



PROCESS BOOK

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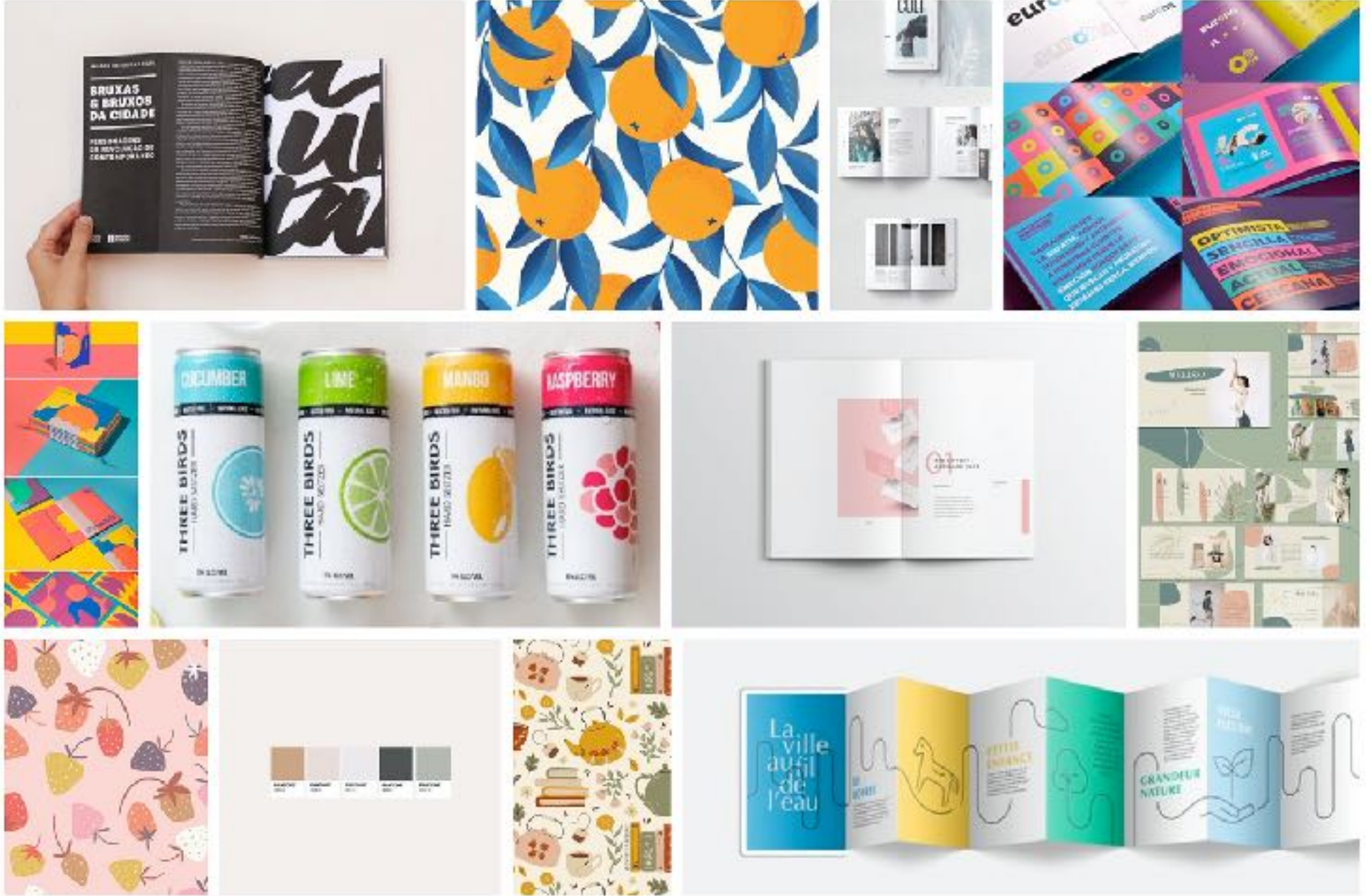
CONTENTS

BRIEF - - - - -	3
MOODBOARD - - - - -	4
RESEARCH - - - - -	6
SKETCHES - - - - -	8
TYPE STUDY - - - - -	9
COPYWRITING - - - - -	11
PROCESS - - - - -	12
B/W DUMMY - - - - -	14
DIGITAL MOCK-UPS - - - - -	17
CLOSING THOUGHTS - - - - -	25
REFERENCES - - - - -	26

BRIEF

Create a 12-page brochure to teach a set of young art students about the different print processes. The final brochure will be printed in color front and back and will be saddle stitched. You will work with the CMYK color limitation and you can include bleeds across the brochure.

MOODBOARD



Shop

Pantone Products

Design and Print

Accessories

DCS Colour System

DCS CMYK System

DCS Type Litho Meter

Menu

Home

About DesignFace

Pantone Articles

Pantone PLUS series

Pantone on your iPhone

Contact Us

Blog

The History of Pantone®

Pantone, as it is today, was founded in 1962, when the company—at the time a small business which manufactured colour cards for cosmetics companies—was bought by Lawrence Herbert, who had been an employee since 1956. He immediately changed its direction, developing the first colour matching system in 1963. Herbert remains the CEO, Chairman, and President of the company.

The company's primary products include the Pantone Guides, which consist of a large number of small (approximately 6x2 inches or 15x5 cm) thin cardboard sheets, printed on one side with a series of related colour swatches and then bound into a small flipbook. For instance, a particular 'page' might contain a number of yellows varying in luminance from light to dark.

The idea behind the PMS is to allow designers to 'colour match' specific colours when a design enters production stage—regardless of the equipment used to produce the colour. This system has been widely adopted by Graphic Designers, Reproduction and Printing Houses for a number of years now. Pantone recommends that PMS Colour Guides be purchased annually as their inks become more yellow over time. Colour variance also occurs within editions based on the paper stock used (coated, matte or uncoated), while inter-edition colour variance occurs when there are changes to the specific paper stock used.

Pantone® Colour Matching System

The Pantone Color Matching System expands upon existing color reproduction systems such as the CMYK process. The CMYK process is a standardized method of printing colour by using four inks—cyan, magenta, yellow and black. The majority of the world's printed material is produced using the CMYK process. The Pantone system is based on a specific

PANTONE® Colours

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More information about fan decks or colour guides click on the below button



This site displays a review of standard colors according the Pantone Colour Matching System. It is largely a standardized color reproduction system. The system is a proprietary colour space used in a variety of industries, primarily printing, though sometimes in the manufacture of coloured paint, fabric and plastics.

The Pantone colour guides are used by artists, designers, printers, manufacturers, marketers and clients in all industries worldwide for accurate colour identification, design specification, quality control and communication. The below chart is intended as a reference guide only. The colours here have been matched as closely as possible. Use only official Pantone colour product for most accurate colour.

This site is created and operated by Harzen. Harzen has no business relation with Pantone and this site is not officially approved by Pantone. Harzen is an international reseller of fan decks and delivers fan decks for (almost) all over the world. Deliveries are taking place in Europe, UK and USA within two weeks. In the rest of the world one week more.

ABOUT PANTONE



Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone BrandKit features digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting, as well as trend forecasting including the Pantone Color of the Year, Fashion Runway Color Trend Report, color psychology and more. Pantone ESB Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce approved Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more and connect with Pantone on [Instagram](#), [Facebook](#), [Pinterest](#), and [LinkedIn](#).

★★★★★
Google
Customer Reviews

How Can You Incorporate the Color of the Year Into Your Business?



810
SHARES

The extensive color trending research done by the Pantone Color Institute saves you countless hours of marketing research for your own business. When the new color is announced in December, you or your designers should look into how it can be incorporated into your business.

The Pantone Color of the Year is a color trend forecast for the consumer, which means that it's intended to be used for consumer products and designs created for clients. Some creative brands renew their look every year according to the new color but most businesses cannot handle that much change. The Color of the Year is meant to be used for marketing and product creation, not necessarily a rebranding. This means that you can create ads with the new color, just don't change your logo or brand colors.



PANTONE 19-4052 Classic Blue

Introduction

PANTONE
Color Institute™



INTRODUCTION

TOOLS FOR DESIGNERS

PALETTE EXPLORATION

SHOP PANTONE CLASSIC BLUE

PARTNERS

ANNOUNCING THE PANTONE COLOR OF THE YEAR 2020

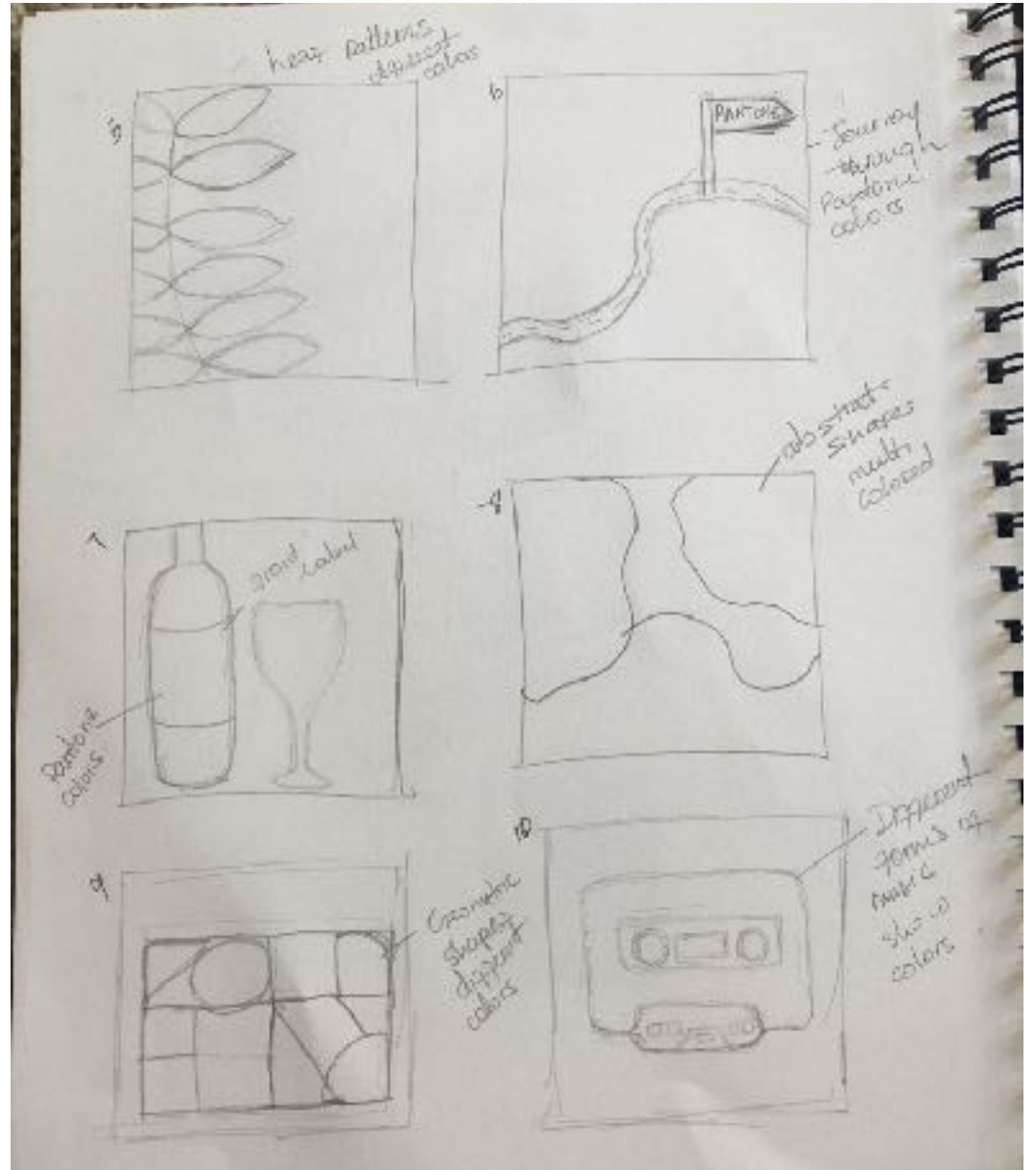
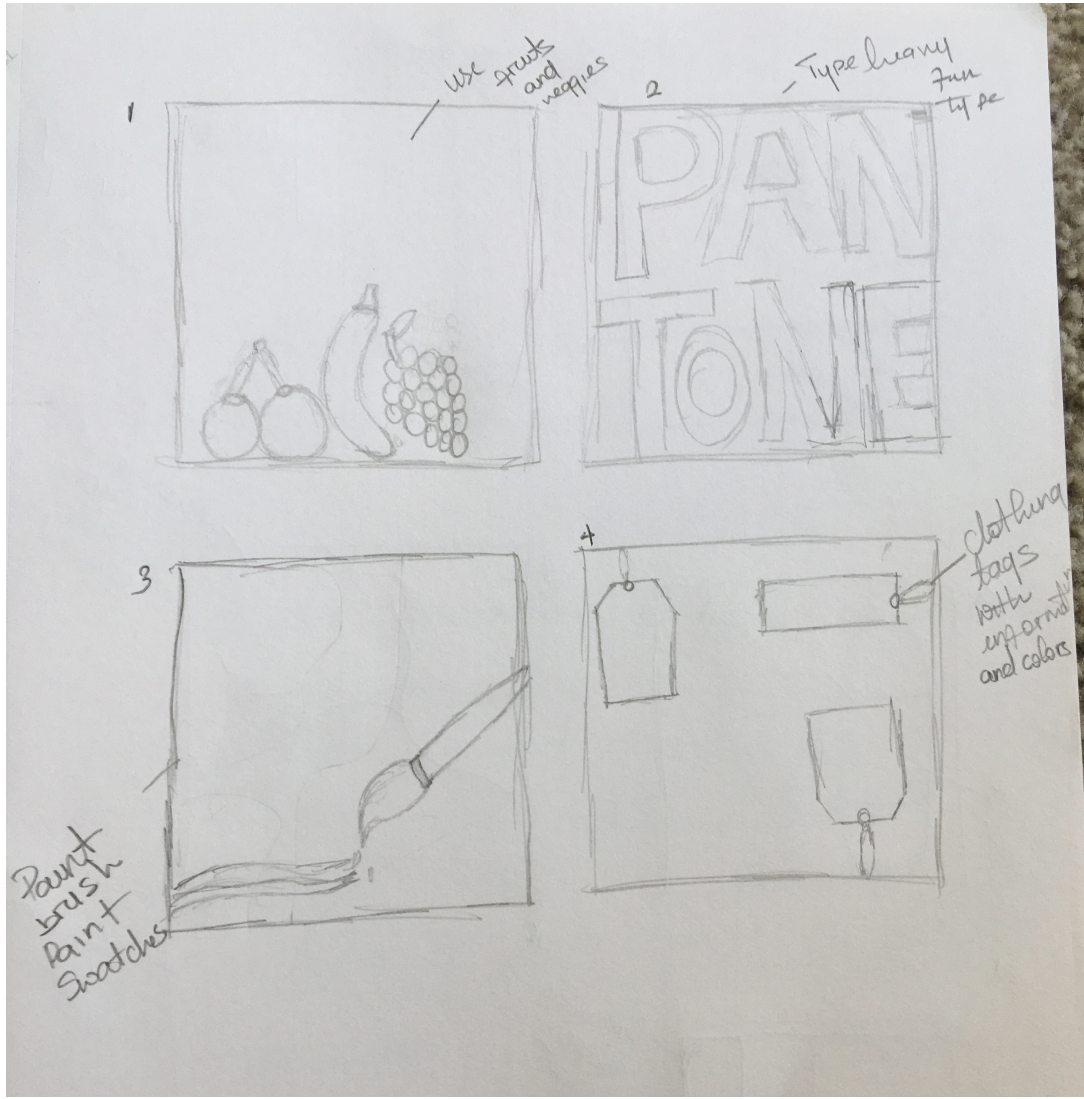
PANTONE 19-4052 Classic Blue

Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.



4.5 ★★★★★
Google
Customer Reviews

SKETCHES





TYPE STUDY

ATHENE (REGULAR)
HISTORY OF PANTONE

MONTSERRAT (REGULAR)
HISTORY OF PANTONE

DK LEMON YELLOW SUN (REGULAR)
HISTORY OF PANTONE

HELVETICA NEUE (REGULAR)
HISTORY OF PANTONE

COCONPRO (REGULAR)
HISTORY OF PANTONE

TYPE STUDY

Helvetica Neue (Regular)

In 2000 Pantone started a trend of choosing a color of the year. The Pantone color institute takes note and considers everything going on globally when picking the color of the year. This color is announced in December of the previous year. It is primarily for consumer products.

The 2020 Pantone color of the year is "Classic blue" with color code 19-4052.

Montserrat (Regular)

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The 2020 Pantone color of the year is "Classic blue" with color code 19-4052.

Charter (Regular)

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SF Pro (Regular)

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Baskerville (Regular)

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The 2020 Pantone color of the year is "Classic blue" with color code 19-4052.



COPY WRITING

Color is in everything we see. We use it to identify and classify things we enjoy, like fruity popsicles!

Founded in 1962, Pantone started out as a small company that only created color cards, for cosmetics companies. However, when Lawrence Herbert bought the company he decided to broaden the direction of Pantone from just creating for cosmetics companies, to becoming a color matching system in 1963. The purpose was to help anyone match color match specific colors.

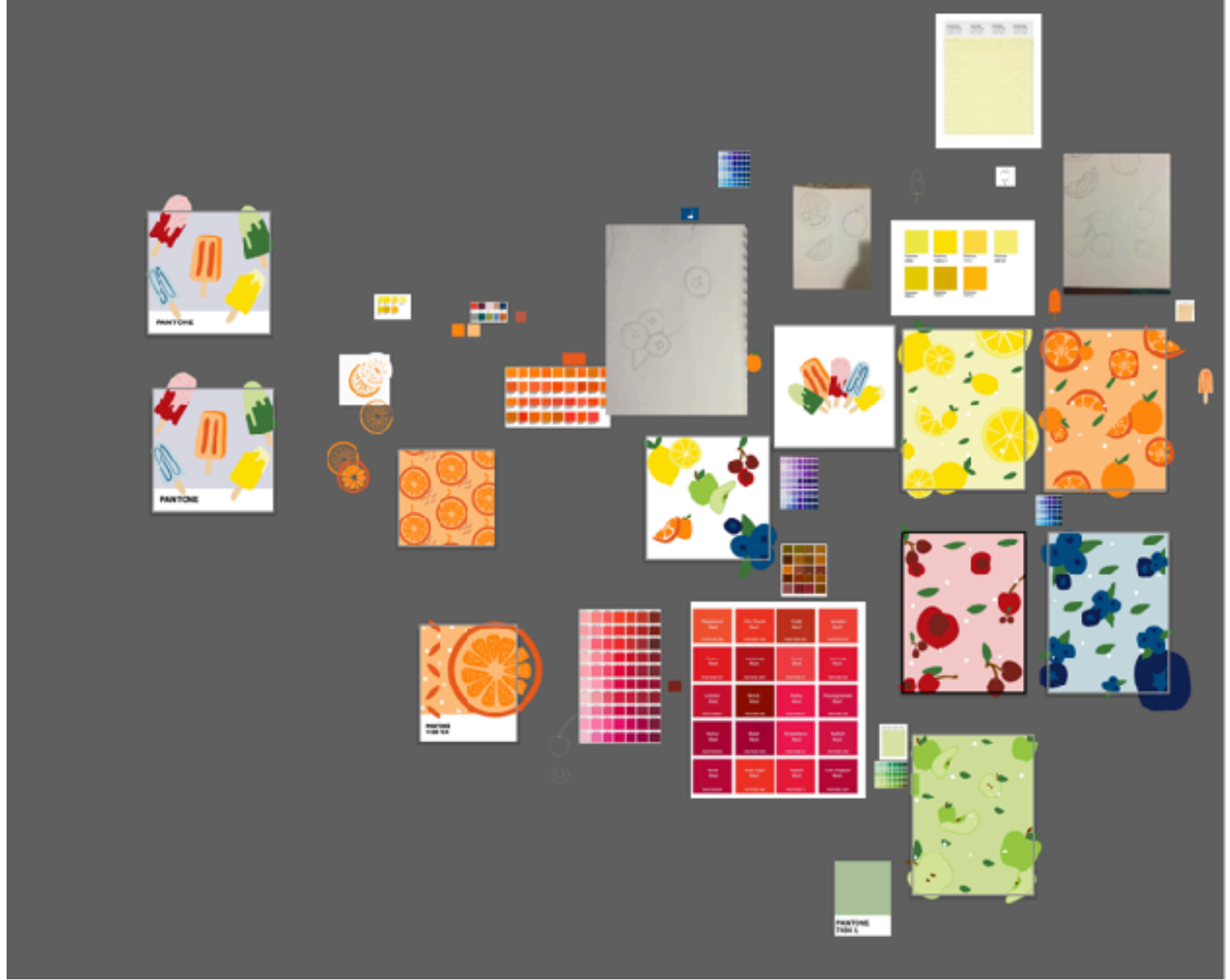
When we see different colors of popsicles, our brains are able to match them with flavors and fruits. It is the same way many industries, primarily printing, need to be able to match colors during their production process. It helps in accurate color identification, which is why Pantone matching system guides with almost 2,000 different colors to help the process of color matching.

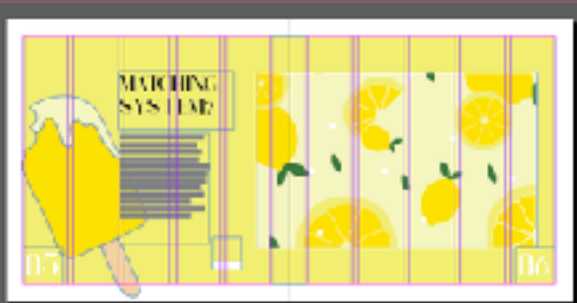
The Pantone matching system is used in many different industries. Pantone is a household name in the world of Graphic Design, fashion, industrial design, and lifestyle-oriented industries. Pantone has a section called the “Pantone lifestyle”. The aim is to infuse the use of Pantone color matching into everyday life, not just with larger industries. It allows consumers to own products that are inspired by Pantone chip design.

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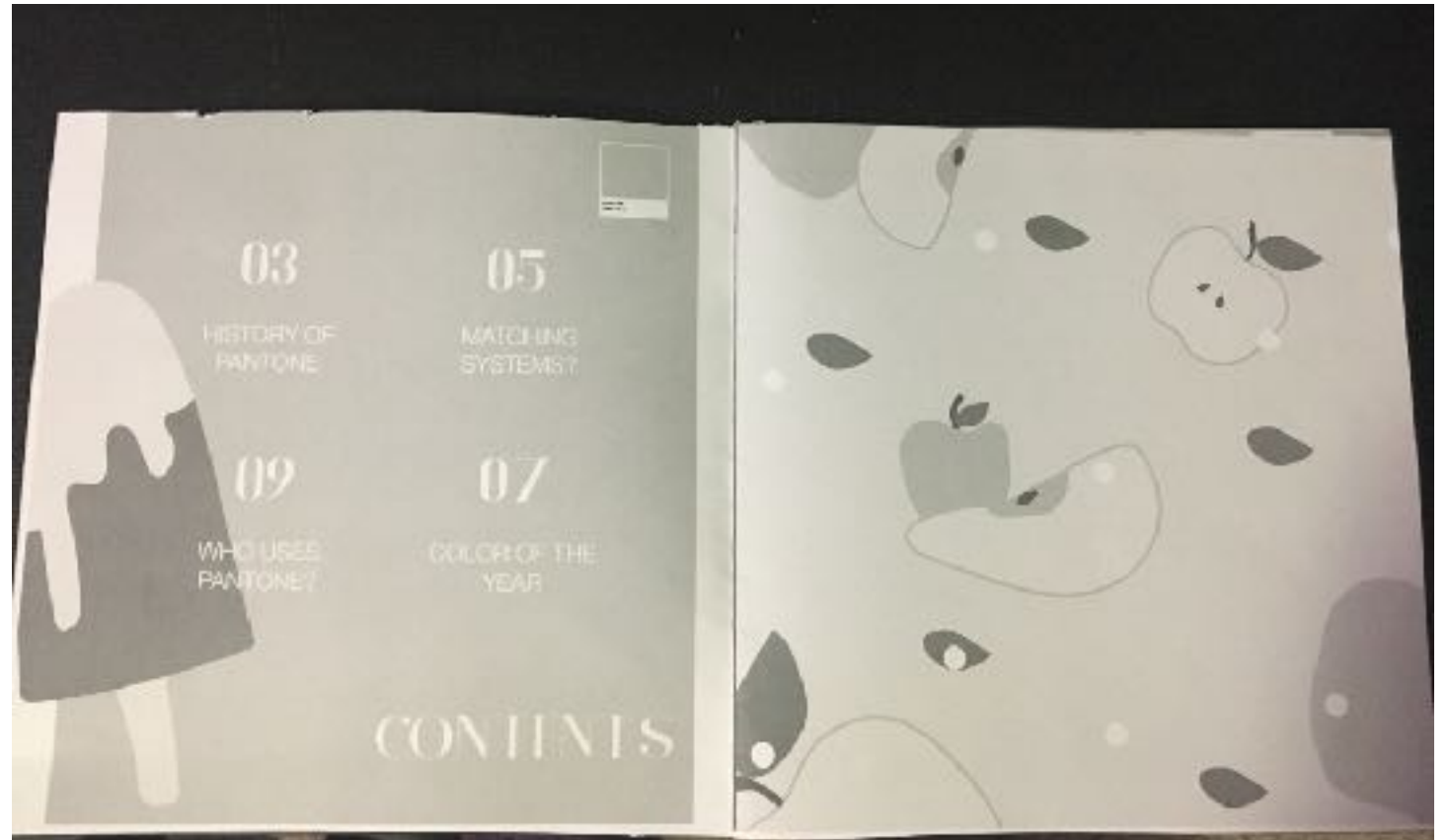
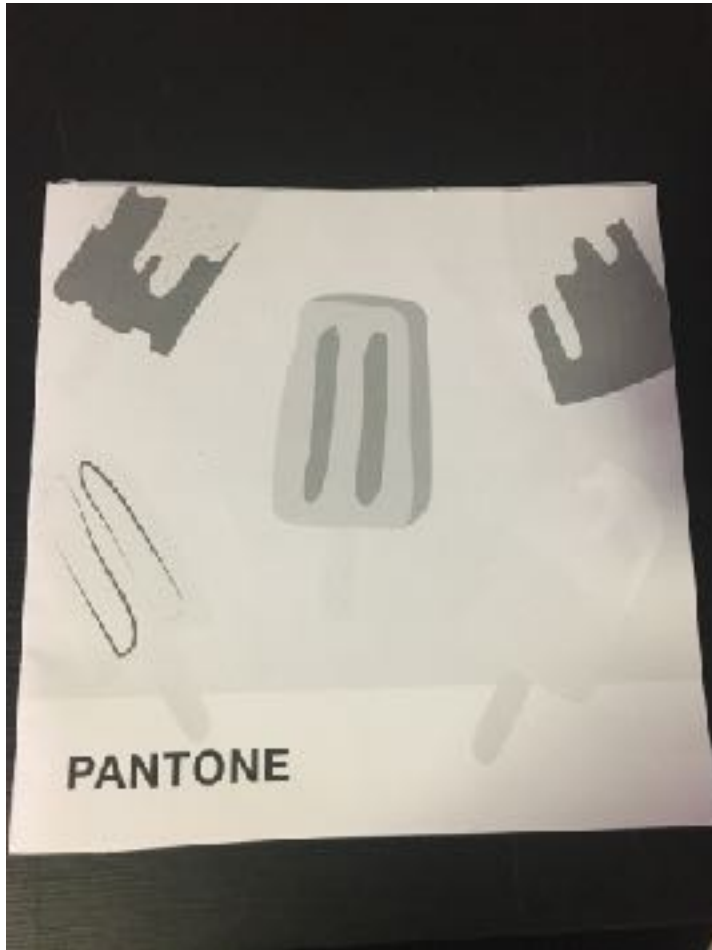
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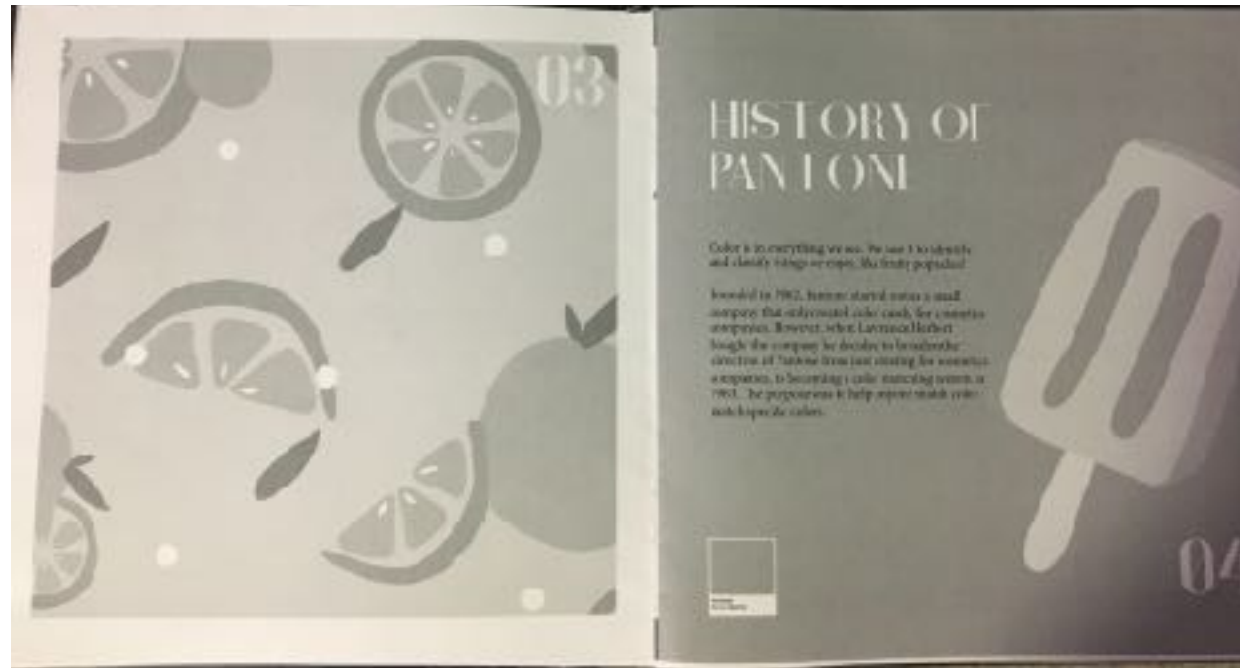
PROCESS

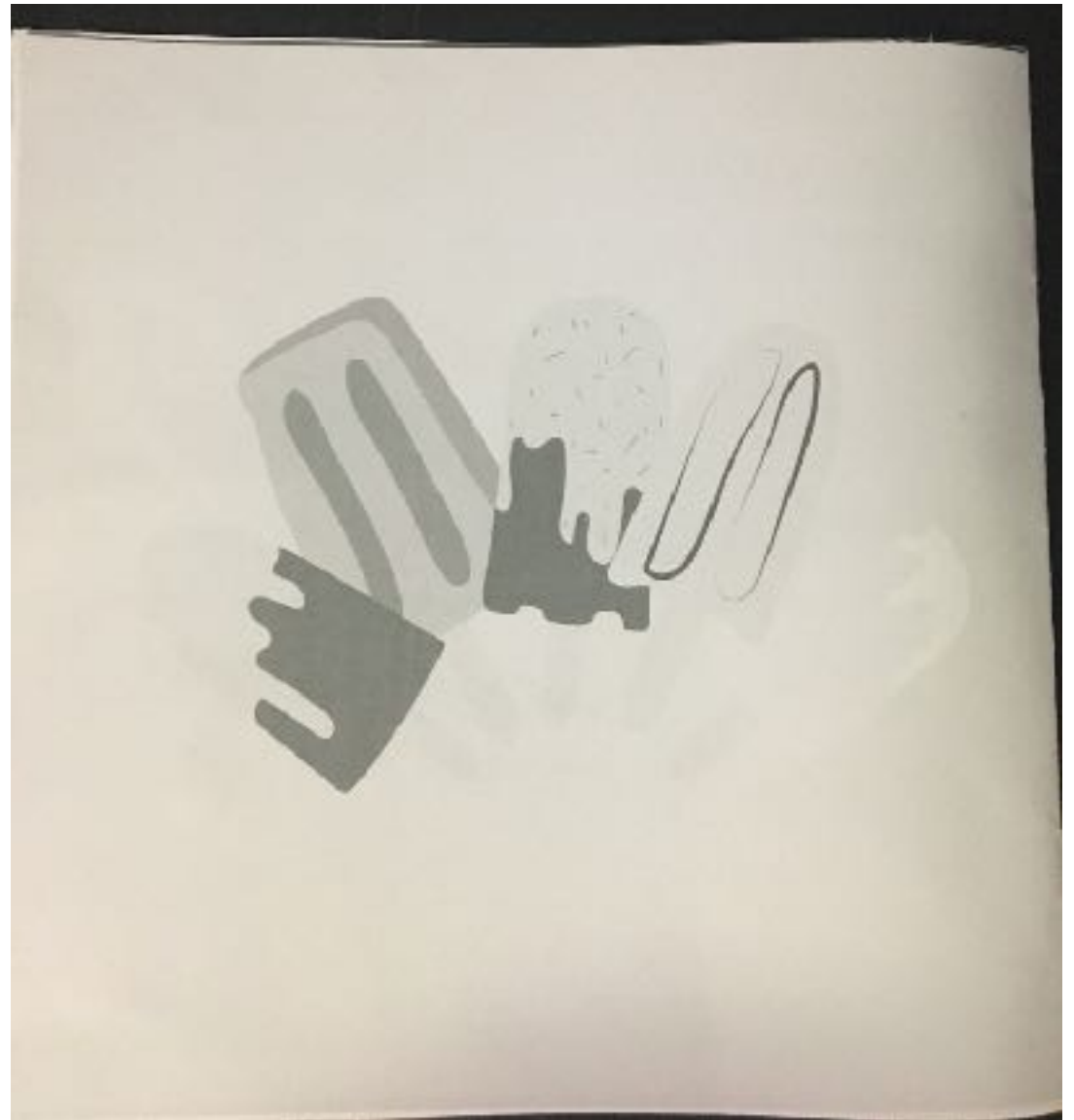




B/W DUMMY







DIGITAL MOCK-UP



DIGITAL MOCK-UP



DIGITAL MOCK-UP







DIGITAL MOCK-UP



DIGITAL MOCK-UP



DIGITAL MOCK-UP





CLOSING THOUGHTS

I had a lot of fun with this project. Getting to play with different colors, was really fun. I also really enjoyed creating the illustrations. Working on the technicality of the indesign file was a learning process, but I'm glad I went through it and I'm pretty happy with the final result.

REFERENCES

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THANK YOU