

# Brand Usage Guidelines for Authorized Dealers

Late 2020

**PANTONE®**

# Use of the Pantone Logo

As the logo is the main visual element for the brand, it must always be displayed in a consistent fashion. Below we have demonstrated the correct uses for the corporate logo and logotype.



When using the Pantone Logo on white background, **PANTONE 877 C** is the preferred color. When PANTONE 877 C is unavailable, use 65% process black.



**Process Black** should be used in single color applications where knockout does not work.



The use of **knockout** (white) branding should be used when the logo is placed over a darker color or image. This allows for clean and legible recognition of the brand.

## PANTONE®

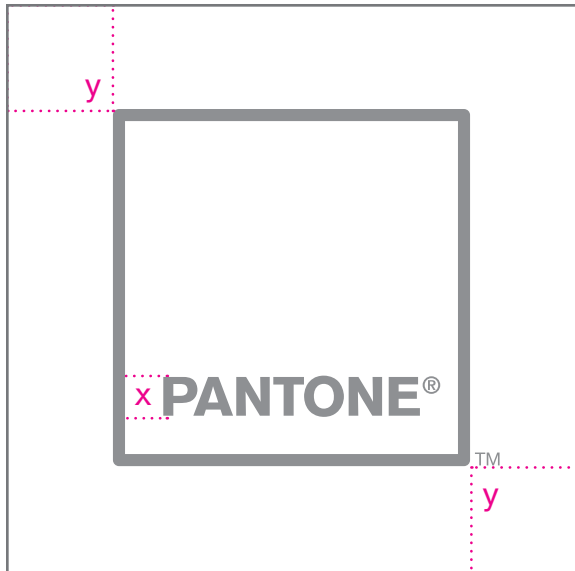
When using the Pantone Logotype on white background, **Process Black** is preferred for its legibility and connection to the type on the iconic Pantone Chip.

## PANTONE®

The use of **knockout** branding is most desired when the logo is placed over a darker color or image. This allows for clean and legible recognition of the brand.

# Placement of the Pantone Logo

A clear space free of competing visual elements must be maintained around the logo.



Use this simple equation to figure out the logo's clear space:  **$x \text{ times } 2.5 = y \text{ (clear space)}$**

# Use of Fonts with the Pantone Brand

The preferred font to be used when representing the Pantone Brand is **Helvetica Now**. It is also acceptable to use the legacy version of this font, called **Helvetica Neue**. Both fonts are available to license from [Monotype](#).

The Bold and Light weights of each are preferred for use.

## Helvetica Now Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Helvetica Now Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## Helvetica Neue 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Use of the Pantone Brand on Websites

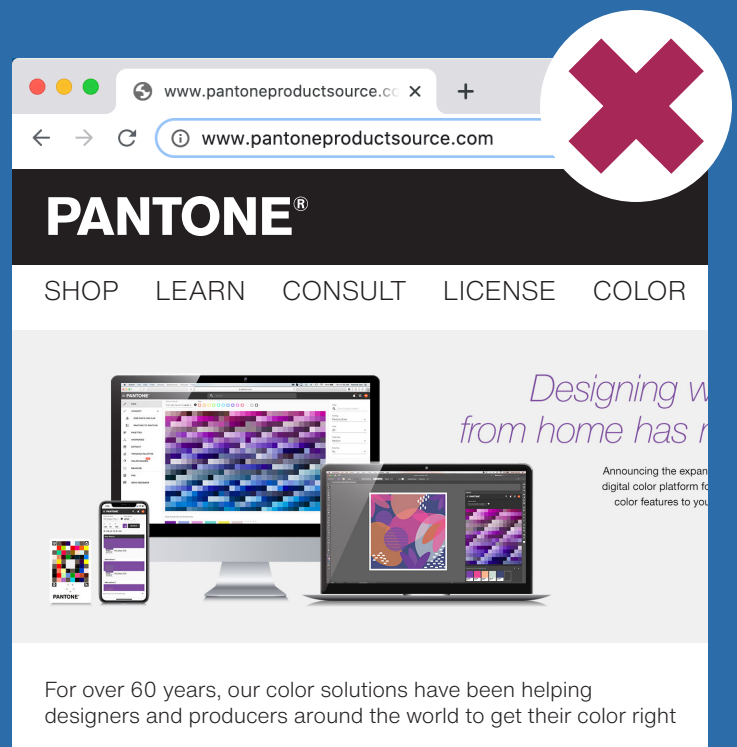
When you became an Authorized Pantone Dealer, you accepted the responsibility of representing the Pantone Brand. We encourage you to promote this relationship on your website. However, it is important that you position your company as a representative of Pantone in a way that does not make it seem like the website comes from Pantone itself.

## DO:

- Use your company name and/or logo as the prominent branding on your website
- Use a URL/Internet address that represents your company's name and brand
- Use the phrase "Authorized Pantone Dealer"
- Maintain a clean and clear page design that reflects well upon the Pantone Brand

## DON'T:

- Include "pantone" in the main URL/Internet address of your website
- Use the Pantone Brand as the most prominent or only branding on your website
- Include products from other companies on pages for Pantone Products



# Use of the Pantone Brand in Social Media





Social Media can be a great place to advertise, engage your customers, and grow your business. When adding this fast-paced option to your marketing mix, it is especially important to present in a way that makes it clear that your company is representing Pantone, and is not Pantone itself.

## DO:

- Use your company's name and brand in your social media handle (user name)

## DON'T:

- Use the word "pantone" in your social media handle
- Use the same or similar profile image as official Pantone accounts
- Repost Pantone's Social Media posts without express permission (sharing the original post is ok!)

  <b>Color Product Source</b> @colorproductsource  Authorized Pantone Dealer since 1996.	  <b>Pantone Color Shop</b> @pantonecolorshop  Pantone has been your color resource since 1963.
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## Pantone's official Social Media channels:

**Instagram:** @pantone

**Facebook:** @PantoneColor

**Twitter:** @pantone

**LinkedIn:** @Pantone