A GUIDE TO PANTONES®

with TentCraft

Have you ever submitted your company's colors and logos for a print job — either a custom banner or pop-up tent — and were disappointed that the colors didn't appear to match up? You're not alone. Matching and translating brand colors for a printer to read and spit out correctly is not always an easy task. It's important to work with professionals, like TentCraft, to ensure your brand is accurately represented. First, though, you should have a basic understanding of Pantones and why the printing industry relies on Pantones to best match your brand colors.

WHAT IS PANTONE?

The Pantone Matching System (PMS) is the international standard for color matching within the print industry. There are many Pantone color books for specific industries ranging from interior design to graphic design. TentCraft uses the Color Bridge Coated (CP) book because we print on coated fabrics.

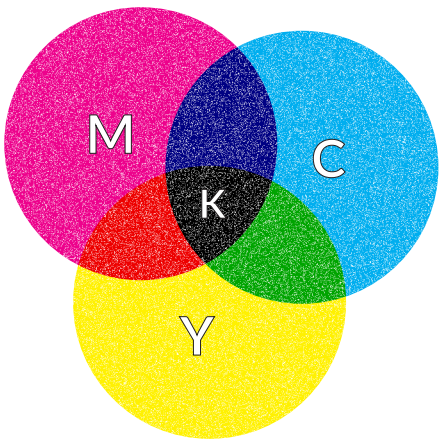
WHY DO WE USE PANTONE?

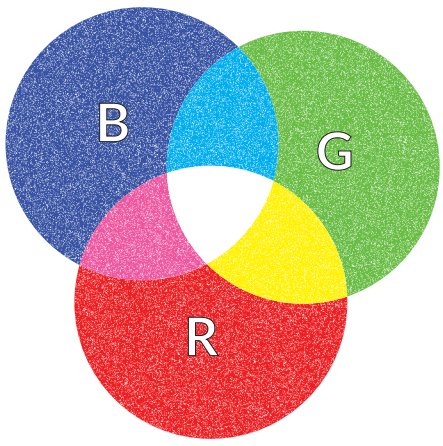
Pantone's color matching system is the easiest way to guarantee these colors will match across multiple substrates and media. Designers need to translate colors from their computer screen to the final printed version of the project. There are many factors that can cause colors to not match from screen to printer, ranging from the monitor not being calibrated to low ink in a printer head. Printing the same color on two different substrates can even affect the outcome of the color and it may not match between the two.

CMYK vs RGB

Printers use four colors to mix all other colors: cyan, magenta, yellow and black, or CMYK. These colors are applied to a white surface as tiny dots called halftones. If the color being printed is a lighter tint the dots are smaller. The opposite goes for darker rich colors. When all CMYK values are applied at 100% you get black. Printers cannot create white, they only allow the white of the material to show through.

Red, blue and green, or RGB, are used to create the colors you see on phone, tablet, TV and computer screens. Screens use light to create color by adjusting the intensity of each of these colors (RGB). The monitor begins as pure black (when off) and then the intensity of these colors is adjusted to create the colors on the screen. If each color's intensity is turned up to 100% you get white. This allows screens to create a broader range of colors than can be achieved with CMYK mixing.

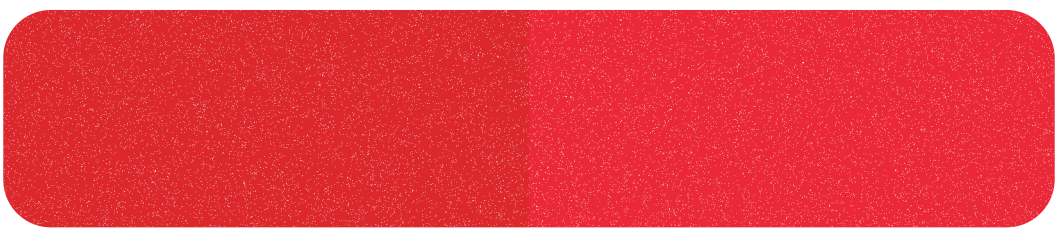




C vs CP

At TentCraft we use the Color Bridge Coated Pantone (CP) book because the materials we print on are layered with flame resistant and waterproof coatings. These coatings allow minimal ink absorption as opposed to uncoated materials. This book we use is made up of two types of Pantones - C and CP. C Pantones are spot colors created specifically by Pantone and can only be achieved by purchasing that specific color as an ink. CP Pantones are the closest equivalent of these C Pantones using a CMYK mix.

PMS 1795 C **PMS 1795 CP**



How do I know which Pantone my brand colors are?

Usually the artist that designs the guidelines for a brand applies Pantones to the colors. It is possible for a brand to not have any Pantones.

How can I figure out which Pantone my brand colors are?

If a brand has Pantones then they should be listed in the brand guidelines, or embedded in the artwork itself.

What's the easiest way to match my brand colors to a Pantone color?

Comparing a color to a Pantone swatch book is the best was to get a close match. There are also multiple applications that can find a close match.

Is it possible to achieve an exact match of my brand colors to what's printed on my tent?

This depends on what colors are in the brand, and what Pantone book the colors are being converted to. Muted colors are easier to match than bright, pastel and neon colors.