

Tips for using the Internet Color System Palette from PANTONE® ColorDrive™

Working with the PICS ColorDrive palettes

The PANTONE Internet Color System (PICS) palette works just like any other palette within ColorDrive. It is located under the Library menu in ColorDrive along with the other Pantone Libraries, and is the same color system as in Pantone's ColorWeb product. Having the PICS colors accessible from ColorDrive is very useful, because it provides a way for users to use ColorWeb colors in applications that can't access the system Color Picker.

You can export the PICS palette to your applications just like any other ColorDrive library. You can also use ColorDrive to find matches between the PICS colors and other PANTONE Colors. It is important to note that, since many applications add black in their color algorithms, Pantone has provided the palettes in CMY format (with K=0 for all colors) instead of RGB.

Workflow Strategies

Since the colors within PICS have been optimized for use in the creation of Web backgrounds, text, buttons, and objects, you should *avoid performing any color management on them.*

When you export the PICS palette from ColorDrive:

1. Open the Matching Options dialog and disable the monitor and printer profiles.
2. Export the PICS palette to your applications. Follow the instructions in the ColorDrive manual to import the palette into your application.
3. Follow the instructions below regarding how to prevent the colors from dithering when you are using them in your various applications.

Workflows are dependent on which applications are used to create the web graphic elements, and which HTML authoring programs are used. Most web designers use traditional graphic design applications to create their web page backgrounds, buttons and objects. Many of these graphic design applications cannot save files in either GIF or JPEG format, so designers need to sometimes use a special workflow, which is described below.

In general, where non-dithering graphics (corporate logos, large areas of color, buttons, etc.) are preferred, web graphic elements should be saved in GIF format (JPEG format is usually reserved for images).

Graphics using the PICS colors should *always* be saved using the GIF file format. Here are some general tips for saving to GIF format:

1. When saving GIF graphics, if a choice is offered, the Exact or System palette options should be selected, with 256 colors. You should also make sure that dithering is not enabled. This will ensure that you will use colors in the file that won't dither.
2. When saving as a GIF file from Adobe Photoshop™, you will need to download the GIF89a plug-in for Photoshop from Adobe's Web site, as described below.
3. When saving as a GIF file from Adobe Illustrator™, you will need to download the GIF89a plug-in for Illustrator from Adobe's Web site, as described below.
4. If your application cannot save directly to GIF file format, but can save to PICT file format, and you are using Claris Home Page or Adobe PageMill, you can simply drag the PICT file onto your web page, and it will automatically be converted into a GIF file.

Adobe Illustrator™

If you use Adobe Illustrator to create graphics for use on the web, you will need the free GIF89a plug-in, which works with version 5 as well as 6 of Illustrator. You can download the plug-in from Adobe's web site at:

<http://www.adobe.com/supportservice/custsupport/FILELIBRARY/Illustrator/Mac/GIF89a.sit.hqx>

When this plug-in is present on your system, you will be able to export your image in GIF file format. Please follow the above instructions for selecting the appropriate GIF file options.

Macromedia Freehand™

If you use Macromedia Freehand to create your Web graphics, you know that there is no way to directly save to GIF file format. So, we offer the following suggestions:

1. Select PICT2 as your file format. Then, if you are using Adobe PageMill or Claris Home Page, you can simply drag the Freehand PICT file onto your Web page, and it will automatically be converted to a GIF file. Or,
2. Open the PICT file in Photoshop, and export as a GIF, using the file options as indicated above.

Fractal Design Painter®

Even though Fractal Painter has the capability to save in GIF file format, their method does not accurately convert the values in its color palette to the appropriate non-dithering colors. So, as a workaround, do the following:

1. Select PICT2 as your file format. Then, if you are using Adobe PageMill or Claris Home Page, you can simply drag the Freehand PICT file onto your Web page, and it will automatically be converted to a GIF file. Or,
2. Open the PICT file in Photoshop, and export as a GIF, using the file options as indicated above.
3. Since many users who have Fractal Design Painter may not have Photoshop, you can also use tools such as Equilibrium's DeBabelizer® to convert the PICT file into GIF file format.

Adobe Photoshop™

For those of you who have Pantone's ColorWeb product, it is easiest to use the colors from the System Color Picker. However, if you don't have ColorWeb, you can use the PICS colors from ColorDrive. You **MUST** have your document in CMYK mode if you are importing PICS colors. Since the PICS colors arrive in Photoshop in CMYK format (ColorDrive always saves out in CMYK format), you will need a special workflow to maintain the correct values, to prevent Photoshop from selecting dithering RGB color values (Photoshop doesn't convert CMYK->RGB the same way other applications do). You must save the file as an EPS in Photoshop, then bring it into Illustrator, and save as a GIF as described in the Illustrator instructions above.

As described for other programs, you can use Photoshop as a converter into GIF format for those applications that don't support it. You can download the GIF89a plug-in for Photoshop free from Adobe's web site at:

<http://www.adobe.com/supportservice/custsupport/FILELIBRARY/Photosho/Mac/GIF89a.sit.hqx>.

QuarkXpress®

Since QuarkXpress is a page layout program, your document may consist of several pages. When you are saving from Quark Xpress for the web, you will need to save one page at a time. Select the page you want, and do the following:

1. Save the file as an EPS, selecting MacColor format, and Binary data format.

2. Bring the image into Photoshop for translation into GIF file format, as described above.

We hope this information was helpful to you. Thank you for purchasing PANTONE ColorDrive.

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