Selecting Pantone References

Pantone References

Having chosen your print/s, you can then need to decide upon your colors. Pantone is a global standard in the printing industry, and is used by all printing companies to more accurately print the desired colours.

To find the correct Pantone reference use this example. We searched using "Indigo Blue Pantone" in Google & found the following: https://tinyurl.com/2p8pa2ys. Our next step is to choose the nearest indigo blue and send that as a screenshot to be used as a reference when printing your motif

Vector Format

Working in vector allows us to add color to each layer. For example, the print above uses three colors, a light brown, a dark brown, and a yellow. To identify the colours, we searched as described above. This print, we shall call it Wavy Lines, may now also be printed using any other three colors, for instance, indigo blue, red, and nude.

As all printing machines are calibrated to Pantone means with the correct colour references the print technician can now add your Pantone references to the printing machine.

To be more precise, search for a store that sells Pantone books and color cards and purchase the colors you require. These cost approx $10 each with the actual Pantone books costing much more. We suggest to search online or visit a store & make your selection. It's the perfect way to work.

Most designers know that purchasing Pantone colour cards allows them to select colours more accurately.

If this sounds complex, it would be best to arrange a callback, and we can explain in a 10 minute call how to proceed. You should be aware that most brands in the industry know about Pantone and how simple it is. It may seem complicated, but it is quite straightforward.

Note
If you have more than three colours then simply select the most prominent three to reference.