



336 New Colors Frequently Asked Questions

** As of 4/19/2012*

Will the 336 New Colors have new numbers?

Yes. Like the PANTONE® PLUS SERIES Colors, the 336 New Colors will be assigned a PANTONE MATCHING SYSTEM® Color Number. The colors will be numbered from 2001 through 2336.

What color families are reflected in the 336 New Colors?

All color families have been extended to include a wider variety of values, saturation and undertones – from subtle pastels and reliable mid-tones to the intensity of deep tones, vivid brights and vital, nuanced neutrals.

Why is Pantone choosing to add 336 New Colors?

Pantone is committed to continually deliver essential color inspiration and innovation to creatives and color professionals. Designers consistently demand more colors to differentiate their work and stand out in a crowded marketplace. Pantone created the 336 New Colors with this in mind, expanding all color ranges to offer designers greater creative freedom.

With the addition of the 336 New Colors, how many total colors are in the PANTONE® PLUS SERIES?

With the addition of the 336 New Colors, the PANTONE® PLUS SERIES now has a total of 1,677 colors.

In which products will the 336 New Colors be available?

The 336 New Colors will be included in the following PANTONE® PLUS SERIES products, as well as all bundles that include the following products:

- FORMULA GUIDE (Solid Coated and Uncoated)
- SOLID CHIPS (Coated and Uncoated)
- COLOR BRIDGE® (Coated or Uncoated)
- DESIGNER FIELD GUIDE (Coated or Uncoated)
- ESSENTIALS
- PORTABLE GUIDE STUDIO
- REFERENCE LIBRARY

When will the 336 New Colors for PANTONE COLOR BRIDGE® be available?

The 336 New Colors for PANTONE COLOR BRIDGE® Coated and Uncoated will be available by the end of June.



Will any current PANTONE® PLUS SERIES Colors be deleted or replaced by the 336 New Colors?

No. All of the current PANTONE® PLUS SERIES Colors remain.

Will the 336 New Colors be available in a plastic substrate?

Yes. All of the 336 New Colors are available as PANTONE® Plastic Standard Chips.

Will the digital data for the 336 New Colors be the same as the digital data in PANTONE Goe™ System?

No. The 336 New Colors will be printed on the same substrate as the PANTONE® PLUS SERIES FORMULA GUIDES and the data provided will conform to the X-Rite XRG standard, which was introduced a few years after the PANTONE Goe™ System.

What is the relationship between the PANTONE® PLUS SERIES and the PANTONE Goe™ System?

The PANTONE Goe™ System was introduced in 2007 as an additional color range to the PANTONE MATCHING SYSTEM®. The PANTONE® PLUS SERIES is the next generation of the PANTONE MATCHING SYSTEM® – the defacto standard for color communication in the graphic arts market. Going forward, Pantone will focus primarily on the advancement of the PANTONE PLUS SERIES. We recognize the important enhancements the PANTONE Goe System provided and these improvements have been migrated to the PANTONE PLUS SERIES.

I own a PANTONE GoeGuide™. Are all the colors in it still valid?

Yes. PANTONE Goe™ System Colors are still valid and all PANTONE Goe System base inks will still be available to printers so you can continue to specify Goe Colors with confidence.

Will I still be able to buy PANTONE Goe™ System products?

PANTONE Goe™ System products will continue to be available on www.pantone.com/plus, through PANTONE Resellers worldwide, or by calling 888-PANTONE.

Will Pantone still provide customer support for PANTONE Goe™ System related inquiries? If so, is there an end date to this service?

Yes. Pantone will continue to provide ongoing customer support for PANTONE Goe™ System related inquiries with no end date at this time.

When will PANTONE COLOR MANAGER be updated with the 336 New Colors?

PANTONE COLOR MANAGER will be updated to include the 336 New Colors at launch. Digital color values for the 336 New Colors are available in PANTONE COLOR MANAGER, which allows designers to update popular design applications including Adobe® Creative Suite® (up to 5.5) and QuarkXPress® 9. While the original 1,341 PANTONE® PLUS SERIES Colors are available in the recently announced Adobe Creative Suite 6, the 336 New Colors can be added in the



coming weeks through an update to PANTONE COLOR MANAGER. This will be a free update to existing PANTONE COLOR MANAGER users.

Can I add the 336 New Colors to my design software from Adobe® and QuarkXPress® 9?

Digital color values for the 336 New Colors are available in PANTONE COLOR MANAGER, which will be updated to include the 336 New Colors at launch. Designers can use COLOR MANAGER to update popular design applications including Adobe® Creative Suite® (up to 5.5) and QuarkXPress® 9. While the original 1,341 PANTONE® PLUS SERIES Colors are available in the recently announced Adobe Creative Suite 6, the 336 New Colors can be added in the coming weeks through an update to PANTONE COLOR MANAGER. This will be a free update to existing PANTONE COLOR MANAGER users.

When will PANTONE CAPSURE™ be updated with the 336 New Colors?

PANTONE CAPSURE™ will be updated to include the 336 New Colors by the end of May. This will be a free update to existing CAPSURE users. The update will be available using the CAPSURE Sync software that is included with CAPSURE.

When will the myPANTONE™ 2.0 for the iPhone™ and myPANTONE™ for Android™ app be updated with the 336 New Colors?

These applications will be updated by early June and will be free to existing users.