

DYK
DID YOU KNOW SERIES

PANTONE®
IS LEAVING
ADOBE

WHAT NEXT?

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Color of
the Year
2022

PANTONE®

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THE
PAPER
PROFESSOR®

DID YOU KNOW?

HOW PANTONE BECAME THE STANDARD

In March of 2022, the PANTONE color libraries are leaving Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe Color and Adobe Capture. These colors currently come preloaded in the design software suite but will be removed from future updates.

If you totally missed this news, that's not surprising; it was quietly announced by Adobe at the end of November 2021, and many graphic arts professionals are still trying to figure out what the repercussions will be. Meanwhile, Adobe has told users to "stay tuned for updates."

THE PANTONE APP ALTERNATIVE

Pantone is directing its users to download Pantone Connect, an app that's available via the Adobe Extension Marketplace, the App Store®, Google Play® and as a web app for your browser.

Pantone Connect provides access to more than 15,000 colors on the free version. The premium, paid version includes more colors and additional features, such as accessibility support and collaboration tools.

The jury is still out on how bumpy this change in workflow will be for designers and printers, but it will definitely mean an added cost for those who want to continue accessing the full gamut of Pantone colors within Adobe products. At the time of this writing, the app costs \$7.99/month or \$59.99/year.

Pantone has been influencing the graphic arts industry for more than 50 years. But how did it come to be such an important part of our lives? Here's a brief history.



The Pantone Matching System® debuted in 1963 with just 500 colors — a fraction of what it offers today, but a revolutionary idea at the time. Each color was given its own unique identifying number, helping to make color matching easier and more precise.



In the 1980s, Pantone began licensing software to manufacturers, which is how we wound up with Pantone colors in the Adobe Creative Suite. This decade was also the dawn of the Pantone Color Institute, which began forecasting color trends — although the first Pantone Color of the Year wasn't announced until 1999.



Over the last two decades, Pantone has been expanding its color libraries — the Coated or Uncoated library is up to 1,867 spot colors for printing ink on paper — as well as investing in its proprietary technologies, such as the Pantone API and Pantone Connect. Pantone also launched a lifestyle division, which offers consumer products inspired by the signature Pantone chip design.



Over the last half-century and change, the Pantone Matching System has solidified its place as the go-to color language not only in the graphic arts and print industries, but also — thanks to its color standards for textiles and plastics — in industries ranging from fashion and home design to product development.

LEARN MORE

For more from Adobe on the switch, head to helpx.adobe.com/illustrator/kb/pantone-plus.html

For more on Pantone Connect, visit www.pantone.com/connect

