

PANTONE® Goe™ System

Inspire, Explore & Express the Color of Ideas



The color of ideas.™

The PANTONE® Goe™ System is
an entirely new system
and is ***not intended to replace the***
internationally accepted line of
PANTONE MATCHING SYSTEM®
Products.



The color of ideas.™

Market Landscape

- Pantone introduced the first standard for color specification and communication the PANTONE MATCHING SYSTEM® – 45 years ago
 - Printing equipment, production processes, materials and workflows have evolved to adapt to the digital age
 - Creative community has become more sophisticated and multi-disciplined
 - Design projects have become multimedia and global



What Designers Want....

- More Color Choices!
- More intuitive ways to select colors and create palettes
 - Chromatic arrangement of colors
 - More intuitive color naming
- Increased efficiencies
- Relevant colors that reflect the influences of today's global society
- Confidence that their designs can be accurately reproduced – anywhere



What Printers Want....

- Production efficiencies, while still delivering the same high quality work to customers
- To offer more color choices to customers
- Ink mixing bases that are readily available
- Inks that are compatible with aqueous and UV coatings



Introducing PANTONE Goe System

- Developed in close consultation with designers, printers, digital software and ink and paper manufacturers
- First new color specification system for the graphic arts industry since the PANTONE MATCHING SYSTEM



Goe System Highlights

- Complements PANTONE MATCHING SYSTEM by adding thousands of new spot color possibilities
 - **2,058** new solid PANTONE Colors
- Includes modern tools and interactive software to improve versatility and drive collaboration in global, multimedia environment
- Colors are arranged in an intuitive, chromatic order for easy selection



Goe System Highlights

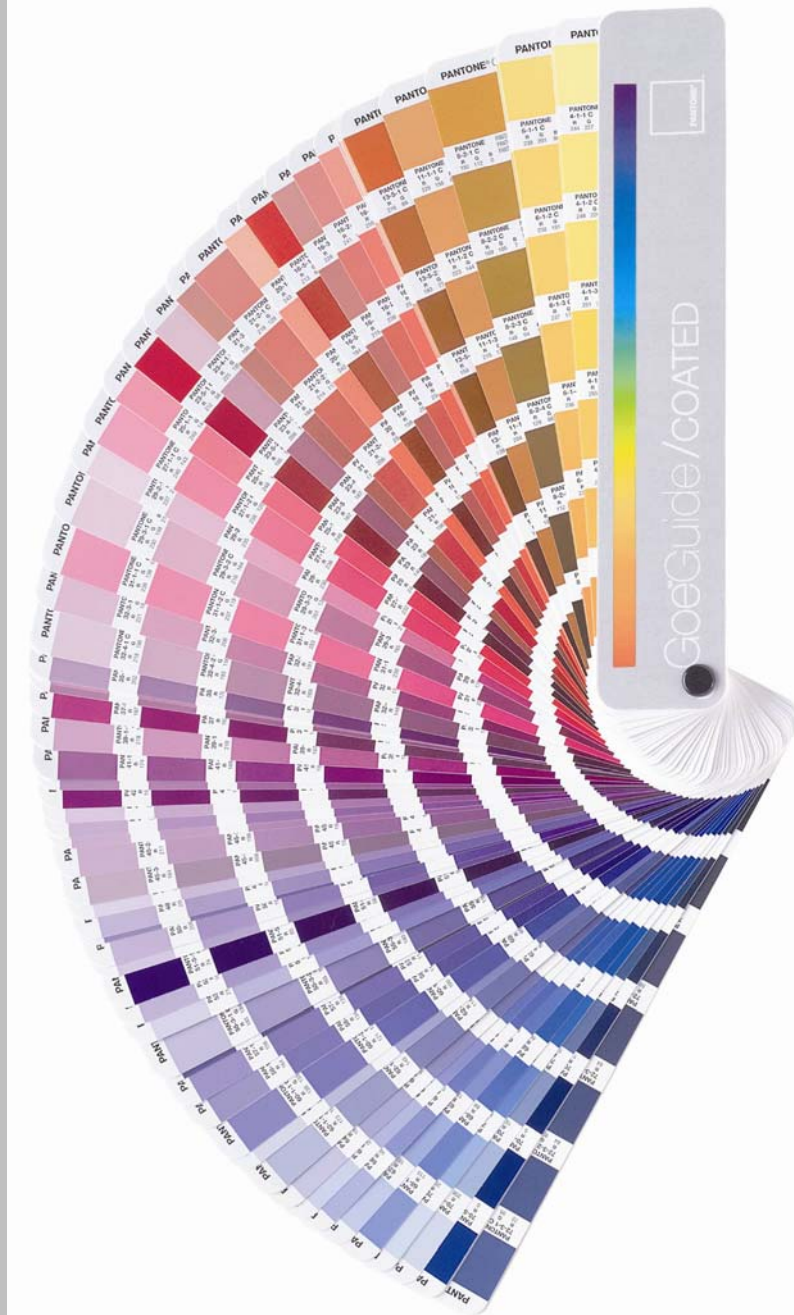
- Significantly expanded color set based on only 10 ink mixing bases
- Uniform ink film thicknesses allow for equal drying times and more control matching color on press
- Ink mixing bases are compatible with aqueous and UV coatings; readily available worldwide



Goe System Components

- **PANTONE GoeGuide™**
Color selection and specification guide
- **PANTONE GoeSticks™**
Two-volume set of adhesive-backed color chips
- **myPANTONE Palettes**
Interactive software for color selection and palette building
- **myPANTONE.com**
Online community for palette sharing





PANTONE GoeGuide™

PANTONE®	PANTONE® GoeGuide™	PANTONE® GoeGuide™	PANTONE® GoeGuide™	PANTONE® GoeGuide™	PANTONE® GoeGuide™
PANTONE 277 C 1 pts PANTONE Ref. Blue 31 pts PANTONE Trans. Wt. 3.1 96.9	PANTONE 70-1-1 C PANTONE Dark Blue PANTONE Clear 1.00 99.00 R G B 209 222 234	PANTONE 70-2-1 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 1.86 14 98.00 R G B 187 206 228	PANTONE 70-3-1 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 2.47 53 97.00 R G B 172 192 215	PANTONE 70-4-1 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear .70 30 99.00 R G B 206 215 222	PANTONE 70-5-1 C PANTONE Dark Blue PANTONE Neutral Black R G B 97.33 2.67 44 139
PANTONE 278 C 1 pts PANTONE Ref. Blue 15 pts PANTONE Trans. Wt. 6.2 93.8	PANTONE 70-1-2 C PANTONE Dark Blue PANTONE Clear 4.73 90.27 R G B 131 184 230	PANTONE 70-2-2 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 5.50 42 94.08 R G B 135 169 215	PANTONE 70-3-2 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 5.96 127 92.77 R G B 125 155 192	PANTONE 70-4-2 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 3.30 141 95.29 R G B 157 175 196	PANTONE 70-5-2 C PANTONE Dark Blue PANTONE Neutral Black R G B 93.87 6.03 45 124
PANTONE 279 C 4 pts PANTONE Ref. Blue 12 pts PANTONE Trans. Wt. 25.0 75.0	PANTONE 70-1-3 C PANTONE Dark Blue PANTONE Clear 11.46 88.54 R G B 96 145 220	PANTONE 70-2-3 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 11.02 85 88.13 R G B 98 143 201	PANTONE 70-3-3 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 10.60 226 87.14 R G B 98 125 170	PANTONE 70-4-3 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 6.87 295 90.18 R G B 121 144 171	PANTONE 70-5-3 C PANTONE Dark Blue PANTONE Neutral Black R G B 90.02 9.98 11 41 103
CENTERLINE COLOR					
PANTONE Reflex Blue C	PANTONE 70-1-4 C PANTONE Dark Blue PANTONE Clear 21.44 78.56 R G B 47 113 207	PANTONE 70-2-4 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 19.24 140 80.36 R G B 54 110 181	PANTONE 70-3-4 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 16.17 344 80.30 R G B 63 105 155	PANTONE 70-4-4 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 11.23 482 83.98 R G B 90 117 148	PANTONE 70-5-4 C PANTONE Dark Blue PANTONE Neutral Black R G B 85.57 14.43 17 40 85
PANTONE 280 C 16 pts PANTONE Ref. Blue 1 pts PANTONE Black 94.1 5.9	PANTONE 70-1-5 C PANTONE Dark Blue PANTONE Clear PANTONE 35.00 65.00 R G B 85 193	PANTONE 70-2-5 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 27.51 211 70.38 R G B 13 85 163	PANTONE 70-3-5 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 23.96 511 70.93 R G B 40 86 140	PANTONE 70-4-5 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 17.19 733 75.44 R G B 60 91 125	PANTONE 70-5-5 C PANTONE Dark Blue PANTONE Neutral Black R G B 80.66 19.34 20 38 76
PANTONE 281 C 15 pts PANTONE Ref. Blue 2 pts PANTONE Black 88.9 11.1	PANTONE 70-1-6 C PANTONE Dark Blue PANTONE Clear 58.93 41.07 R G B 56 175	PANTONE 70-2-6 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 43.13 331 53.56 R G B 0 66 147	PANTONE 70-3-6 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 37.17 752 54.91 R G B 6 60 118	PANTONE 70-4-6 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 27.68 1198 60.46 R G B 34 65 101	PANTONE 70-5-6 C PANTONE Dark Blue PANTONE Neutral Black R G B 75.48 24.52 22 35 64
PANTONE 282 C 16 pts PANTONE Ref. Blue 4 pts PANTONE Black 80.0 20.0	PANTONE 70-1-7 C PANTONE Dark Blue R G B 100.00 0 34 151	PANTONE 70-2-7 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 69.63 535 25.00 R G B 0 39 119	PANTONE 70-3-7 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 61.83 1317 25.00 R G B 4 35 83	PANTONE 70-4-7 C PANTONE Dark Blue PANTONE Neutral Black PANTONE Clear 51.10 2190 27.00 R G B 15 34 62	PANTONE 70-5-7 C PANTONE Dark Blue PANTONE Neutral Black R G B 70.00 30.00 22 33 54
⊞ = Achievable in CMYK ⊠ = Achievable in RGB	⊞ = Achievable in CMYK ⊠ = Achievable in RGB	⊞ = Achievable in CMYK ⊠ = Achievable in RGB	⊞ = Achievable in CMYK ⊠ = Achievable in RGB	⊞ = Achievable in CMYK ⊠ = Achievable in RGB	⊞ = Achievable in CMYK ⊠ = Achievable in RGB
28 C	Page 129 C	Page 130 C	Page 131 C	Page 132 C	Page 133 C

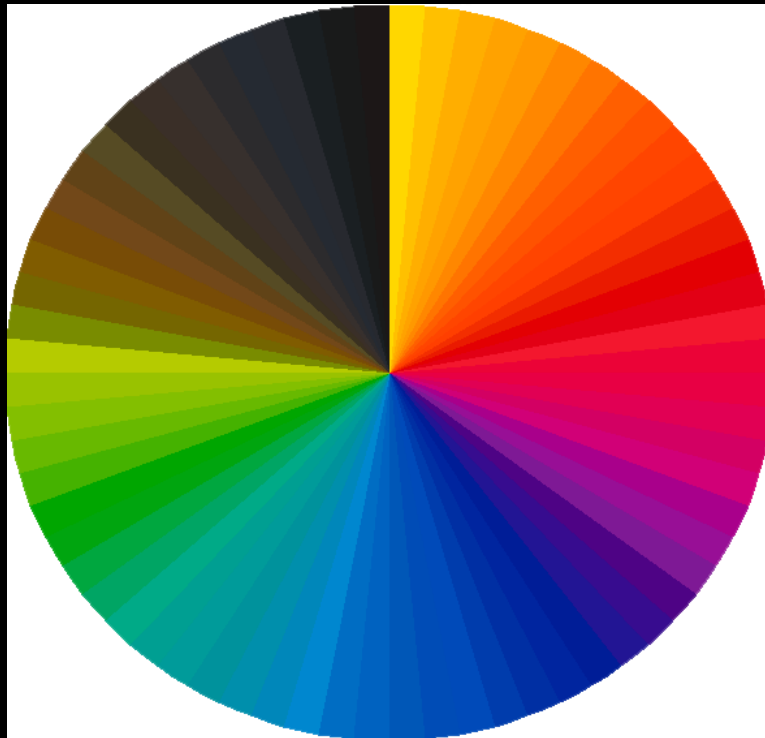
PANTONE GoeGuide™

- Fan-guide format, primary tool for selecting and communicating colors
- 7 colors per page; each identified by a unique number
- Includes ink mixing formulas and RGB values
- Printed on standard bright white #1 grade 100 lb coated offset text



Goe System Numbering

- Organized around 165 full strength colors and the color families derived from them; Three-part numbering system reflects color family, page and placement on page

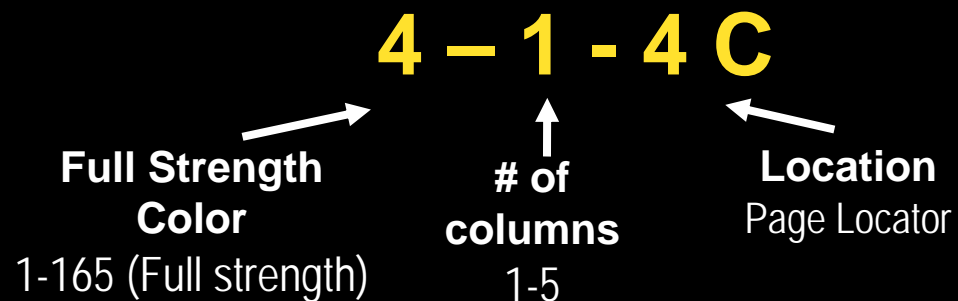


Goe System Numbering

- full strength colors are made from a mixture of 1-2 bases, without the use of white or black

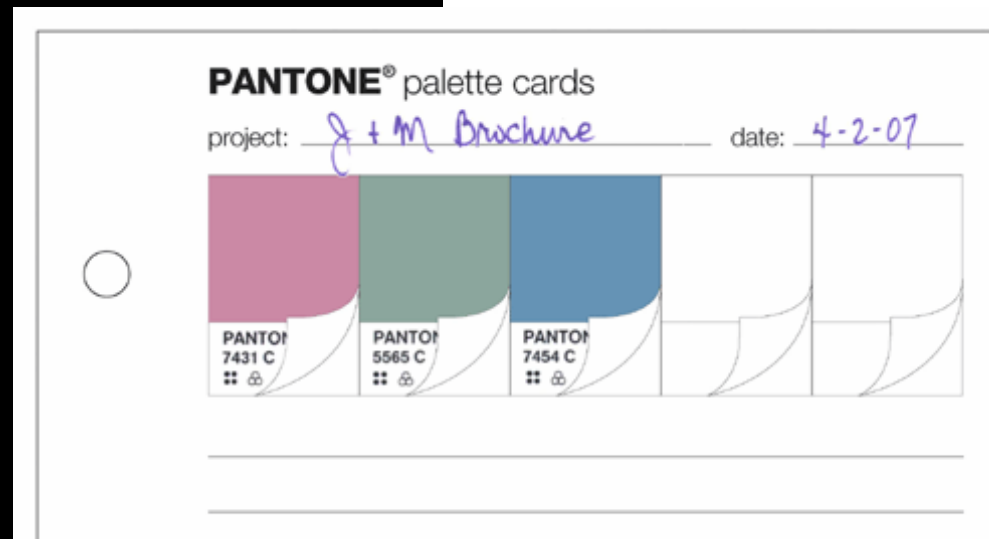
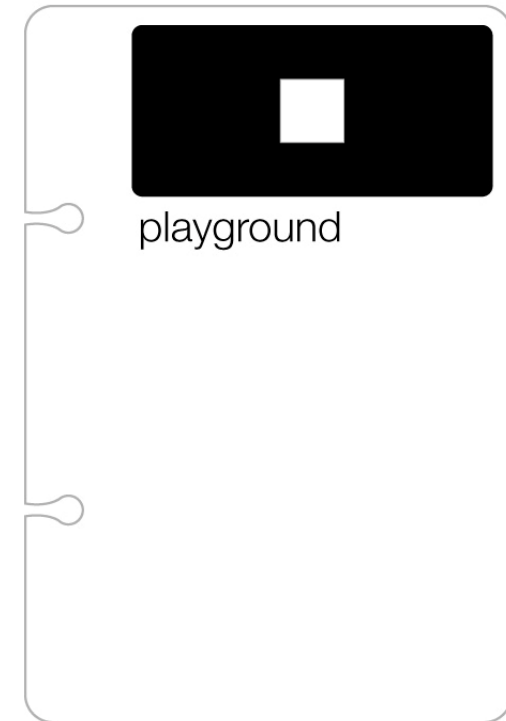


- 3 part numbering system



PANTONE GoeSticks™

- A two-volume set of adhesive-backed color chips; 6 chips per color
- Includes PANTONE palette playground, a smooth plastic sheet lifter for use as a color palette test area
- Permanently place chips on PANTONE palette cards used for creating, sharing and archiving color palettes



myPANTONE Palette Software

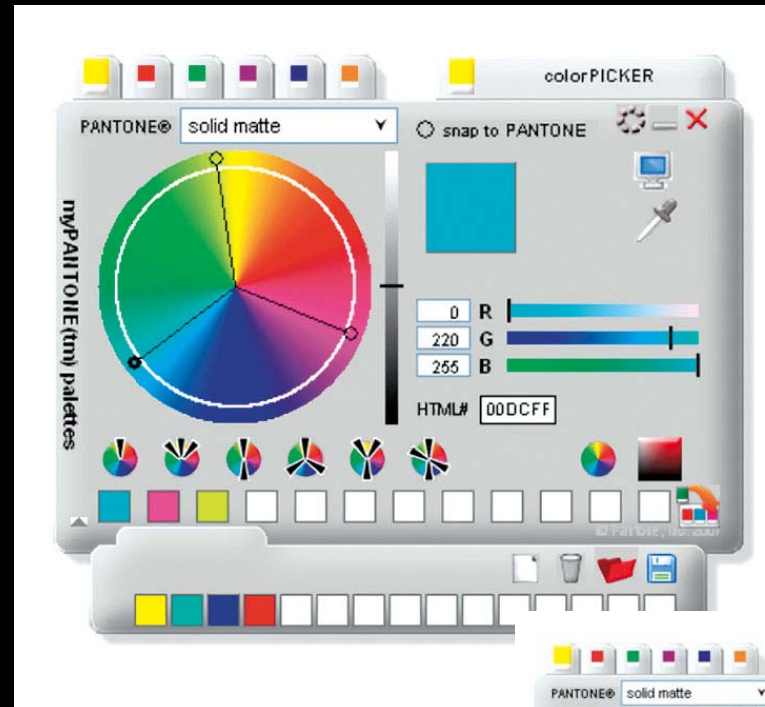
- Interactive color workspace; platform for selecting and working with colors
- Integrates into any application supporting system level color pickers
- Displays PANTONE Color number or user-defined name for a custom color along with RGB and HTML values
- Multiple ways to select colors
- Allows users to create color palettes, view any saved palettes, print, export, organize and lock palettes, or edit individual color properties



myPANTONE Palette Software

■ Color Picker

- *Select color within hue circle or square hue gradient color picker*
- *Snap to Closest PANTONE Color*



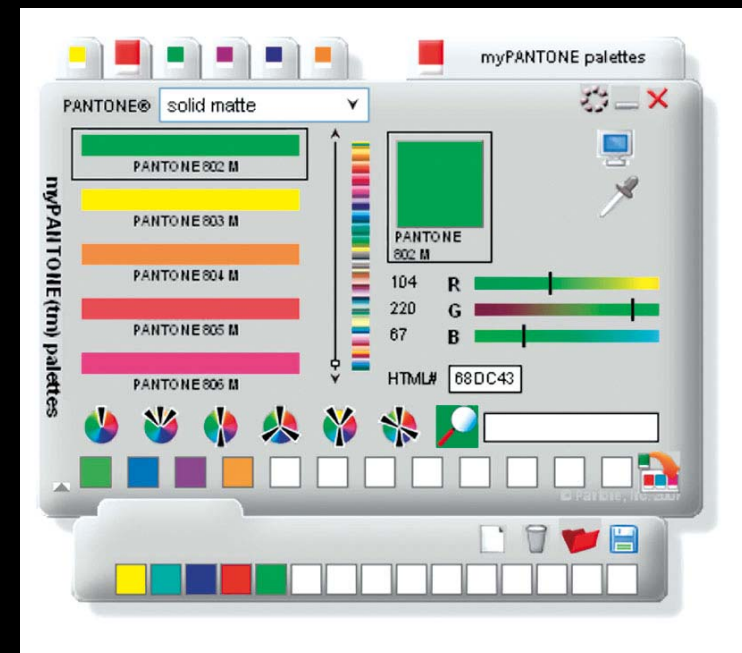
myPANTONE Palette Software

- **PANTONE Palettes**

- *Select color from any PANTONE Library: PANTONE Goe, PANTONE MATCHING SYSTEM, PANTONE FASHION + HOME, PANTONE PAINTS + INTERIORS*

- **Eye-dropper Tool**

- *Pick up color from desktop*



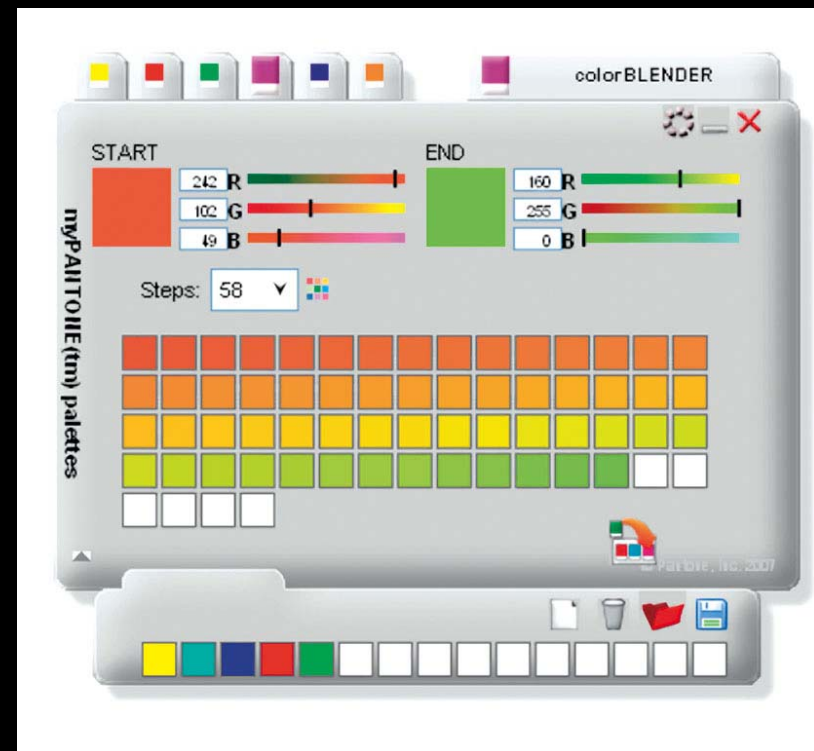
myPANTONE Palette Software

■ Color Blender

- *Forms a color gradient between two user-defined colors*
- *Up to 83 individual steps between them*

■ Color Schemes

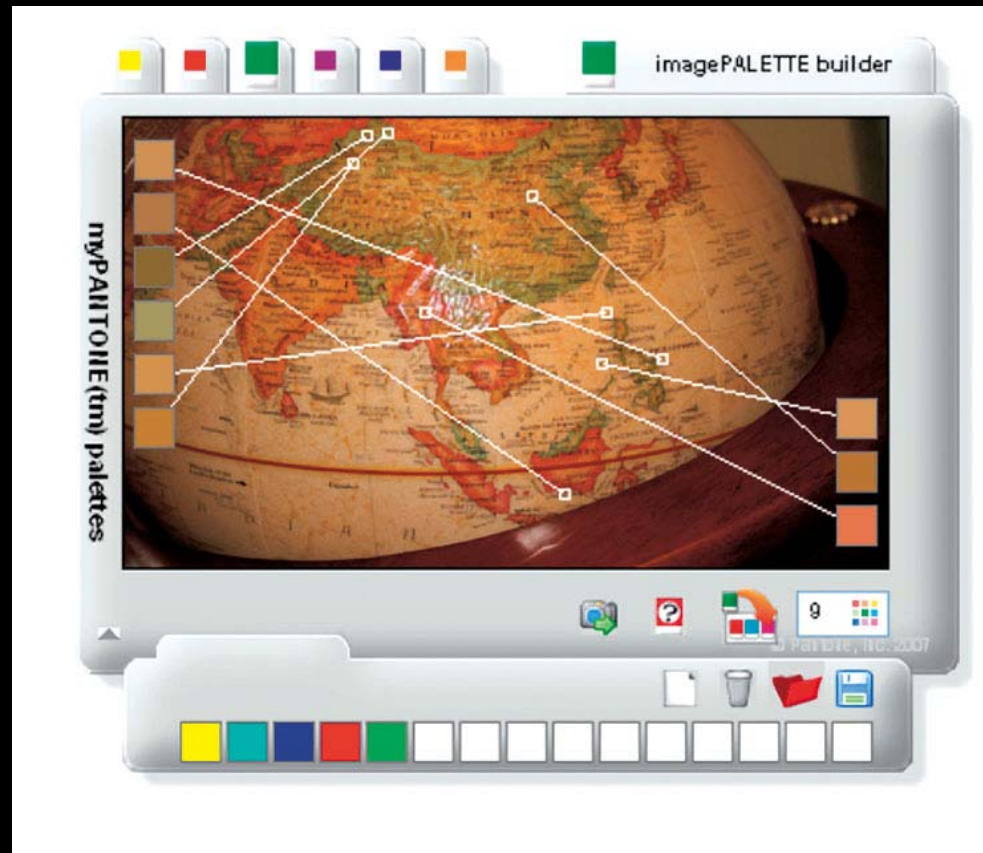
- *Select by color harmonies;*
Monochromatic
analogous
complementary
split complementary
triadic
tetradic



myPANTONE Palette Software

■ Image Palette Builder

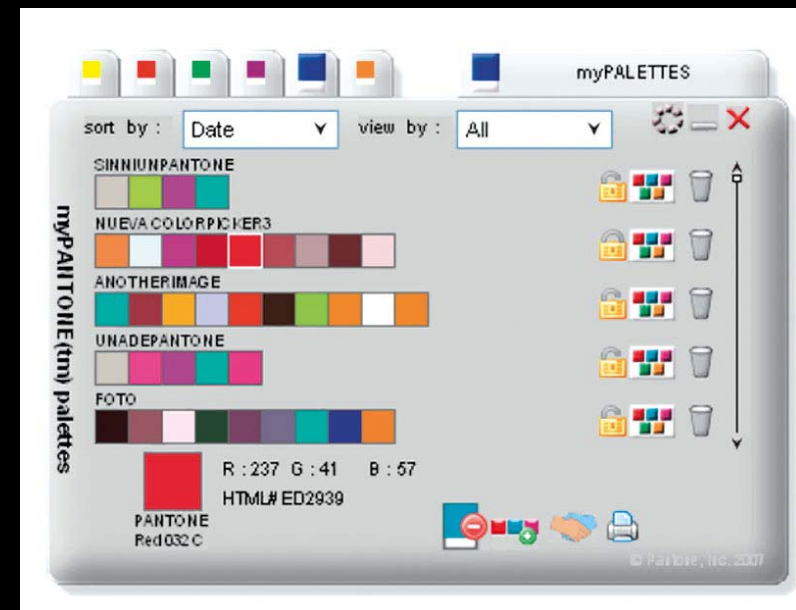
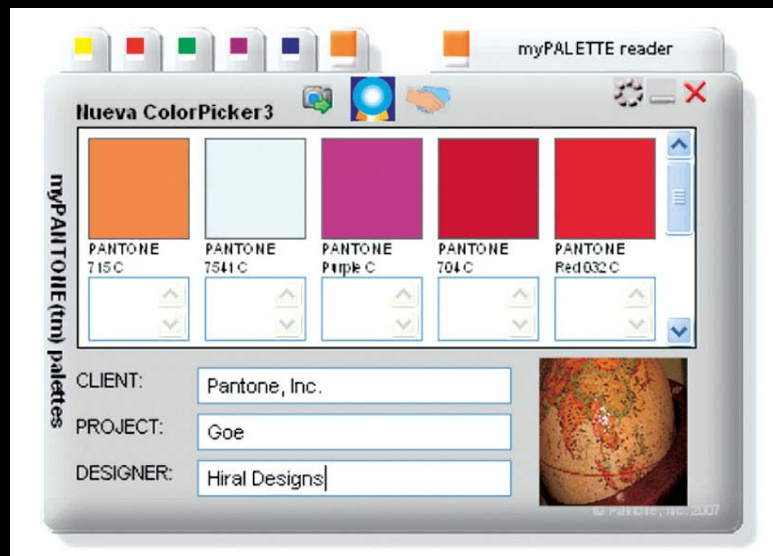
- *Import an image and automatically generate a palette using dominant colors within image*
- *Up to 12 colors can be generated*



myPANTONE.com

▪ Defining, Saving and Exporting Color Palettes

- *Drag and drop colors to create palettes*
- *View saved palettes, print, export, organize and lock palettes, edit individual colors*



/myPANTONE ONE



Hello Reign
23 May 2007 6:46p

Member Since: 2007
Registered Members: 1,256
Public Palettes: 705
Total Palettes: 12,356
Members Online Now: 18
My Favorites

Hot Colors, Cool News



news blurb1

Text here, Pellentesque massa sapien, tempus nec, nonummy.

another news blurb2

Text here, tempus nec, sed, consequat non, orci.

maximum of 3 news blurbs

Text here, massa sapien, nec, nonummy sed, consequat non, orci.

Contests: You are eligible to receive a \$25 iTunes gift card with any purchase of \$500+ on the Pantone Website.

[don't show me promo details](#)

color of the day:
SEEDUNG
PANTONE® 14-0217

MENTALLY AGILE
ANALYTICAL
SENSITIVE

are you color corrected?

Did you know that your monitor and printer calibration is critical to sharing palettes with clients, friends and peers in our system?

Let PANTONE [show you how!](#)



Ready to **GOE** palette area title goes here

Recently Submitted

top 5 Most Recently Submitted

top 5 Most Recently Viewed

top 5 Most Popular

top 5 PANTONE Trend Palettes

[search](#) palettes or colors

palette contains PANTONE® colors

Do you have our 930 Software?

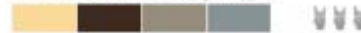


see palette libraries need library updates?
see PANTONE Trend Palettes

my favorite palette ever Created by: Sindkate



whitehall skiff Created by: Hollygood



fiesta Created by: RedRider



easter bunny Created by: Pant One



camus-flage Created by: Czechmate



[show more](#) palettes added today

Current Text Tags: [Show Color Tags](#)

beach diver monochrome
ocean stone tone black creme electric
coral off-white fawn piebald dark

Top 5 Colors



Rated: 1 of 1,256
Favorited: 345 times



Rated: 2 of 1,256
Favorited: 285 times



Rated: 3 of 1,256
Favorited: 255 times



Rated: 4 of 1,256
Favorited: 105 times



Rated: 5 of 1,256
Favorited: 85 times

Top 5 Public Members



Flisk
Rated: 1 of 1,256
Favorited: 345 times



SimonAx
Rated: 2 of 1,256
Favorited: 285 times



HandsUp
Rated: 3 of 1,256
Favorited: 255 times



Vader
Rated: 4 of 1,256
Favorited: 105 times



Coffeepot
Rated: 5 of 1,256
Favorited: 85 times



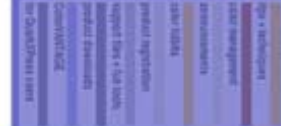
The color of ideas.™

Site Search: Find

[advanced](#) site search



It's free, quick and easy!
Become a member of myPANTONE today, and download a free sample issue of Before & After magazine. You will also receive... copy goes here



1.866.PANTONE

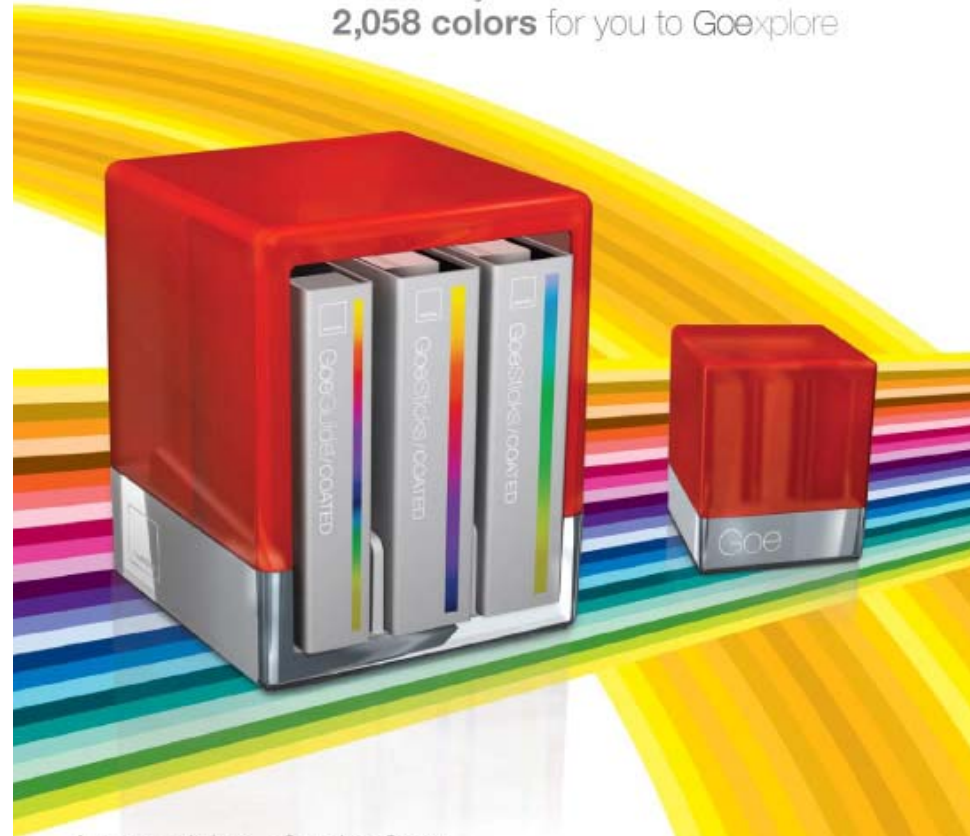
visit PANTONE sites

[Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#)
Pantone, Inc. © 2007 All Rights Reserved.

▶ **Introducing**

GOE™

An Entirely NEW
Color System from Pantone
2,058 colors for you to Goexplore



A new vision of color from
inspiration to application

- ▶ **Goexplore** GoeGuide™ with intuitive chromatic color arrangement
- ▶ **Goexcite** Adhesive-backed chips that make ideas stick
- ▶ **Goexpand** A suite of revolutionary color software
- ▶ **Goengage** Upload your palettes and share with the world

For more information, log onto pantone.com/goe



The color of ideas.™

More Colors. More Advancements. More Inspiration.

- ▶ Ask any designer how to improve on the PANTONE MATCHING SYSTEM and you'll get a resounding, "Add more colors!" With 2,058 chromatically-arranged colors, the PANTONE Goe System answers the demands of the constantly evolving printing, design and publishing worlds by creating a comprehensive color library that reaches every platform from digital to print.

▶ Chromatically arranged so you can Goexplore

PANTONE GoeGuide™

As the primary vehicle for the PANTONE Goe System, the GoeGuide makes discovering new ideas simple and exciting.

- Features all 2,058 NEW solid colors along with their RGB values and Ink formulas for accurate reproduction and monitor simulation
- Colors chromatically arranged
- Intuitive numbering system and sequentially numbered pages make it simple to locate colors
- Printed on the most popular premium grade paper – #1 grade 100 lb coated offset text

Check out www.pantone.com/Goe for more info.



PANTONE® GoeGuide			
PANTONE 37-5-1 C	PANTONE PMS PANTONE Neutral Black	86.11	1.32
R	G	B	
167	65	125	
PANTONE 37-5-2 C	PANTONE PMS PANTONE Neutral Black	86.01	4.11
R	G	B	
162	40	125	
PANTONE 37-5-3 C	PANTONE PMS PANTONE Neutral Black	85.73	7.22
R	G	B	
142	35	129	
PANTONE 37-5-4 C	PANTONE PMS PANTONE Neutral Black	86.31	11.37
R	G	B	
118	47	81	

▶ Adhesive-backed chips so you can Goengage

PANTONE GoeSticks™ The 2,058 colors of the PANTONE Goe System are available in the simple and professional-looking chip format.

- Adhesive backing of each chip allows cleaner and easier communication between clients, designers and printers
- Printed on the same premium grade stock as the PANTONE GoeGuide
- Individual pages available to replenish chips as they are used

Also included with PANTONE GoeSticks:

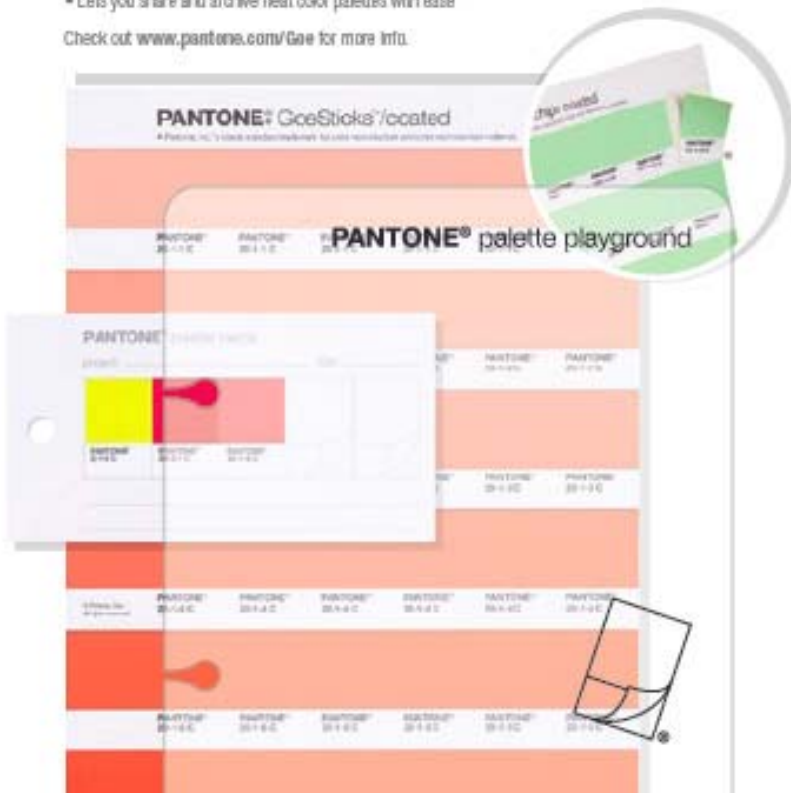
PANTONE palette playground

- Plastic workspace to experiment and explore the 2,058 colors of the PANTONE Goe System
- Adhesive backing allows for mixing and matching colors without compromising the integrity of the chip

PANTONE palette cards

- Small cards with spaces to adhere up to five different chips and to write notes for each project
- Lets you share and archive neat color palettes with ease

Check out www.pantone.com/Goe for more info.

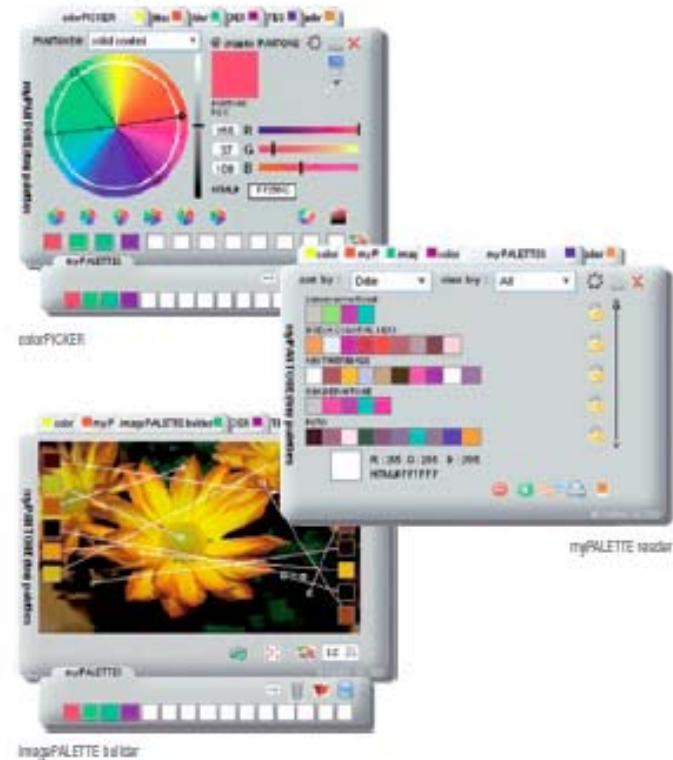


▶ Digital innovations so you can Goexpand

myPANTONE palettes software Included with the purchase of your PANTONE Goe System or GoeGuide is the innovative software that expands the PANTONE Goe System and PANTONE MATCHING SYSTEM into a new realm of color.

- **ImagePALETTE builder** Automatically generates color palettes from your own imported images
- **myPALETES** Create shareable digital palettes for every project
- **colorPICKER** Choose colors from a hue circle and snap to any PANTONE Color, if desired
- **colorBLENDER** Form a gradient between two user-defined colors with up to 64 individual steps
- **www.myPANTONE.com**
 - Upload your palettes and share them with the world
 - Members can post comments, rate their favorite palettes, and download them back to their myPANTONE palettes software
 - Gain access to exclusive online color trend forecasting

Check out www.pantone.com/Goe for more info.



Pricing and Availability

Availability:

GSGS001 GoeGuide: In-stock

GSBS001 GoeSticks: Projected in-stock on October 22nd

*GSPS001 Goe System (Cubes): Projected in-stock on
November 1th*

Pricing (Rek ca ex moms):

GoeGuide + myPANTONE Palettes software = 1275 ex moms

GoeSticks + myPANTONE™ palettes = 3650 ex moms

Complete Goe System = 5400 ex moms

Software Compatibility: Mac and Windows