium-grade paper used in commercial printing shops for both traditional offset lithography and digital printing. The guide is organized around 165 full-strength colors and the families derived from them. Each page represents seven colors, and each color is identified by a unique three-part number along with its ink-mixing formula and RGB values. Many new colors are shades of green, adding flexibility for designers working on environmental sustainability campaigns.

Goes numbering system reflects the color family, page location within that family and vertical position on that page (1 for the top, 7 for the bottom). For example, "Pantone 48-1-4 C" indicates the color resides in the 48th color family (purple), appears on the first page within that series and in the middle of that page. (The C stands for coated.) "Think of it as a color wheel with 165 pie slices," says Doris Brown, Pantone's vice president of marketing. "Slices one through seven arc yellow, eight through 12 arc orange and so on. Early adopters are telling us that the colors are much easier to locate and specify."

Varying combinations of the systems ink-mixing bases yield its 2,058 colors. When developing Goe, Pantone's color scientists chose to use only 10 bases (instead of 14 in the PMS system) that were readily available worldwide to ensure color consistency on a global scale. To mitigate change in color appearance, scientists also wanted the bases to be compatible with aqueous and ultraviolet coatings. (Visual color shifts from the application of coatings are a familiar problem for printers, particularly in the flexographic and packaging sectors where UV coatings are most common.) Also, colors were designed to be printed with uniform and industry-typical ink film thicknesses, enabling equal drying times and more control for matching color on-press.

Brown says designers and printers share a common misconception that Goe was designed to replace PMS: "It would be arrogant and foolish of us to think this will cause Pantone to retire the PMS system," she says. "Companies will probably continue to use it 50 years from now. But Goe is really the color system for today and the future, especially because of its interactive tools."

## SOMETHING NEW FOR THE PALETTE

The new system also comes with GoeSticks, a two-volume set of adhesive-backed color chips that includes a smooth plastic sheet for testing color combos, and palette cards for creating, sharing and archiving color palettes. But the component of Goe that is resonating most with designers is myPANTOXE palettes, a color-specification software tool that enables designers to capture and invoke their choice of colors, then share them quickly with collaborators and clients.



#### MULTIMEDIA COLOR

*Goe, the first new color-specification scheme for the graphic arts industry since the Pantone Matching System (PMS), was developed partly because more design projects are part of cross-media strategies. (PMS was developed for a print industry dominated by offset lithography.) Goe features a chromatic arrangement of 2,058 colors appearing in a swatchbook-style GoeGuide (above). The guide is organized around 165 full-strength colors and the families derived from them (left).*

Designers can select colors in multiple new ways: You can click on a hue circle or square hue gradient color picker, or you can enter RGB or HTML values for known colors (any selected color may be snapped to the closest Pantone color within the company's library). You can use an eye-dropper tool to pick up any color that appears on your desktop. You can use the Color Blender to form a gradient between two user-

defined colors, or the Image Palette Builder, which automatically selects up to 12 dominant colors within any saved image. You can go the color-theory route by choosing color harmonies (monochromatic, analogous, complementary, split complementary, triadic and tetradic) and more.

After selecting individual colors, users can drag and drop them within the myPALETTES area to create a

# Anúncio

palette. You can view any saved palettes; print, export, organize and lock palettes; and edit individual color properties. Palettes can be imported into numerous applications, shared among co-workers and clients, and archived for future reference. "In the past, you had to create individual palettes in each application, and it takes a lot of time," Brown says. "Now you can just design the palette once and easily import it into all of the applications you use, as well as share it with friends and colleagues."

### GOE-ING TO THE FUTURE

It remains to be seen how quickly the design and print communities adopt Goe. "Designers provided significant input into the process [of creating the new system], and Pantone seems to have addressed their needs in some very creative and innovative ways, especially with the collaborative tools and palette imports," says print industry consultant Gary Sherburne, owner of Sherburne & Associates in Miami. "That said, printers are likely to need to maintain both systems [Goe and PMS] for some time to come. But there's no question that printers will need to jump on the Goe bandwagon. Designers who are enthusiastic about the new system will be more likely to find a new printer than to back down on their color choices once they've selected a project color palette."

Meanwhile, Pantone has been working with companies across the design and production workflow spectrum to provide support for Goe, including with

firms that offer software applications, proofing systems, digital color output devices and inks. For example, Quark recently integrated Goe into QuarkXPress 7. "Along with offering graphic designers thousands of color options, the system enables more accurate color representation of solid ink," says Jurgen Kurz, Quark's senior vice president of products.

Other Pantone partners include Xerox, Hewlett-Packard and Heidelberg. At press time, a Pantone spokesperson said the company was planning to release a free download for registered Goe users that would allow access to the system from applications including Adobe's Goe Suite products.

"We appreciate Goe, especially because it helps our designers communicate more effectively about color across our global offices," says Bredenfoerder, who anticipates its integration with CS3. "It's a tool for improved collaboration, not just more colors, and it will be interesting to see how effectively and quickly we can take the new system's benefits and apply it to new campaigns and branding efforts."

Darin Painter is a frequent HOW contributor and owner of Writing Matters in Cleveland.  
[www.writingmatters.com](http://www.writingmatters.com)

JOHN BREDENFOERDER CINCINNATI [www.landor.com](http://www.landor.com)

DORIS BROWN CARLSTADT, NJ [www.pantone.com](http://www.pantone.com)

JURGEN KURZ DENVER [www.quark.com](http://www.quark.com)

CARY SHERBURNE MIAMI [www.sherburneassociates.com](http://www.sherburneassociates.com)

# Anúncio