Holden Pak.

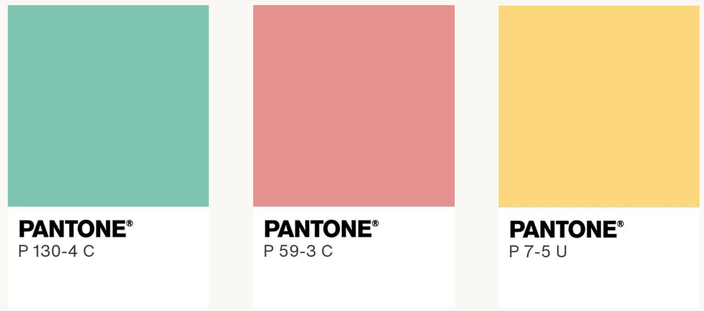
Pantone Color Reference

Understanding Pantone Colors

01
Specify Your Color

Pantone provides a standardized reference for communicating colors across design and print production.

Provide the complete Pantone code, such as **PANTONE 185 C**, and indicate where the color should be applied in your artwork.



02
Coated vs. Uncoated

C — Coated
Color appearance on coated paper.

U — Uncoated
Color appearance on uncoated paper.

These references do not indicate the final packaging material or surface finish.

C and U refer to the paper used in Pantone reference guides, rather than the finish of your packaging.

03
Spot Color vs. CMYK

Spot Color
A dedicated ink color, often used for consistent brand elements.

CMYK
Four-color process printing, commonly used for photographs and multicolor graphics.

Pantone colors reproduced through CMYK may differ from their spot-color references.
The achievable color match depends on the printing method, ink system, and packaging material.

Color in Packaging Production

For color-critical packaging, provide a physical color reference or an approved printed sample whenever possible. Our team can review the target color, material structure, printing method, and available proofing options before production.



01
Materials Affect Color

The same color reference may appear different across packaging materials.
Substrate color, white ink, lamination, and surface finish can all influence the final appearance.

02
Screen vs. Print

Colors displayed on screens or in digital PDFs may not accurately represent printed results.
Use physical color references whenever possible.

03
Confirm Before Production

For color-critical designs, provide an approved physical sample or Pantone reference.
Discuss color-matching requirements and available proofing options with our team before production.

Pantone references are used as color targets. Final printed results may vary depending on materials, printing methods, and surface finishes.