



PRECISE,  
ACCURATE,  
CONSISTENT,  
COLOR.  
**ALWAYS.**

PANTONE®  
**LIVE**™



With PantoneLIVE, the digital brand color lives in a secure, centralized cloud ecosystem where it's accessible to brand owners, designers, production people, anyone and everyone in the supply chain, anywhere around the globe.

It doesn't matter if the brand color is specified in London, the designer is in Los Angeles, prepress is in Munich, and the printer is in Manila. Because a brand's color lives in the cloud, everyone can access it, all from the click of a mouse.

The result? Precise and trustworthy color regardless of surface, substrate or medium. Faster time to production. True, measurable results at every stage of the process. Less waste and fewer mistakes. No reworks. And never seeing products on store shelves that do not meet brand expectations.

**With PantoneLIVE, a brand's color integrity is no longer at risk.  
It is your color precisely the way you want it.**

# Welcome to PantoneLIVE.

A new world where your brand's color is digitally defined so it reproduces accurately, every time. Now, struggling to make a brand's color consistent across multiple print surfaces, production processes, technologies, skill sets, people and geography is a thing of the past.

## Experience the world of PantoneLIVE

### It starts with the brand...

Whether it's a new brand or a beloved classic brand, the focus is on protecting the brand's colors and ensuring production consistency across everything from flexible packaging to corrugated board. With PantoneLIVE, brand owners have a complete end-to-end system that does just that.

Using PantoneLIVE, the brand owner selects the brand's color palette and substrates. Then, the PantoneLIVE team takes over. Tapping into our digital library (developed in partnership with Sun Chemical—our preferred partner), we work to identify accurate color specifications for your brand based on the myriad of substrates, print processes, inks, and application methods available. Then, we create precise spectral definitions for each color, essentially defining the color's digital DNA. Finally, we store it, securely, in a cloud-based ecosystem organized by brands, products, or campaigns.

Via the PantoneLIVE brand owner portal, brand managers can select the digitized palettes and associated substrates, and then administer who can access the palette through the supply chain.



### PantoneLIVE connects the designer and prepress services to the digital color palette...

Because the brand owner has given them access, designers and prepress teams can instantly connect to a brand's digital color palette. Using Adobe® Illustrator® and the PantoneLIVE Color Book & Viewer, design teams work with a brand's real color before going to press. These tools allow designers to incorporate the brand's digital colors directly from within their preferred software right into their designs.

In prepress, PantoneLIVE is integrated directly into workflow and production solutions from suppliers like Esko, producing accurate color files, proofs, and printing tools prior to manufacturing. PantoneLIVE allows all phases of the package design process to access common, secure, digital color definitions, thereby aligning expectations and reducing complexity and rework.

### ...and allows converters & printers to meet a brand's expectations.

When it's time, production, converters, and printers along with their ink suppliers can make use of color formulation products like IFS and quality control solutions like Color iQC to connect to the PantoneLIVE Cloud. This allows press operators to manage the brand's color to ensure spot colors are created precisely, taking into account substrate, ink film and more.

Make-ready and set-up are streamlined; and most importantly, gaining approval during production is quick, with results matching those achieved during color formulation, and proofing. Consistently delivering on the brand owner's original expectations.



Real color, on real substrates. Only a click away.  
Using a multitude of print processes.  
*This is the world of PantoneLIVE.*

**PantoneLIVE.** Where your color lives. And thrives.

Accurate, consistent brand color.  
Across various substrates.  
Using a multitude of print processes.





**PantoneLIVE.** Where your color lives. And thrives.

For more information, or to experience PantoneLIVE for yourself,  
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[pantone.com/live](http://pantone.com/live)

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