

How to Save & Share Pantone Color Swatches

Pantone colors play an important role in brand consistency. They help communicate how your colors are meant to look to printers, designers, and other vendors who make products for your brand.

Production quality digital presses utilize the Pantone Matching System to adjust colors during printing to ensure consistency and color accuracy.

This guide will show you how to save and share your brand's Pantone colors – *for free* – so all the creators on your team can use them to design consistent materials across all platforms.

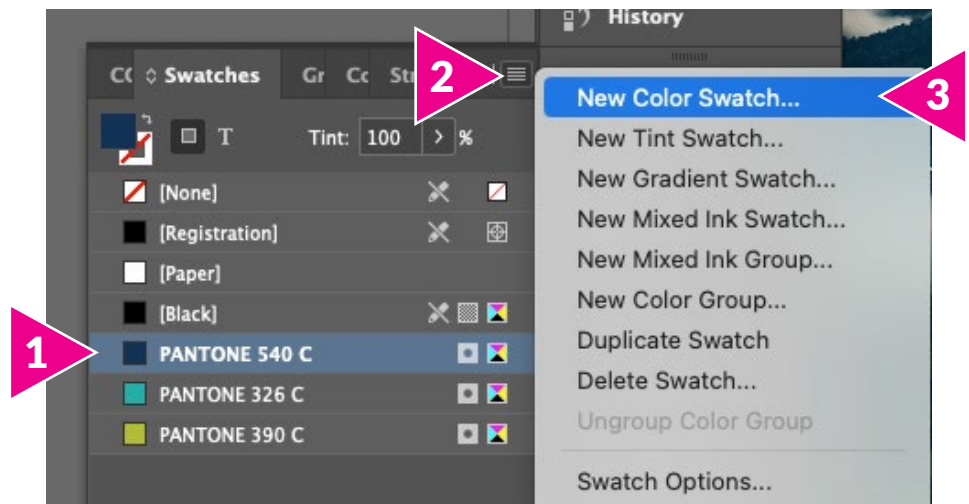


HOW TO SAVE A PANTONE COLOR AS A NEW SWATCH:

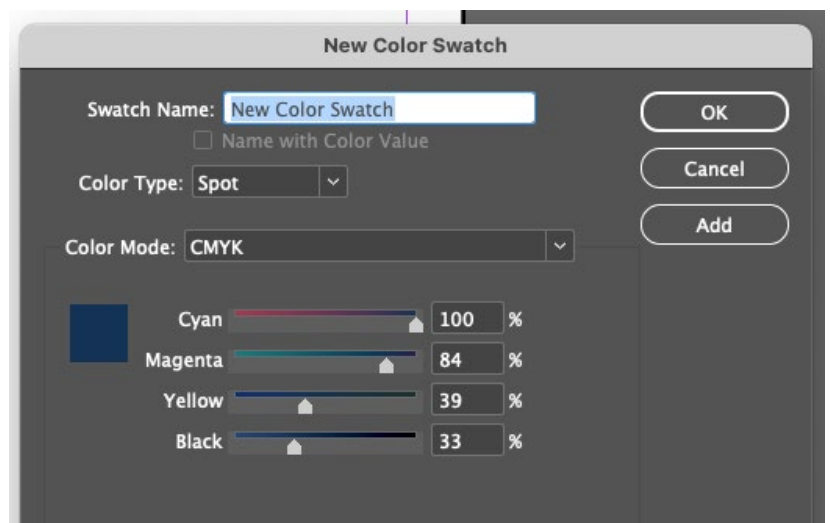
1. Start by selecting the Pantone color swatch you want to save.

2. Click on the menu icon in the upper right corner of the Swatches panel to open the dropdown menu.

3. Choose “New Color Swatch” from the dropdown menu.



This will open a “New Color Swatch” window with default settings, and color bars set to the build of your Pantone color.

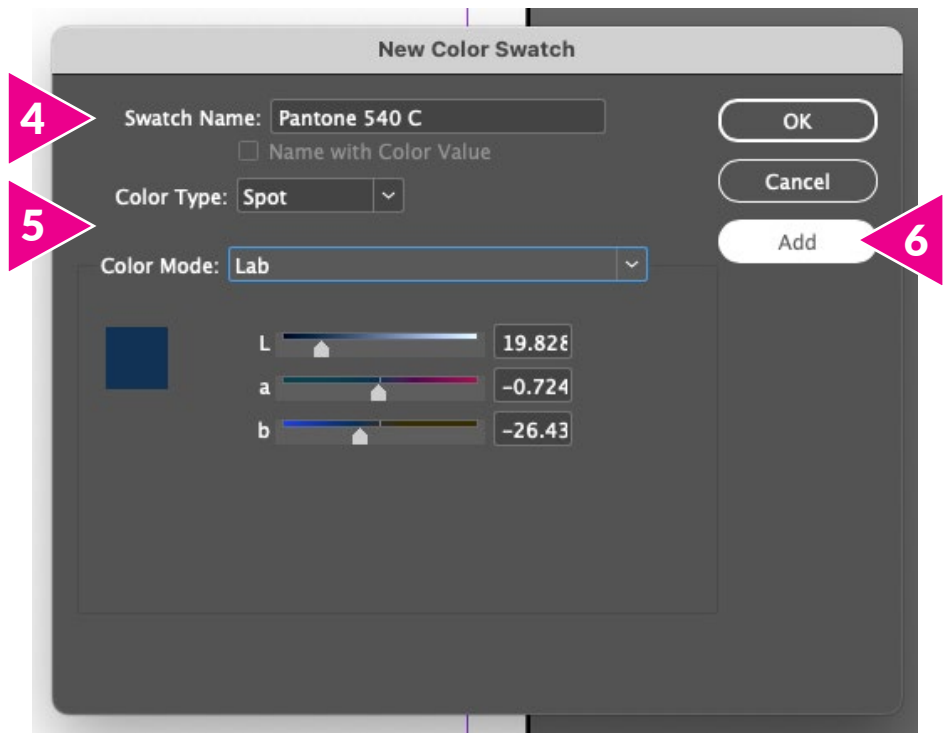


4. Name the new swatch with the same number as the Pantone color you are duplicating.

Original Pantone colors appear in ALL CAPS by default. Since two swatches cannot be named the same thing in the swatches panel, name the duplicate swatches in upper/lowercase.

5. Set the Color Type to "Spot," and the Color Mode to "Lab."

6. Click the "Add" button to save your new spot-color to the swatches palette.



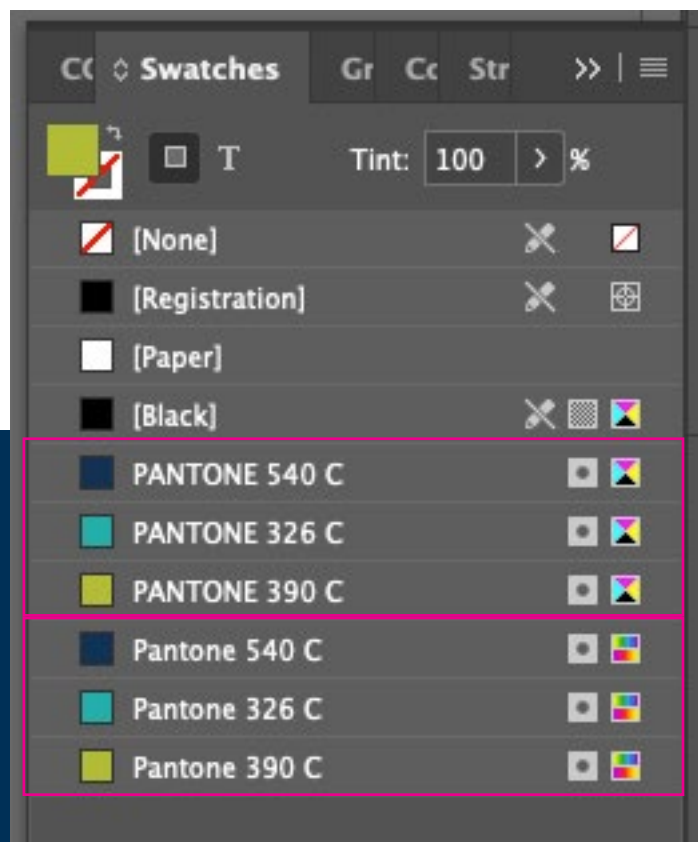
REPEAT FOR ALL COLORS

Repeat this process for each Pantone color you want to save until you have your desired collection of spot-colors.



Original Pantone colors appear in ALL CAPS.

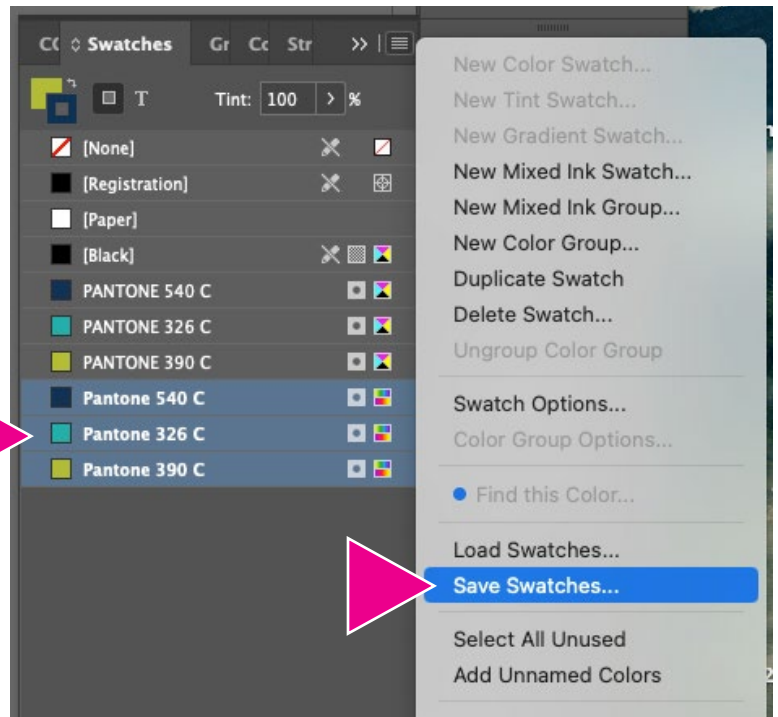
Duplicated spot-colors are named in upper-lower case.



SAVING SWATCHES AS A FILE TO SHARE:

1. **Select all the swatches** you want to save by using the “shift” key to select more than one swatch at a time.
2. Then select **“Save Swatches”** from the dropdown menu of the Swatches panel.
3. **Navigate** to where you want to save your .ASE file and hit **“Save.”**

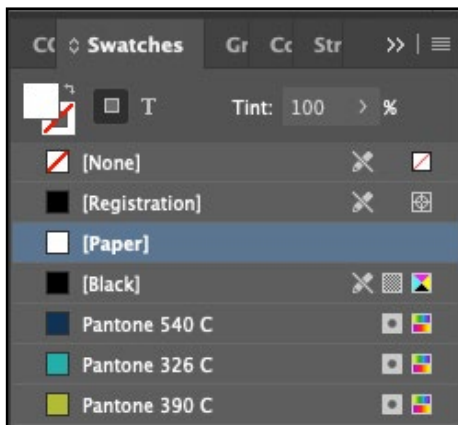
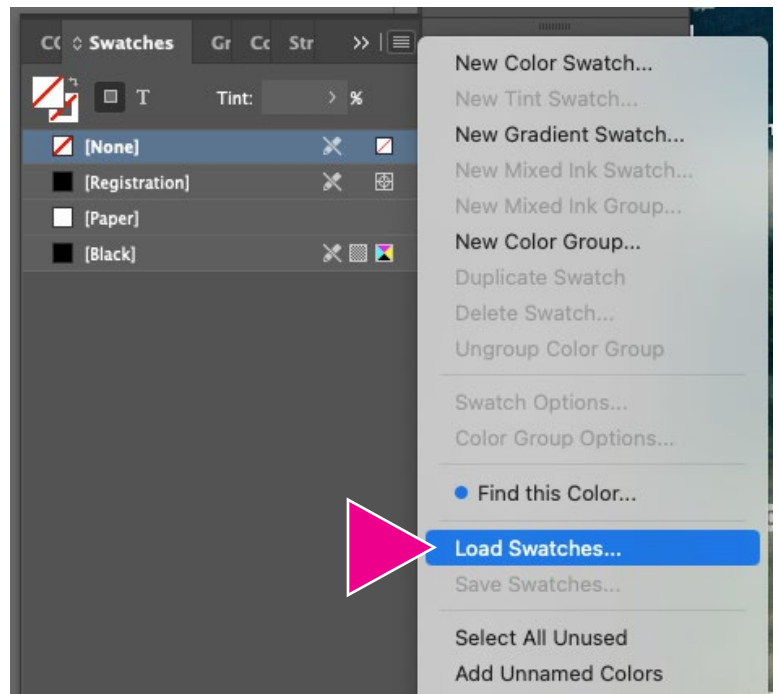
Your .ASE file (Adobe Swatch Exchange) can be shared with team members, printers, designers, and other vendors to keep your brand colors consistent everywhere!



HOW TO LOAD SWATCHES IN ADOBE PROGRAMS

1. **Open a document** in Adobe InDesign or Illustrator and open the Swatches panel.
2. In the Swatches panel, **select “Load Swatches”** from the drop-down menu.
3. In the window that opens, navigate to your .ASE file – when it is selected, hit the **“Open”** button.

Your saved spot-colors will appear in the Swatches panel of your document.



Questions? Call us!
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