BEELiNE✚BLUE

How to Color Match:

PMS color matching refers to the process of matching colors using the Pantone Matching System (PMS)—a standardized color reproduction system widely used in printing, design, and manufacturing to ensure color consistency across materials and locations.

1. Understanding PMS

- **Pantone Matching System (PMS)** is a set of standardized colors system used primarily in **offset printing, screen printing,** and some **digital printing processes**. Each ink color swatch is created with **specific ink formulas**.

2. Use a Pantone Guide

- Reference an official **Pantone Formula Guide** or **Color Bridge Guide. Avoid matching colors from screens only.** Screens display in RGB and may not be accurate.

    - **Formula Guide:** We match to the "coated" or "C" guide.

    - **Color Bridge:** Shows side-by-side comparisons of PMS colors and their CMYK (process color) equivalents.

- Always match under **standard lighting conditions** (e.g., D50 or daylight-balanced light) to avoid color distortion.

Pro Tip: Replace your Pantone guide books every 1-2 years. Inks and paper yellow over time.

PANTONE
PANTONE 294 C

3. Communicate the Correct PMS Code

- Once you've matched the color, **specify the exact PMS code when sending to printers or manufacturers** (e.g., PMS 3005 C).

- Specify the **paper stock and finish ('C' for coated, 'U' for uncoated, or 'M' for matte)** for proper reproduction. PMS colors appear differently depending on the material.

Pro Tip: When you select your Pantone color, be sure to use its standard name (i.e. Pantone 294 C). Deviations from that could cause color inaccuracy.

4. Conduct a Test Print or Sample

- When color-match is critical, always **request a press proof or color sample** to ensure the color matches on the actual material.

QUESTIONS?

We're here to help!

If you have any concerns or want us to review your file before printing, don't hesitate to reach out. Better yet, send us a proof before final export — we'll make sure everything's lined up for success.