integrating color in every stage of the packaging process

**Abigail Bruce**
**Marketing Director**
**PANTONE EMEA**

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COLOR
plays many
ROLES

PANTONE®

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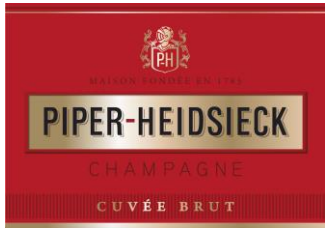
# Life without Color

**COLOR Increases brand recognition by 87%**

# COLOR Increases brand recognition by 87%



**“Used wisely, color is vitally important and is an instant attention-grabber that succinctly gets the message across.”**

Pantone Color Institute Research

# Color THEN

# the rules of the game have changed

# Color accounts for 65% of purchasing decisions

It has the single greatest influence on consumer decision

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Infinite
CHOICE

# HELLO
# Mrs Blandings

PANTONE®

# Mrs Blandings could have just used PANTONE

Living Room

Dining Room

Hall Way

Kitchen

Powder Room

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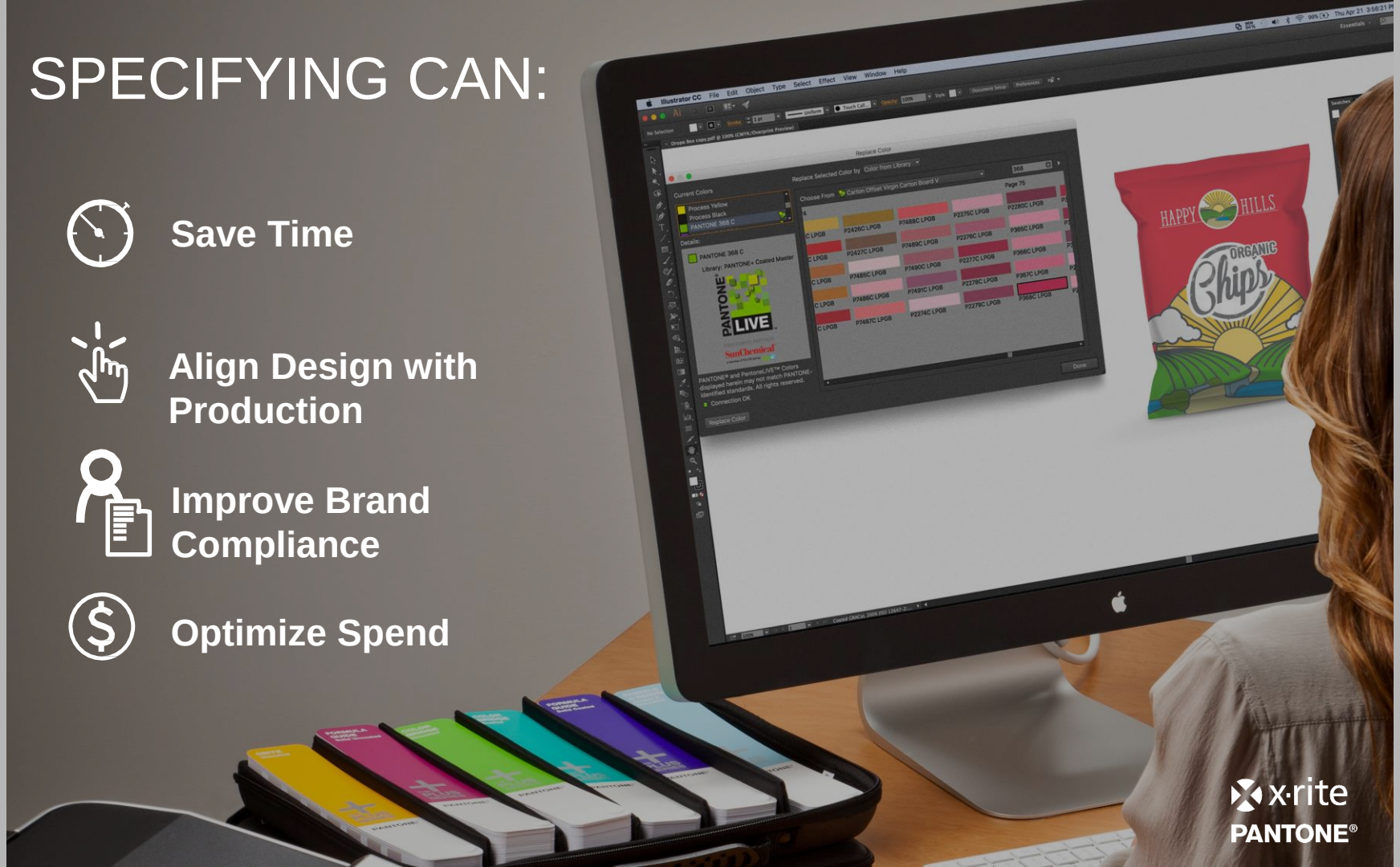
Pantone is the
LANGUAGE
of COLOR

ONCE YOU CHOOSE A
**SPECIFIC COLOR,**
HOW DO YOU
**COMMUNICATE** IT?

# SPECIFYING CAN:

- **Save Time**
- **Align Design with Production**
- **Improve Brand Compliance**
- **Optimize Spend**

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**RIGHT BRAIN**

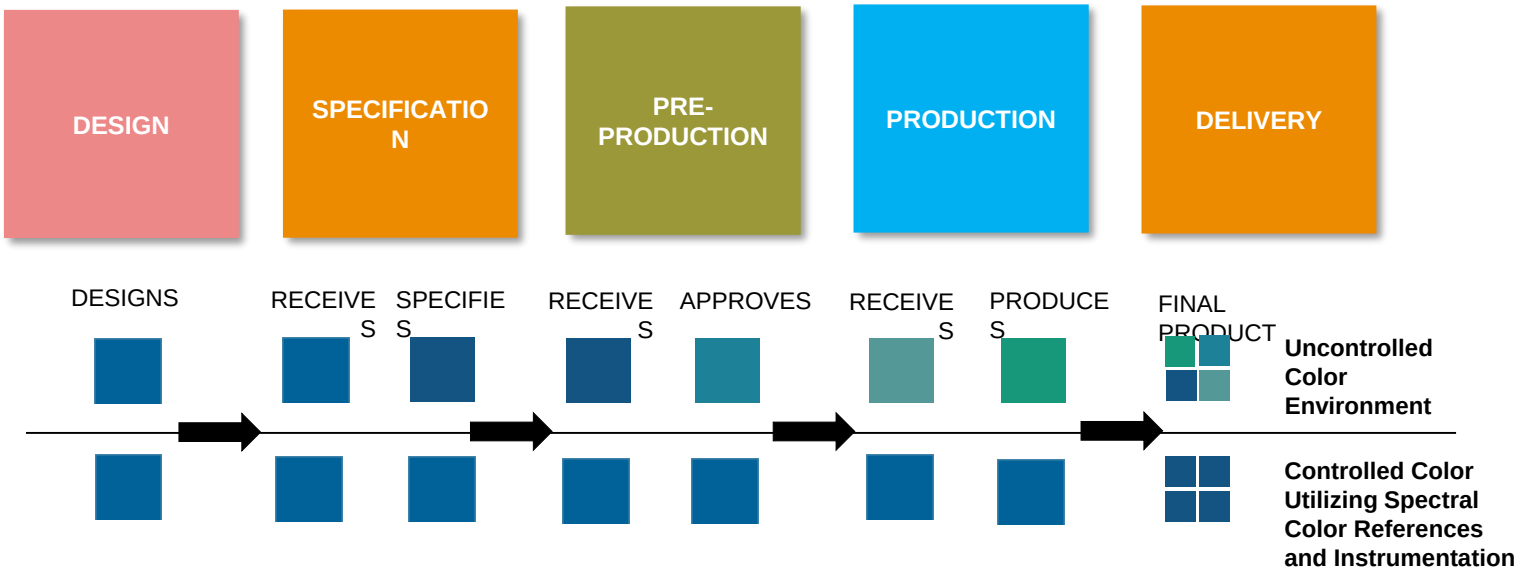
**creative desires**

**VS.**

**LEFT BRAIN**

**practical considerations**

# From Design to Delivery




***Color Services***

***eXact***

***PantoneLive***

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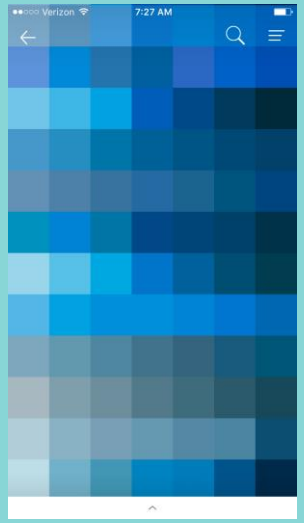
12
LC ZH
PLUS SERIES
PANTONE

Digital Color

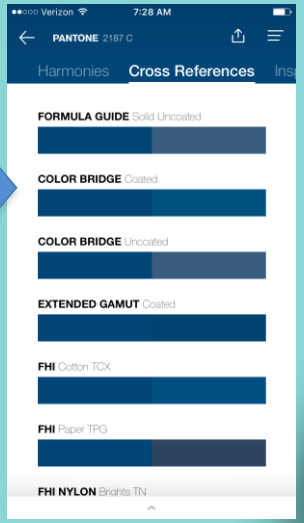
Go to the app store

# **PANTONE** Studio (iOS)

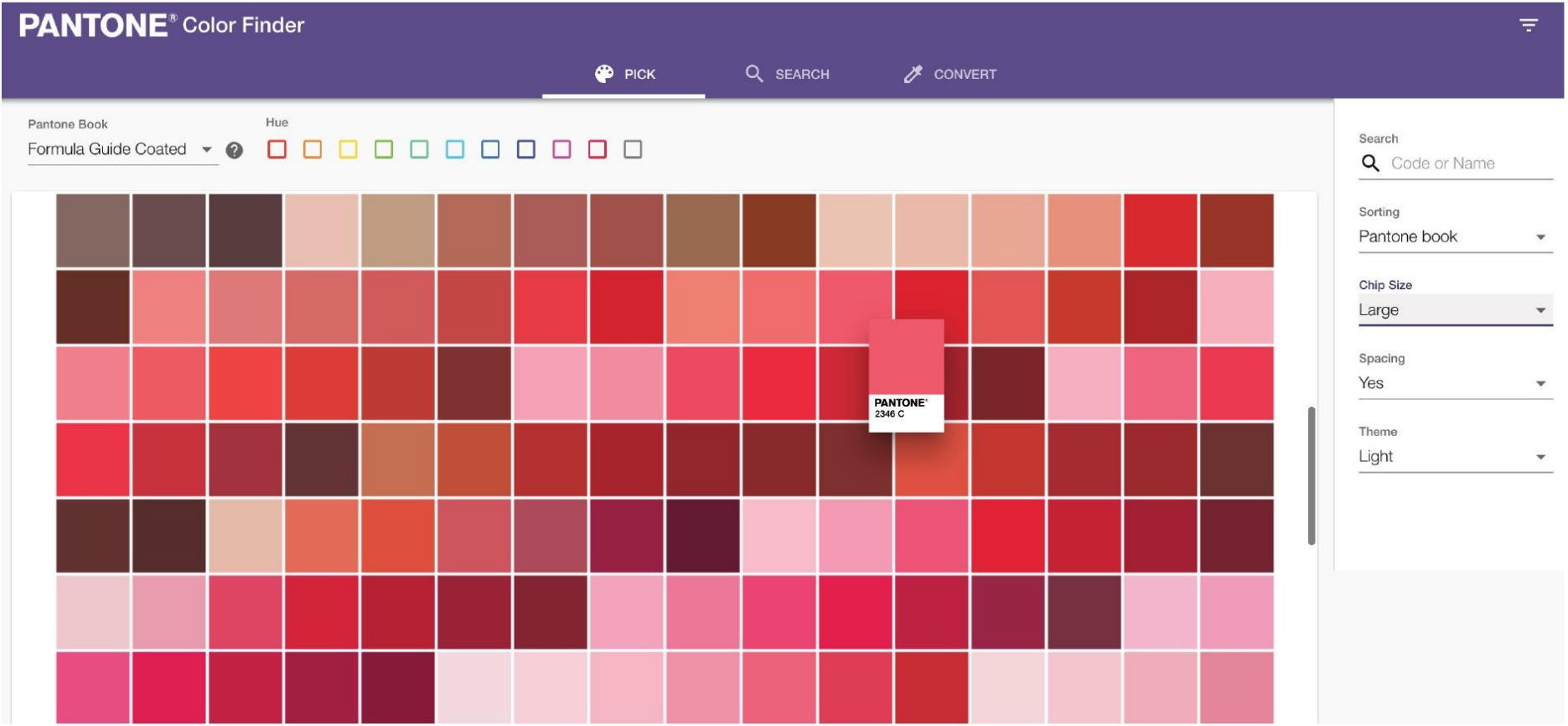



Browse

Discover




Reference

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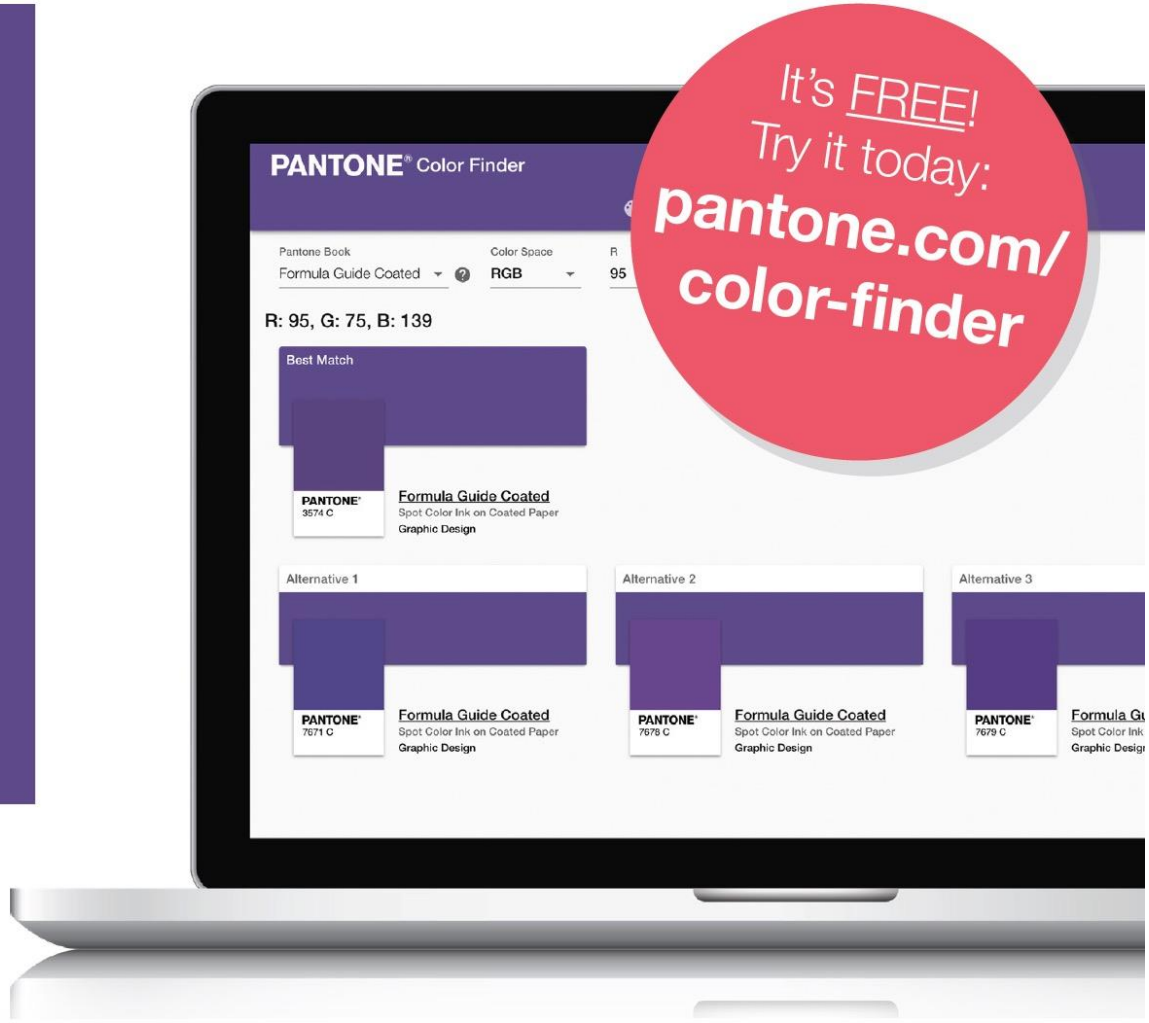
## How will you find your Pantone Color?

Search by:

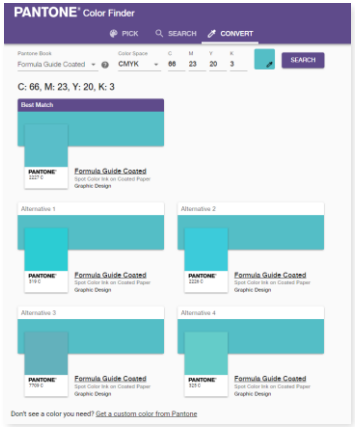
- Pantone Guide
- Pantone Name
- Pantone Number
- Color family

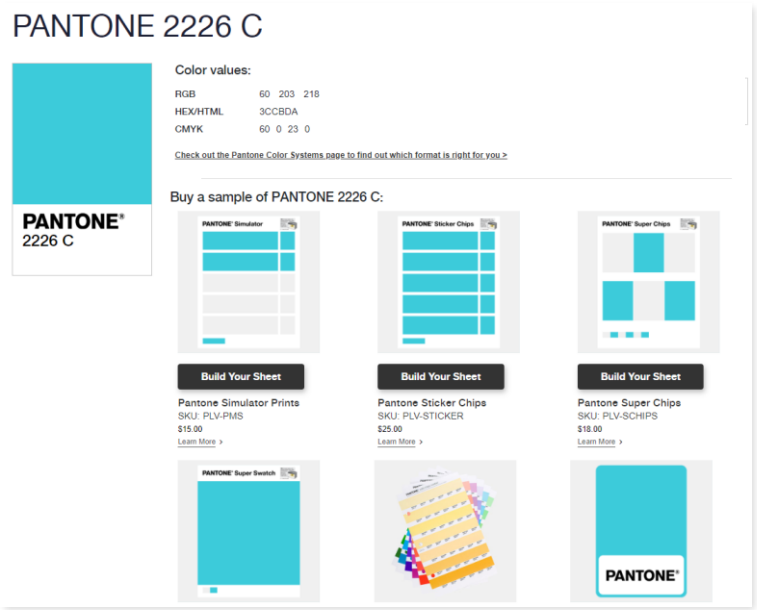
Convert to Pantone Color from:

- RGB values
- Hex/HTML values
- CMYK values



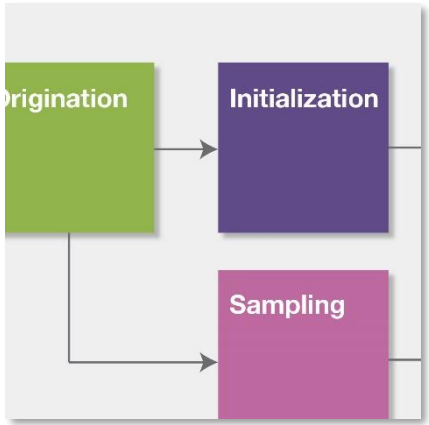
# Find a Color
# Build a Sheet



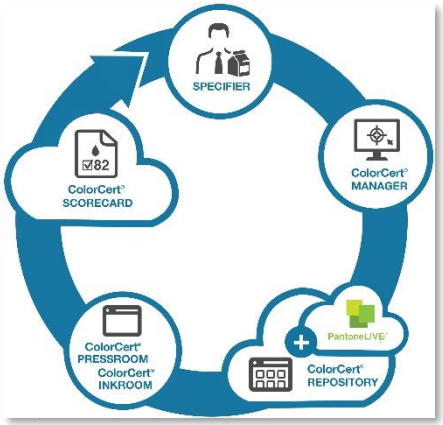




- Convert to a desired Pantone system color from HEX, CMYK, RGB
- Select the best match from the nearest five alternatives, giving choice to the conversion (rather than a forced conversion one)
- From a selected color, easily find color samples or build your own On-Demand sheet

## Color Mapping & Optimization




## Color Workflow Optimization




## Quality Assurance Programs

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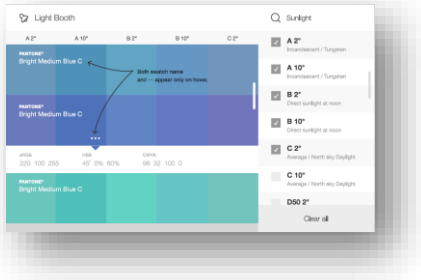
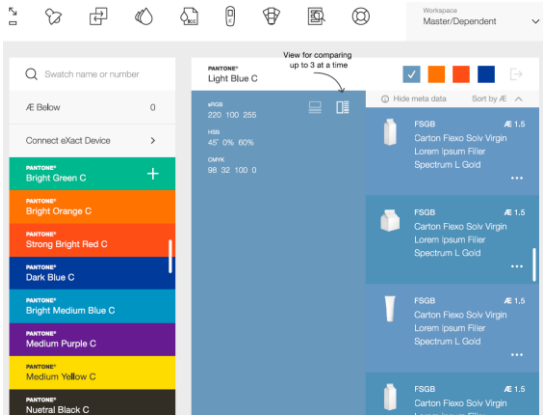
# PantoneLIVE for Design

**For Quick Reference and Color Visualization**
Substrates, lighting conditions, data reference



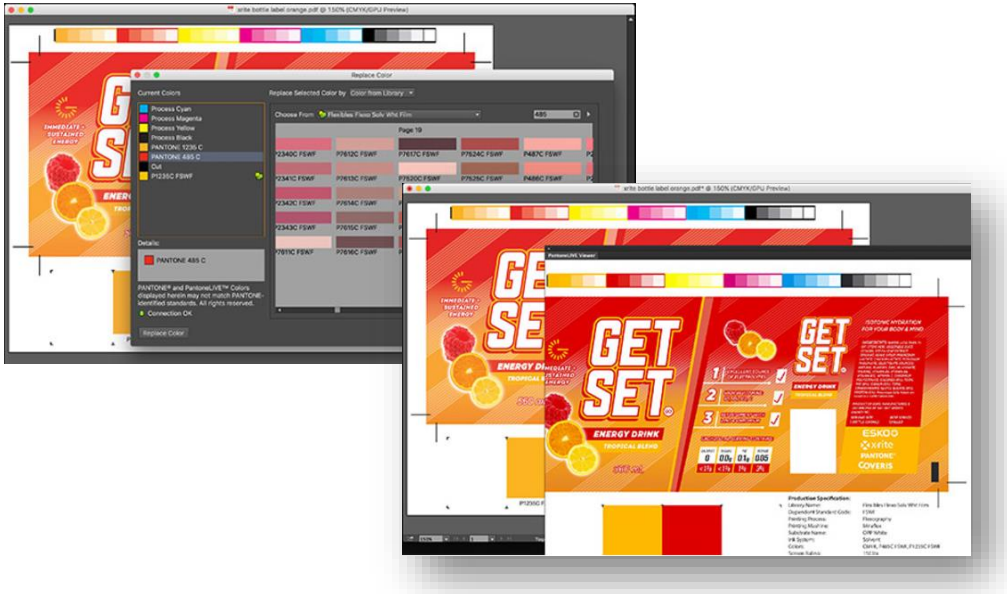



PantoneLIVE Visualizer App

ColorBook & Viewer Plug-In

**Standards in Your Adobe Illustrator Workflow**

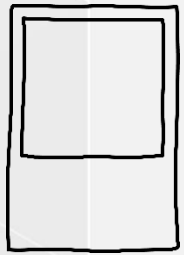
Swap and view colors in your design file



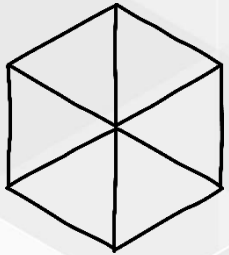
# How can you get specific?

**PHYSICAL TOOLS**

STYLE GUIDE



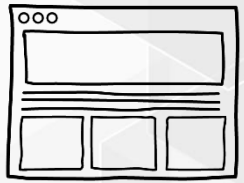
COLOR SWATCH



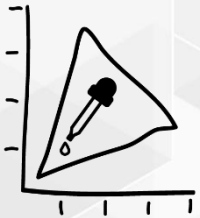
PRODUCT PROTOTYPE

**CONTROL WHAT'S INTENDED (1-way)**

**DIGITAL TOOLS**



BRAND MICROSITES



DIGITAL COLOR STANDARDS AND LIBRARY

VIRTUALIZATION

**CONTROL WHAT'S ACHIEVED (2-way)**

## remember

- **COLOR is your best communication tool**
- **Take care with COLOR**
- **COLOR is a pivotal element of design strategy**
- **COLOR must be specified per material and process**
- **COLOR measurement improves consistency**

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# DANK JE

Abigail Bruce
Marketing Director EMEA

Add a comment...