

Beware of this possible problem when communicating color

The PANTONE MATCHING SYSTEM has long been a reliable way for communicating color. Unfortunately, product improvements they made are causing some problems.

In May of 2000, Pantone revised its product line to improve their products and to match current printing trends. This included using brighter, whiter paper stock, a 175-line screen and 147 additional colors.

Unfortunately, changes they made to improve their guides can cause color-matching problems with your print jobs. Specifically, many of the formulations in the PANTONE solid to process guide were modified.

The PANTONE solid to process guide compares a solid PANTONE color to a CMYK four-color simulation of that solid color. When using the new printing methods, new four-color process values for PANTONE simulations were required.

Pantone notified and distributed the revised PANTONE Libraries to software companies that license their color matching system (such as Adobe, Corel, Macromedia and Quark). But revised PANTONE Libraries are not loaded in legacy versions of desktop publishing applications. This is especially true for applications purchased and installed before May 2000. Mixing the old and new libraries can cause some really big color matching problems.

Scenarios where designers may run into color issues:

Using a page-layout application with the new values (such as QuarkXPress 5) but using legacy artwork (including logos prepared two years ago) that predated the changes (blue in logo and blue in headline may look different).

Using a page-layout application with the new values but creating new artwork in an application that is shipping with the old color values.

Archived print job files that are reused and need the process colors to match new print jobs.

Solutions:

Pantone has posted information and color library updates designers can download (<http://www.pantone.com/support/>) to update their desktop publishing applications.

Be aware of this issue and possible problems with your print jobs. It may mean legacy artwork or print jobs may need to be modified and your desktop publishing applications updated. Don't mix and match "old" and "new" color PANTONE Libraries.

Communicate with us about your concerns and color questions. This issue may not impact your print jobs at all.