

PANTONE® Pastels & Neons Coated & Uncoated

GG1504

HYATT'S

All Things Creative

www.hyatts.com/pantone



Overview

A modern collection of soothing pastels and bright neons for creating eye-catching, market-driven designs, the Pastels & Neons Guide provides captivating and contemporary Pantone spot colors with their corresponding ink formulations. Use this guide for packaging, logos and branding, and marketing materials when pastels & neon colors are desired.

Format

- Portable, handheld fan deck
- Single guide including color printed on both coated and uncoated paper stock
- Printed on the most commonly used paper stock weights (100 lb for coated and 80 lb for uncoated)
- Lighting Indicator page demonstrates when lighting conditions are suitable for color evaluation

Color

- 154 pastel and 56 neon specialty, spot colors
- Each color displayed with coordinating numbers and ink formulations
- Colors arranged pastels before neons, in chromatic format, with coated paper versions in front
- Index in the back of the guide provides the numeric location for each color

Application

Use Case: logos and branding, packaging, and signage

- Broadens and complements the traditional spot color palette (as found in Formula Guide)

Inspiration

Production & Evaluation