

## fun and useful color tidbits

- When calibrating a monitor, make sure that the monitor has been on for at least 30 minutes before making any adjustments, as this allows the CRT tube to warm up and the colors to settle.
- Improve the luster of your metallics: remember to specify liquid ink when working with metallic colors to achieve optimal results. New liquid inks containing intermediate-sized pigment particles provide higher levels of brilliance than conventional paste inks, which generally contain smaller particles.
- Some pigments are more lightfast than others. This is extremely important when choosing colors for printed material destined for exposure to sunlight, such as outdoor signage and window displays. Seek guidance from your commercial printer or PANTONE Licensed Printing Ink Manufacturer to mitigate concerns.
- Monitors out of the box have a natural blue-ish tint. This tint (or cast) may, however, look neutral because your eyes will automatically adapt to make the brightest area in your field of vision appear white. Therefore, calibrating a monitor is the only way you can guarantee accurate colors on your screen.
- If you want to use complementary colors without causing discomfort, you can outline each of the colors with a thin neutral white, gray or black line. The outlines separate the two colors, which helps your brain keep them separated.
- When working in Hexachrome or any color managed workflow, for best results, always keep your images and designs in RGB.
- Red has been shown to stimulate the senses and raise the blood pressure, while blue has the opposite effect and calms the mind. People will actually gamble more and make riskier bets when seated under a red light as opposed to a blue light. That's why Las Vegas is the city of red neon!
- Originally created to put a friendly face on the merger of two large insurance companies, the smiling button with a yellow face and upturned mouth became the symbol of happiness and fun in the 60s. The retro wave that was resurrected in the 90s brought the cheerful icon back. But for the creator of that ubiquitous sunny symbol, illustrator Harry Ball, the payback came in the form of millions of smiles rather than in hard cash as he was paid a grand total of \$45.00 for his work!
- Metallic inks are often used to achieve decorative effects on labels, textiles and brochures or to enhance the impact of packaging for cosmetics, spirits and other luxury items. The brilliance of gold, silver and other metallic colors can add a touch of exclusivity that improves the value perception of many products.

- In northern India, brides wore red and yellow to ward off demons, and in many countries, green was worn by brides as a symbol of new life and fertility. And in Queen Victoria's day, many English brides wore black to commemorate a death in the family.
- Virtual - a feeling that transcends reality because it is true escapism in a flood of colorful relief. These colors represent escape. They are an enhancement; they come from another realm. The realm is virtual because it is not strictly defined and only seems to exist. It is merely an effect. This is a haven for the pursued, a safe platform from whatever it is that needs to be eluded. The colors allow you to go further. The feeling transcends reality because it is true escapism in a flood of colorful relief.
- Color is the single most important design element in creating spaces that reflect mood and style. Color surrounds us and defines our world. Why do we choose the colors we do? How and when did we come to know which is our favorite color? What do our choices reveal about our true nature? The answers to these and many of your other color questions in "Colors For Your Every Mood," written by Leatrice Eiseman, the executive director of the Pantone Color Institute.
- For visualizing unique effects obtainable from metallic and fluorescent colors, a sampling of 28 colors have been added to PANTONE® TINTS four-guide set.
- Have a set of RGB, CMYK or HTML data and want a quick match to PANTONE Colors? Use Adobe Photoshop to do this. Here's how: Click the foreground color square to open the Adobe Photoshop color picker. Type in the appropriate data for RGB, CMYK, etc., and click the "custom" button. Adobe Photoshop will default to the closest PANTONE Color from the coated library. You can change the default library to be any of the PANTONE Libraries. Keep in mind that this color match is being produced mathematically and should be treated as a starting point and not a final color match. You should always use the PANTONE Publications to judge the accurate color, in close consultation with your client.
- The human eye is always stimulated by novelty. Unique or "new" color combinations can translate into instant attention. Iridescence, pearlescence and metallic finishes are specially arresting as the eye is fascinated by multi-colored effects.
- The need for using Web-safe only colors is predicated on the assumption that enough of your intended audience is still using color displays that can only view 256 colors. Year by year, such displays are fading from existence. Further, with Internet communication speed faster than ever due to the widespread use of cable modems and T1 lines, the limiting of color content for faster download is also diminished.
- Whether working with different items across product categories or matching your packaging and print materials to your merchandise, using the PANTONE Textile Color System will enable you to coordinate and control consistency of color across multiple materials.

- Our PANTONE View Colour Planner allows the user to integrate the PANTONE Textile Color System in a directional way for a seamless process in choosing and specifying color for their product line, based on forecasted information.
- Have you ever been confused when looking for a particular four-digit PANTONE Color because the color arrangement isn't in strict numeric order? Here's a quick method for finding the color, using PANTONE 5763 as an example. Use the first two digits of the color to find the correct section. Once you have found all "57s", then look for the third digit which inevitably will lead you to the color you desire!
- Popular graphics applications have updated the PANTONE Libraries in their latest releases. They now provide access to the latest 147 PANTONE Colors as well as the PANTONE Metallic, PANTONE Pastel, and PANTONE Solid Matte Libraries.