



# Pantone's Marking and Usage Rules

Pantone's Marking and Usage Rules pertain to all Pantone LLC trademarks. Refer to respective Schedule of Licensed Trademarks in Agreement for list of authorized Pantone LLC trademarks.

**PANTONE RESERVES THE RIGHT TO MAKE CHANGES TO ITS MARKING AND USAGE RULES AS IT DEEMS NECESSARY OR APPROPRIATE.**

## Pantone's Marking and Usage Rules

The following are rules ("Rules") for the use of Pantone's trademarks and copyrights. (Please refer to respective SCHEDULE of Licensed Trademarks in Agreement for list of authorized Pantone trademarks.)

### 1. Appearance of Pantone trademark:

- The mark must appear using capitalization as follows: "PANTONE" "PANTONE MATCHING SYSTEM"

Note: References to "Pantone LLC" the company, must be displayed in upper and lower case letters, e.g., "Pantone."

- The "®" or "™" notices must be displayed once after the first or most prominent use of each Pantone trademark in any piece, e.g., "PANTONE®."
- The marks must never be hyphenated, made possessive, or used descriptively or generically, or translated into a foreign language.

### 2. Color Names and Numbers:

- The trademark PANTONE must always precede each PANTONE Color name and/or number, e.g.: PANTONE Yellow 012, PANTONE Rubine Red, PANTONE 123, PANTONE 2 14-1, PANTONE 18-1763, PANTONE PQ-16-0213TCX, PANTONE Q360-2-1.
- The word "gray" must be spelled with an "a" at all times when citing the PANTONE Warm Grays and PANTONE Cool Grays.
- If space is limited, the following abbreviations are acceptable to use when displaying a PANTONE Color which uses words in its description.

Approved Abbreviation(s) (only permitted when space is limited)

PANTONE Pro. Blue	PANTONE Pro. Yel.	PANTONE Trans. Wt.
PANTONE Yel.	PANTONE Rhod. Red	PANTONE Rub. Red
PANTONE Ref. Blue	PANTONE Pro. Mag.	PANTONE Pro. Cyan
PANTONE Pro. Cyan	PANTONE Pro. Black	PANTONE Or. 021
PANTONE Wm Gy 1	PANTONE CI Gy 1	PANTONE Med. Yellow
PANTONE Brt Orange	PANTONE Brt Red	PANTONE Stg Red
PANTONE Med. Purple	PANTONE Dk Blue	PANTONE Med. Blue
PANTONE Brt Green	PANTONE Ntr Black	

- No other abbreviations of Pantone trademarks are permitted unless explicit permission is granted in writing by Pantone.
- When citing a specific PANTONE Color followed by the paper stock or substrate suffix, there must be one space between the PANTONE Color name and/or number and the standard suffix. For example, PANTONE 185 C, PANTONE 18-1763 TPX, PANTONE 18-1763 TCX, PANTONE 18-3940 TN.
- Only capital letter(s) should be used to designate paper stock/substrate. Consult current PANTONE Publications for standard suffixes.

### 3. Trademark Attribution Notice:

- If a Pantone-owned trademark is referenced in a piece, either at the beginning or the end, such piece must conspicuously state that such mark is owned by Pantone through one of the following notice lines, whichever is applicable:
- Where one Pantone-owned trademark appears in the piece:  
**[Insert trademark] is the property of Pantone LLC.**
- Where more than one Pantone-owned trademark appears in the piece:  
**PANTONE® and other Pantone trademarks are the property of Pantone LLC.**

### 4. Copyrights:

If one or more copyrights of Pantone are utilized in a piece, such piece must conspicuously state that such copyright(s) are owned by Pantone.

© **Pantone LLC [insert year, e.g., 2014]**



5. Pantone Product Titles:

Always use the official PANTONE Product title when it is being referenced in printed pieces. Please refer to the title page of each publication for the official product titles or request a detailed listing from Pantone's Marketing Department by emailing [Pantonemarketing@pantone.com](mailto:Pantonemarketing@pantone.com).

6. Commercial/Corporate Naming:

It is not permissible to use any of Pantone's trademarks, including PANTONE, as all or part of a corporate name, Internet domain name, or a d/b/a for its business, or in any other manner as may give the impression that Pantone's trademarks are the property of your company. In addition, no words, symbols or logos shall be conjoined with Pantone's trademarks so as to create a unified commercial impression.

7. Digital Asset Management System:

Pantone provides access to their digital assets (e.g., images of publications, logo digital files, etc.) to Pantone-authorized users. Notice of the Web Access Address, User Name and Pass Code for each individual company has/will be provided to you from Pantone and we encourage use of these published assets in all materials created by Pantone-authorized users within the scope of Pantone's prescribed terms and conditions of use.

**Permission from Pantone**

PANTONE, PANTONE MATCHING SYSTEM, PANTONE Goe, PANTONE Process Color System, PANTONE Textile Color System, PANTONE Hexachrome, Hexachrome, PANTONE Plastics Color System, PANTONE Window Logo, PANTONE Chip Logo and PMS are Pantone LLC's check-standard trademarks for color standards, color data, color reproduction and color reproduction materials, and other color-related products and services, meeting Pantone's specifications, control and quality requirements. Written permission from Pantone is required prior to reproduction or digital display of a PANTONE Color with trademark and/or copyright identification or use of Pantone's trademarks for any color-related products or services.

Written permission from Pantone is required prior to a claim that a third party color or color system is the same as, or equivalent to, a color standard or color system of Pantone, and prior to any cross-referencing, in whole or in part, to any PANTONE Color System or portion of a PANTONE Color System.

Published materials of Pantone LLC are protected by copyrights and include, for example, graphic presentations, color references, PANTONE Colors, PANTONE Names, numbers, formulas and software, and the foregoing may not be copied or published without written permission of Pantone. An unauthorized claim by third parties that any referenced color or color system is the same as, or equivalent to, a color standard or color system of Pantone, may be a violation of Pantone's proprietary rights and is strictly prohibited. Similarly, any cross-referencing, in whole or in part, to any PANTONE Color System, including, but not limited to, the PANTONE Numbers and PANTONE Colors, by third parties may be a violation of Pantone's proprietary rights and is strictly prohibited.

**Limitations**

THESE RULES PERTAIN TO ALL PANTONE-OWNED TRADEMARKS, COPYRIGHTS AND PATENTS. IF THESE RULES ARE ATTACHED TO, OR REFERENCED IN, AN AGREEMENT, THEY DO NOT REPLACE ANY ADDITIONAL REQUIREMENTS PLACED UPON YOU BY PANTONE IN SUCH AGREEMENT, NOR DO THESE RULES GRANT ANY ADDITIONAL RIGHTS NOT SPECIFICALLY PROVIDED FOR IN SUCH AGREEMENT, WHICH AGREEMENT SETS FORTH THOSE PANTONE-OWNED TRADEMARKS, COPYRIGHTS OR PATENTS THAT MAY BE USED BY YOU, AND THE PERMITTED SCOPE OF SUCH USE. IN THE EVENT THAT ANY PROVISION OF AN AGREEMENT BETWEEN YOU AND PANTONE CONFLICTS IN ANY RESPECT WITH ANY PROVISION OF THESE RULES, THE PROVISION OF SUCH AGREEMENT SHALL CONTROL.

ADHERENCE TO THESE RULES DOES NOT LIMIT THE NECESSITY TO SUBMIT MATERIALS TO PANTONE FOR WRITTEN APPROVAL PRIOR TO USE.

PANTONE RESERVES THE RIGHT TO MAKE CHANGES TO THESE RULES AS IT DEEMS NECESSARY OR APPROPRIATE.

**Inquiries**

Inquiries regarding these Rules should be directed to:

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