



**PANTONE®**

20'x20' Island

Abby Nyquist

# Brand Description

Pantone LLC is a company controlled by the holding company X-Rite. X-Rite is the world leader in the science of technology and color. In 1963 Pantone's founder, Lawrence Herbert, created a color matching system. This system would solve the issue of producing accurate color matches. With the help of its holding company, Pantone is known as the world renowned authority on color. Through its technology, Pantone provides innovative color solutions using different measurement systems, software, and services. These technologies help the company get the color you want right the first time thus giving you high quality product and reduced costs. Pantone is most well known for its color matching system, PANTONE® MATCHING SYSTEM®. The system is a book of standardized color in fan format. Presently, Pantone is known globally as the standard language of color communication.

# Goals/Objectives

- 20'x20' Island

- This exhibit should be designed to show the numerous possibilities Pantone's matching systems and products create. The exhibit should give attendees the chance to learn about Pantone's products no matter their prior knowledge. The goal is to convey this information in a fun and memorable way so that attendees feel that Pantone and their products will help boost their own products and creativity.

- A key feature to this exhibit is the "myPantone" app.

- This exhibit is focused on interior design/ home good industry. The myPantone app combined with a specially designed "Living Space" app will enable attendees to experience using Pantone's different systems.

# Key Message/ “Seed Idea”

- “The World of Color in Your Pocket”
- One of the featured products of this exhibit is the myPANTONE app. The myPantone app allows users to access numerous Pantone colors and also use the Pantone Matching System to create color palettes.

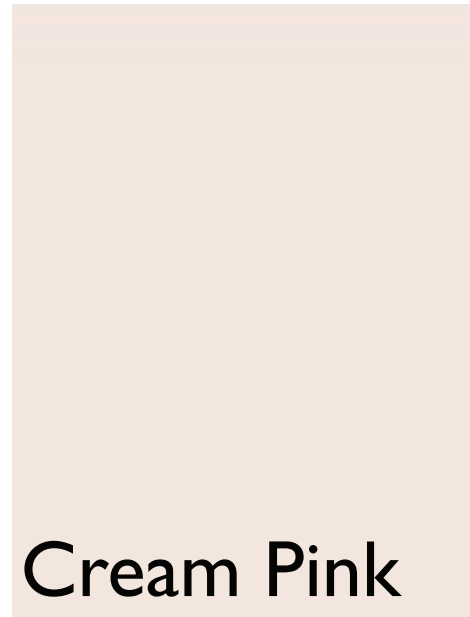
# Inspiration



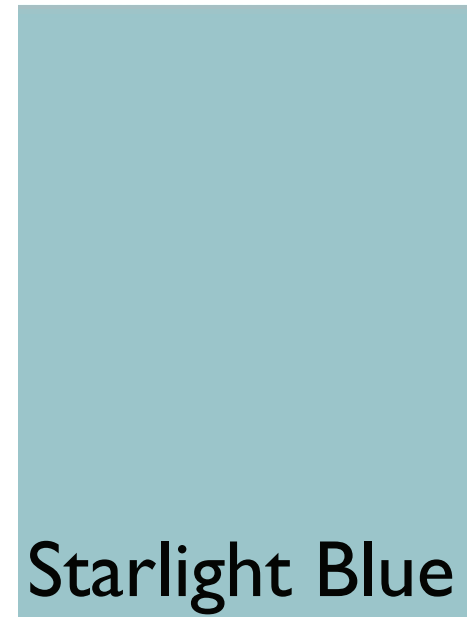
# Materials



Marsala



Cream Pink



Starlight Blue



Cedar Green



Fabric



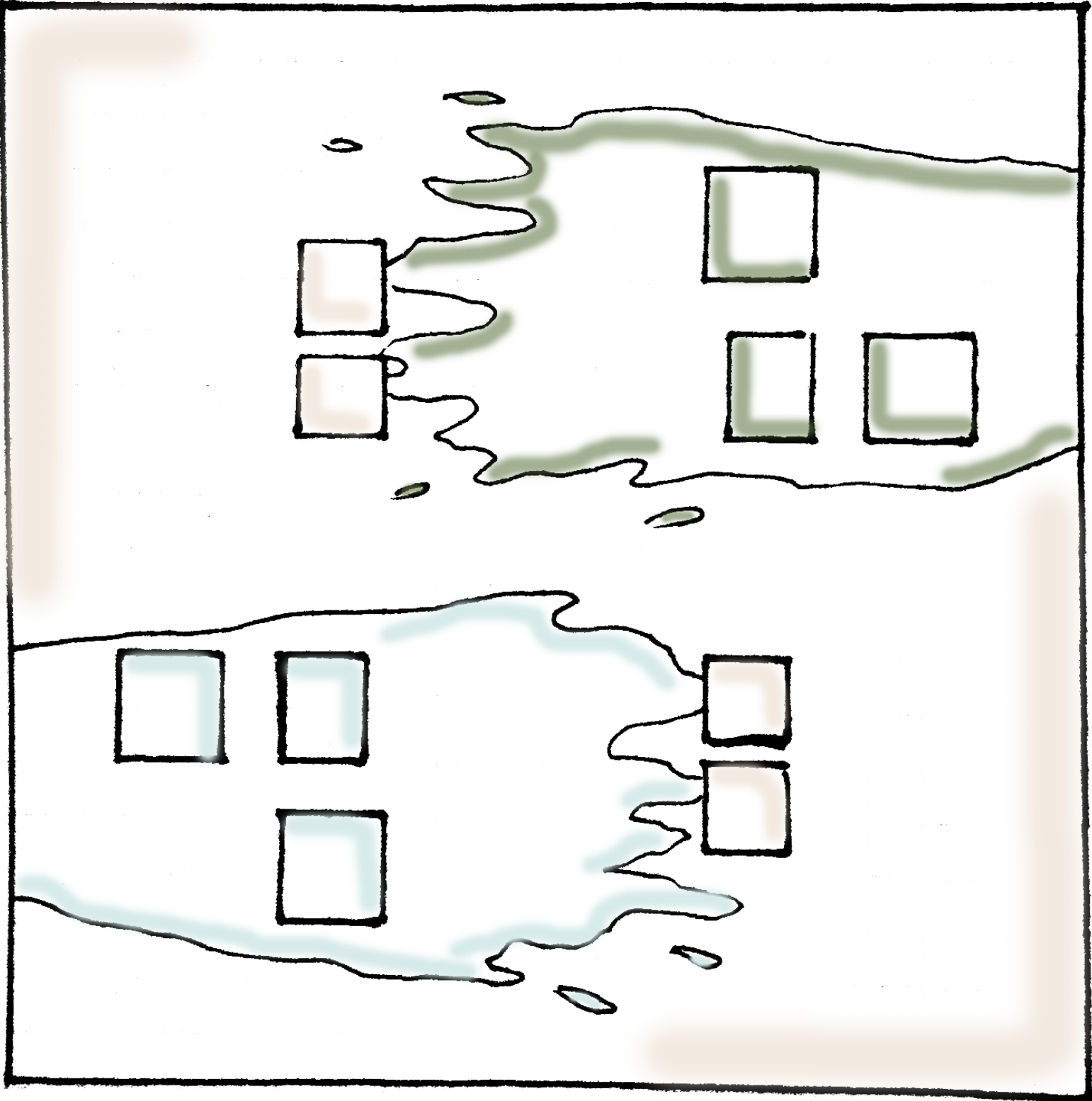
Translucent Plastic



Padded Carpet

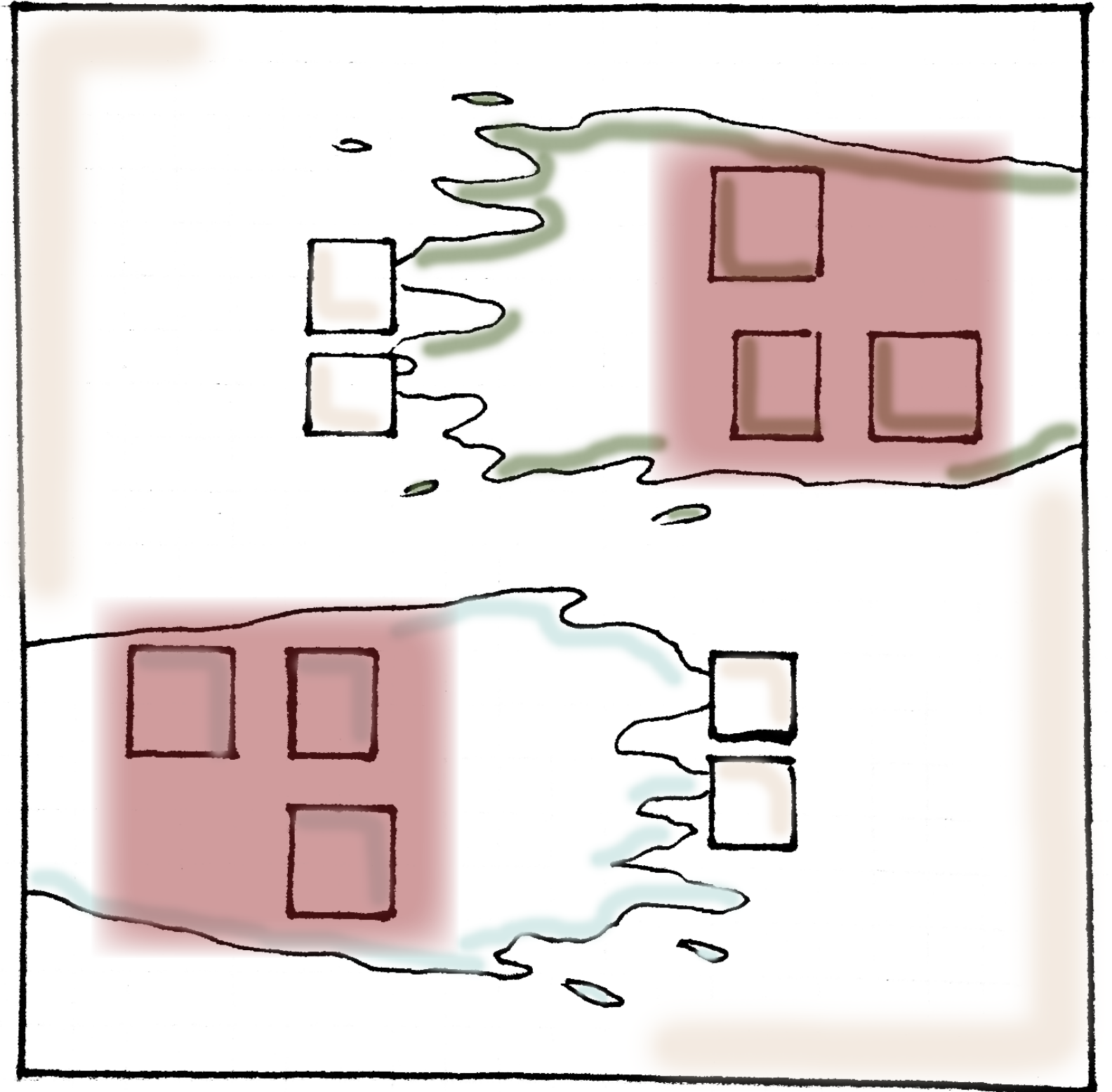


# Floor Plan



# Floor Plan

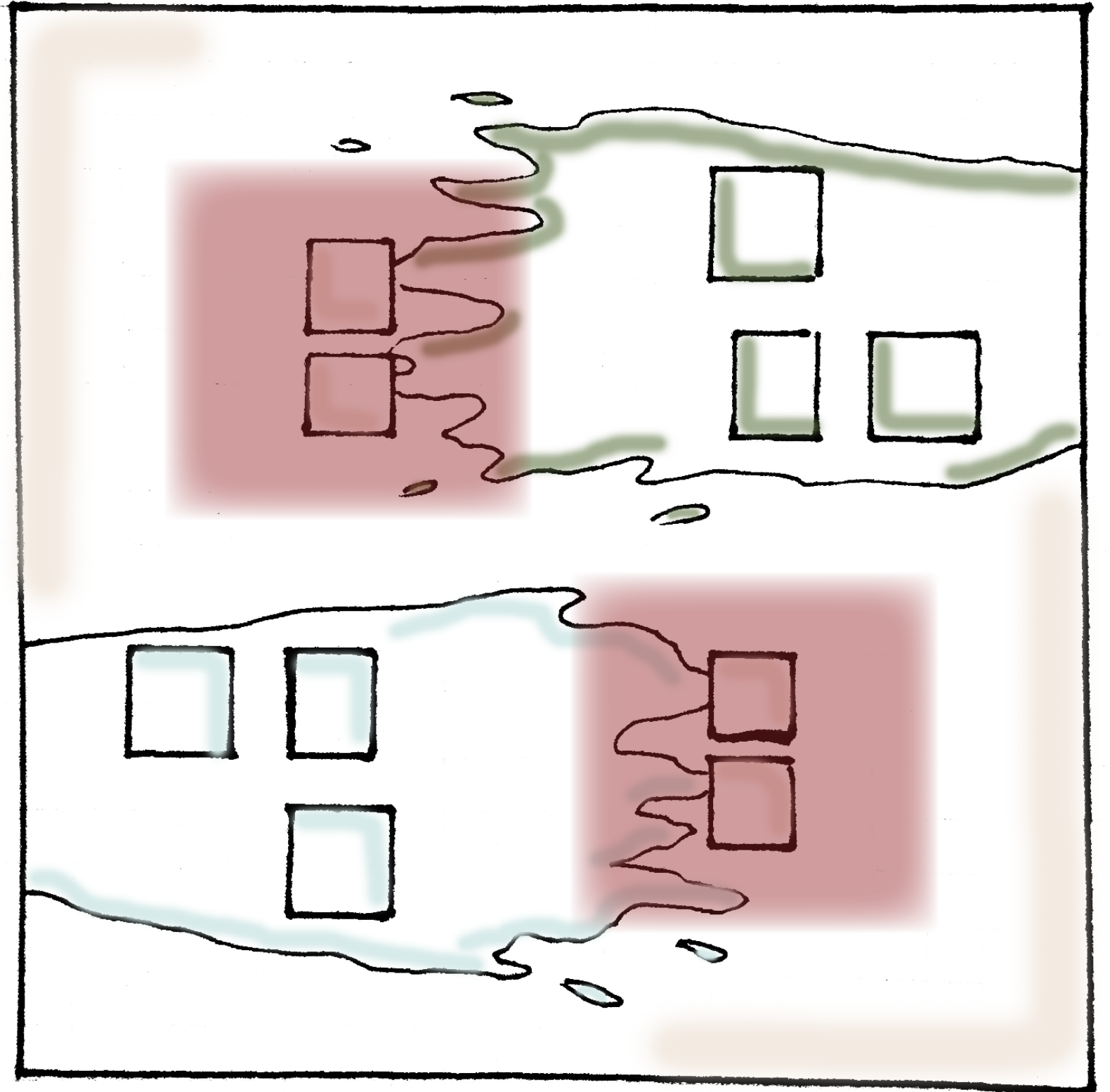
-Seating/Meeting Spaces



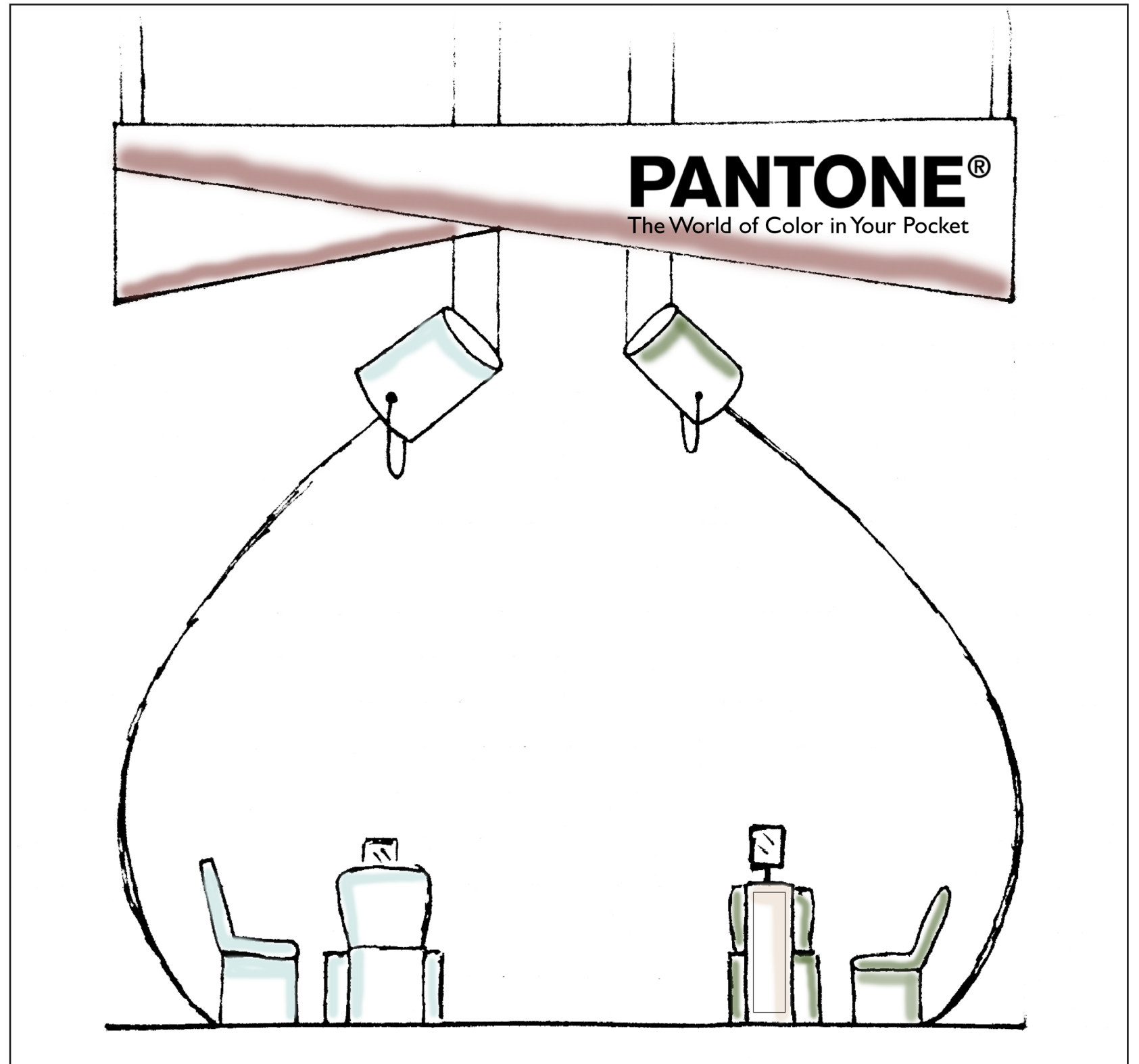


# Floor Plan

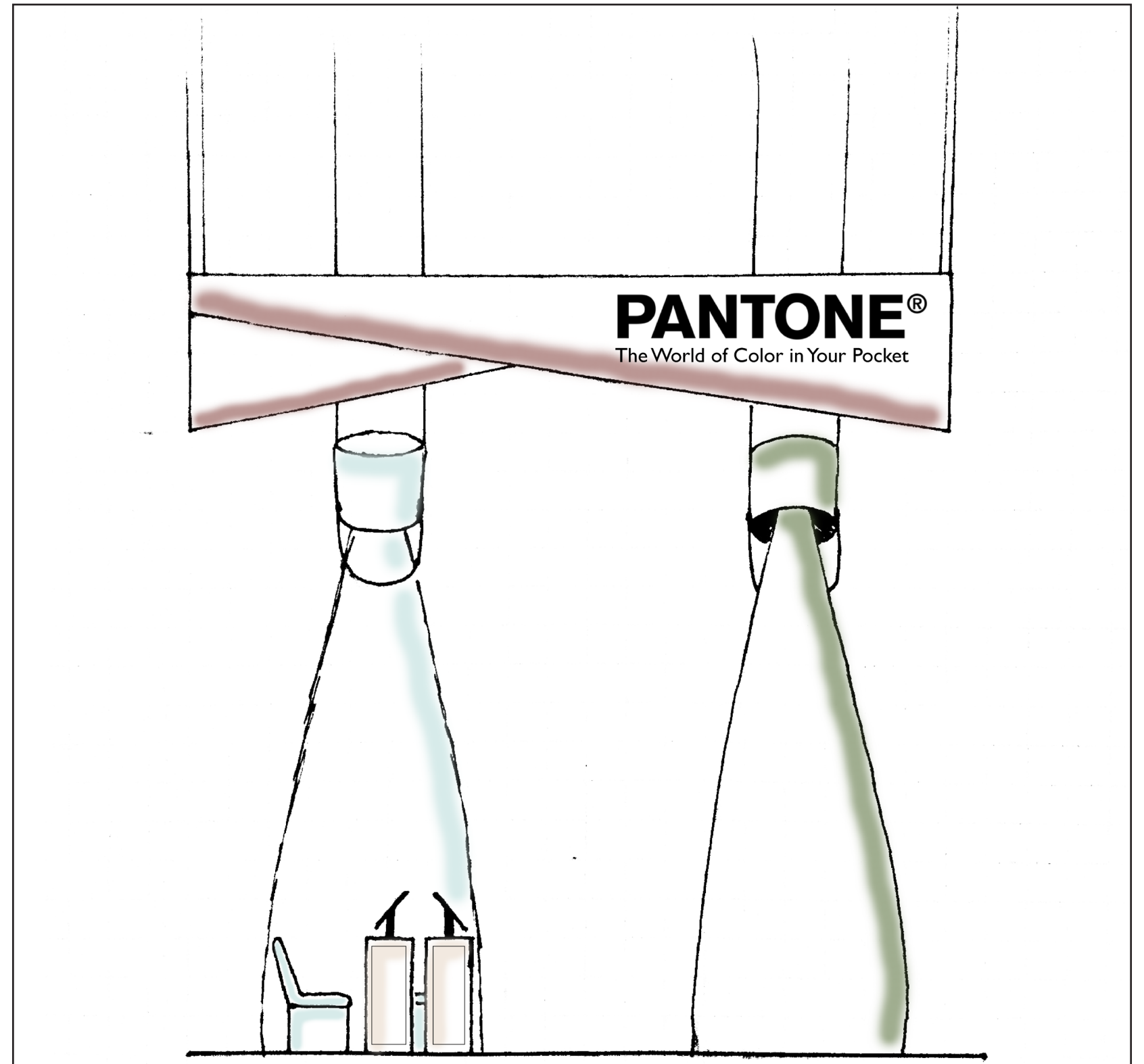
-iPad Stands



# Side View

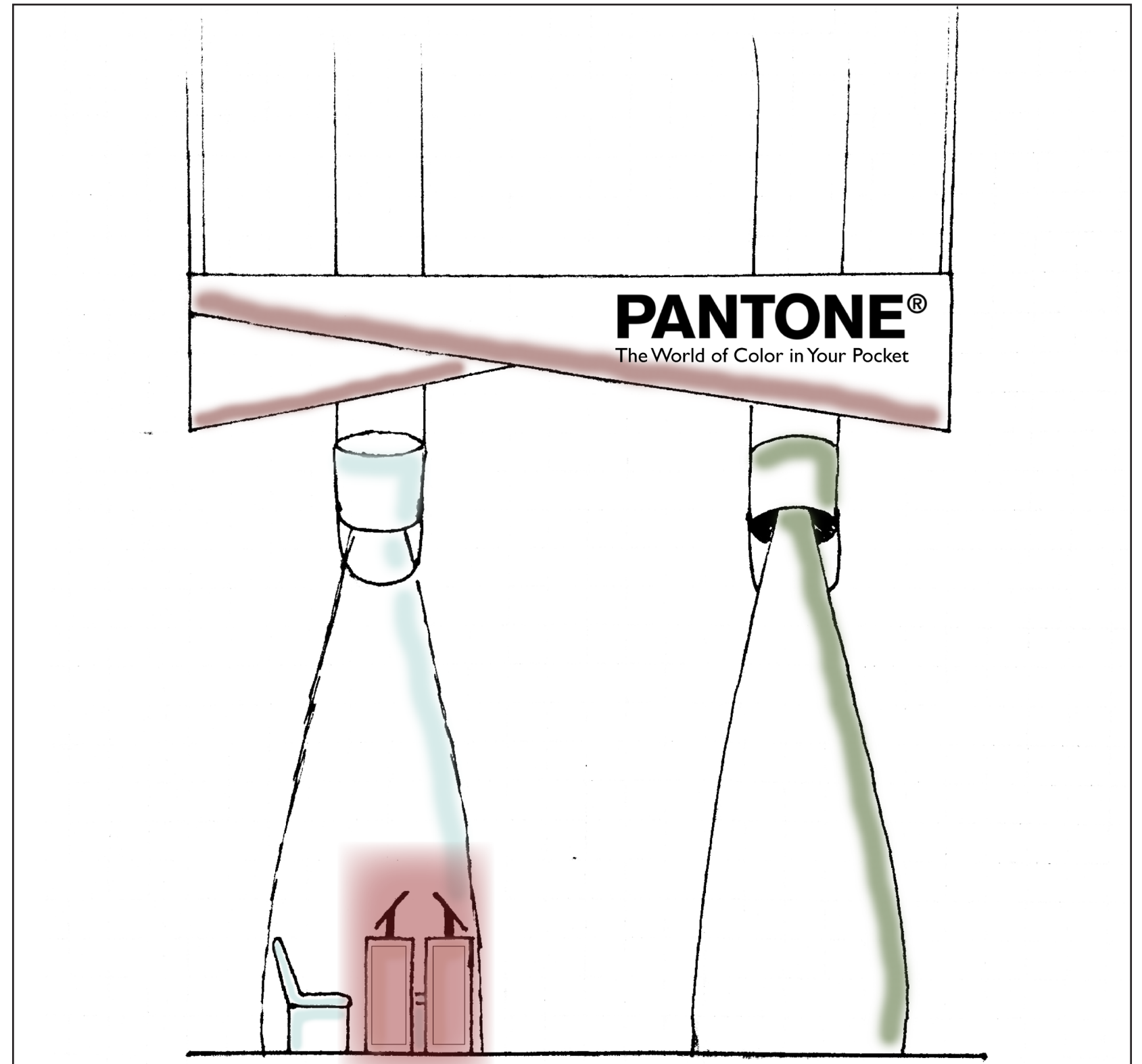


# Side View

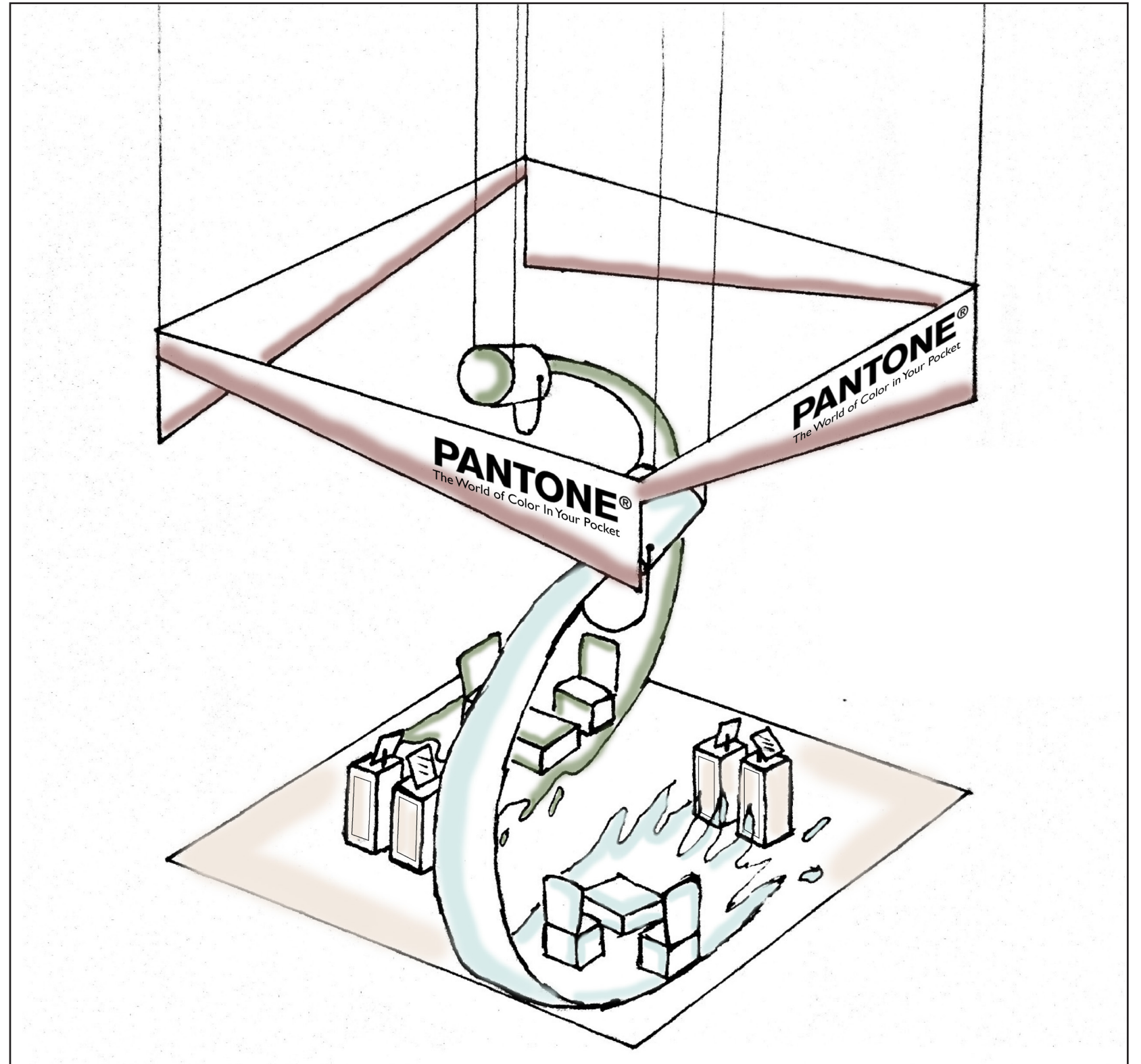


# Side View

-Storage in iPad stands



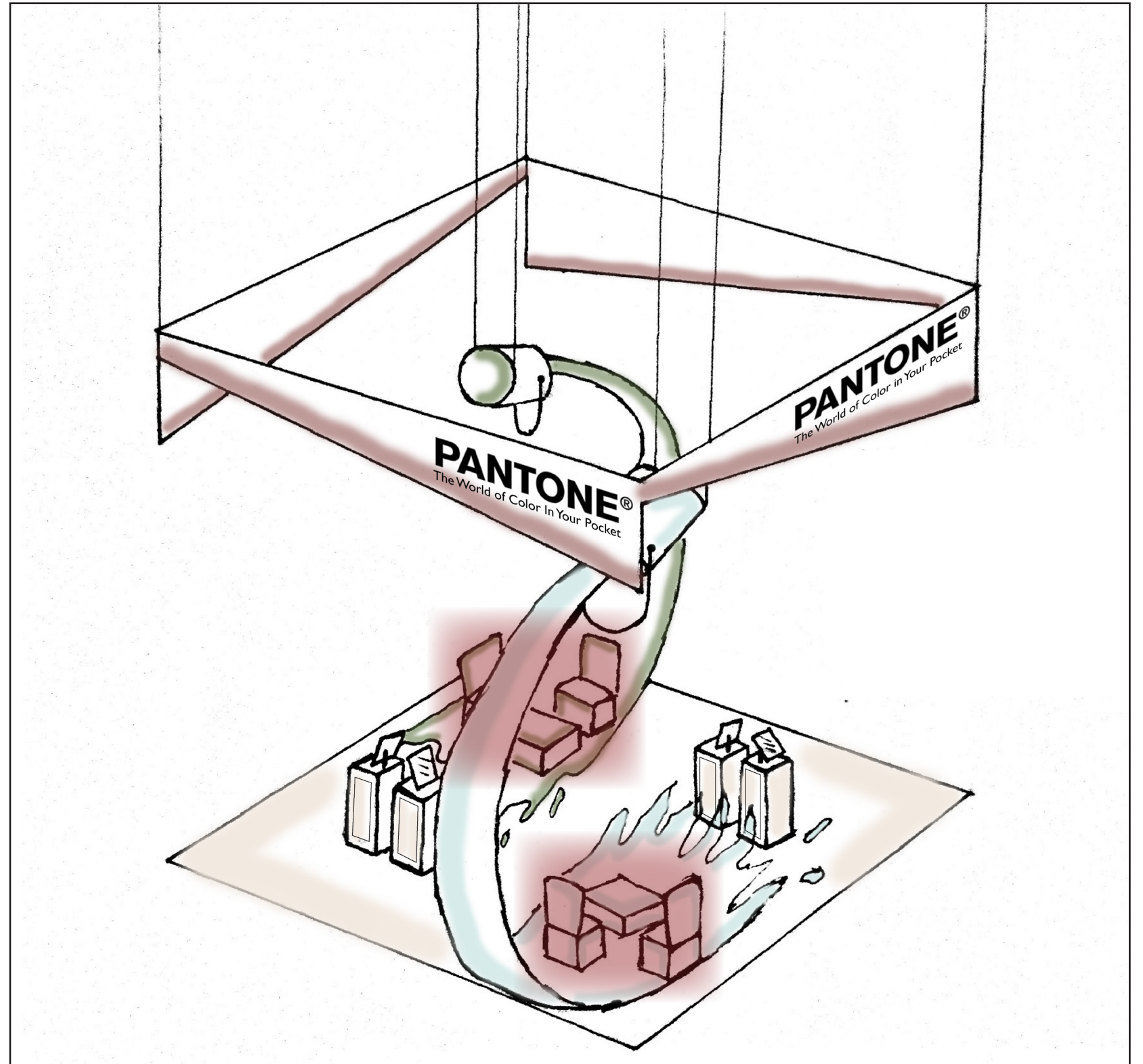
# Overall View





# Overall View

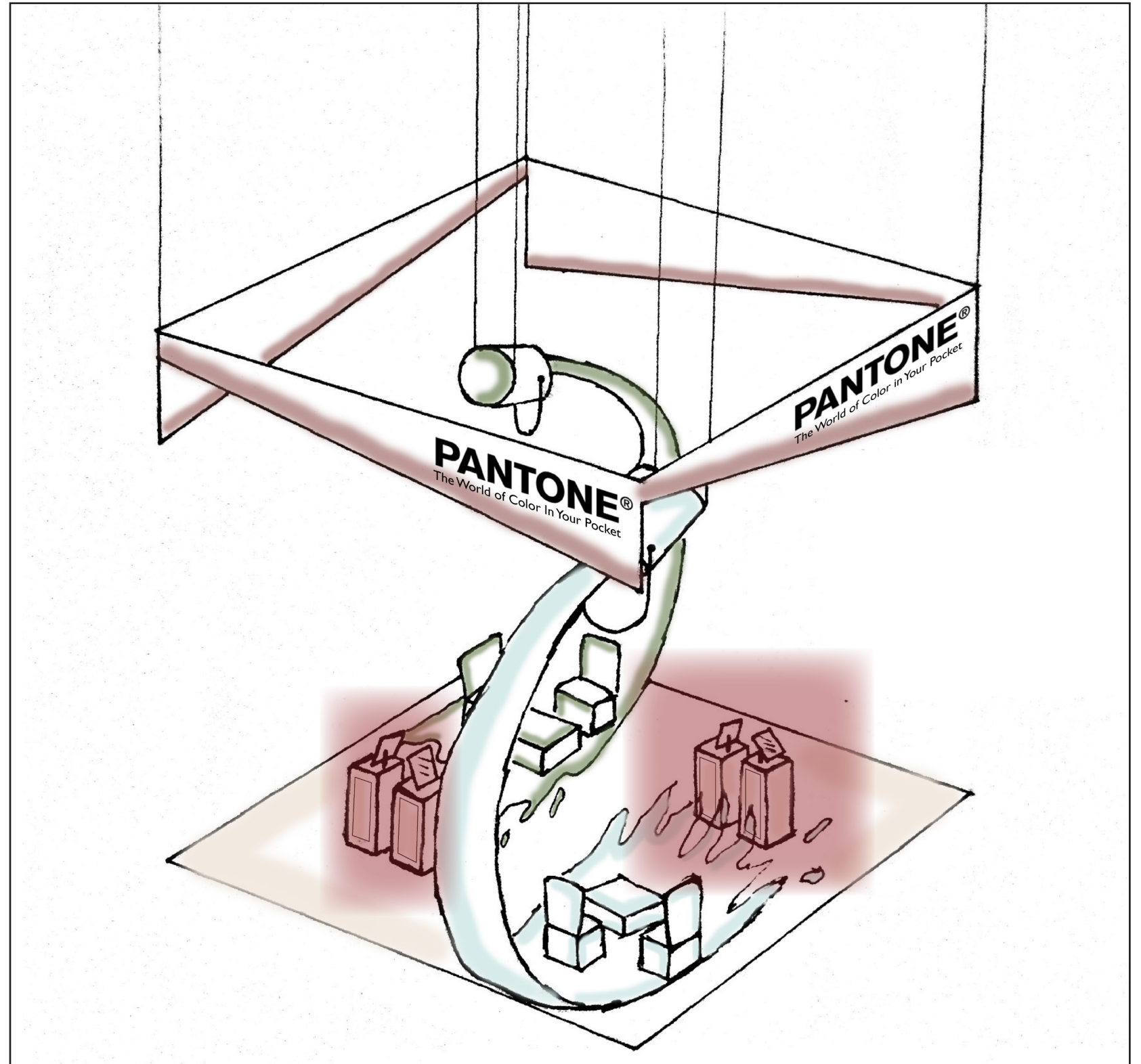
-Storage in chairs and ottomans



# Overall View

## -iPad Stands

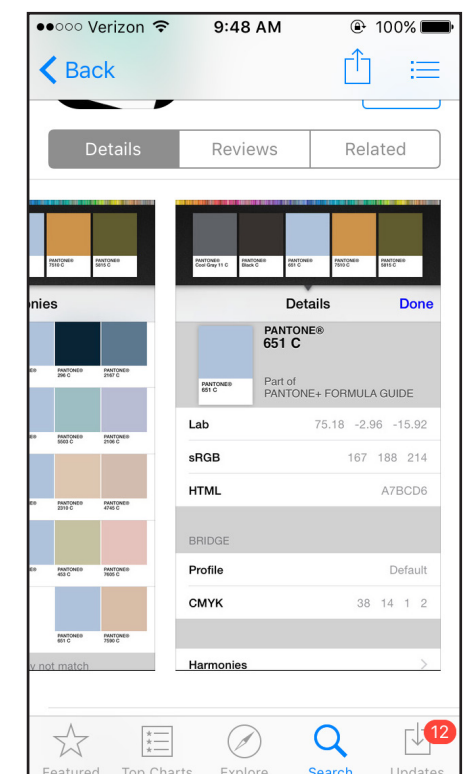
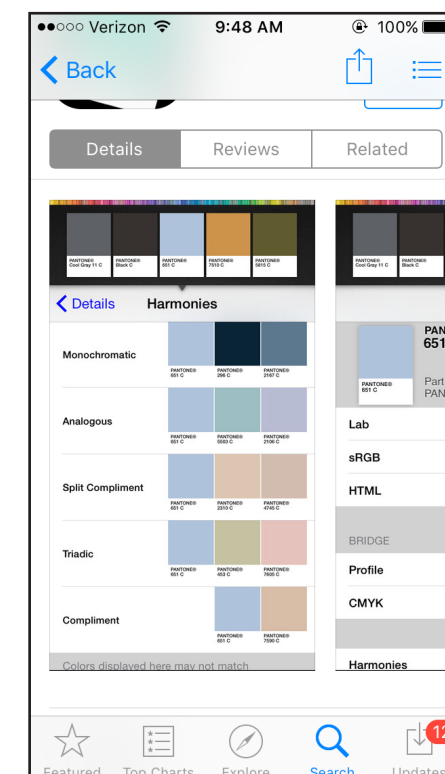
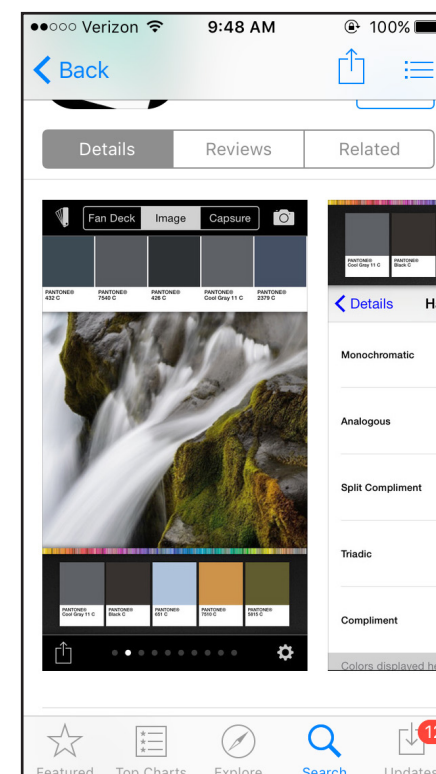
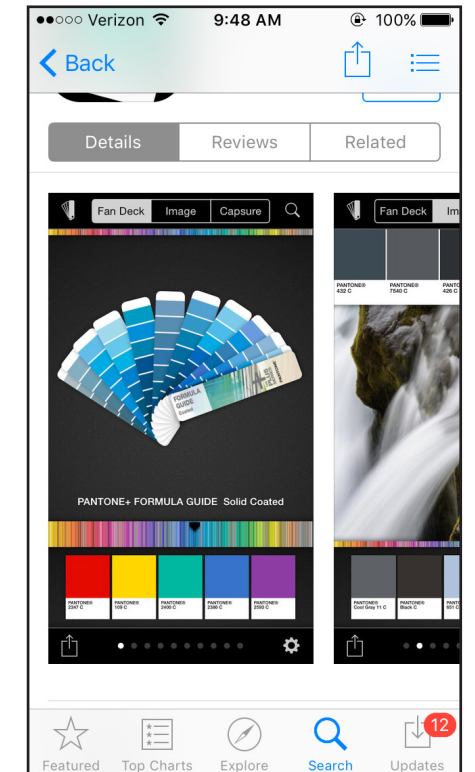
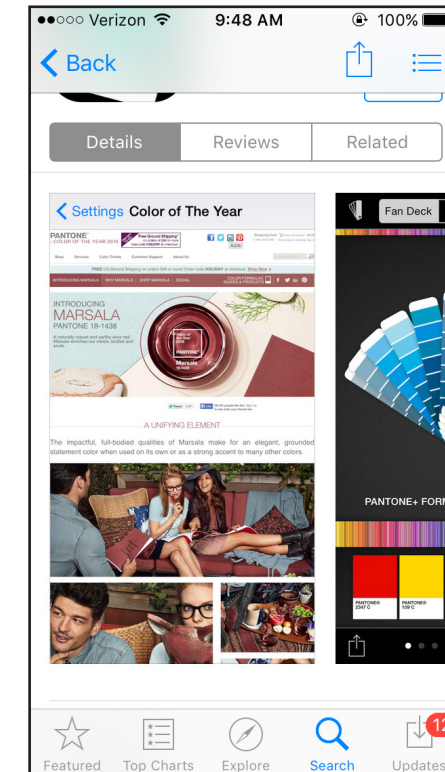
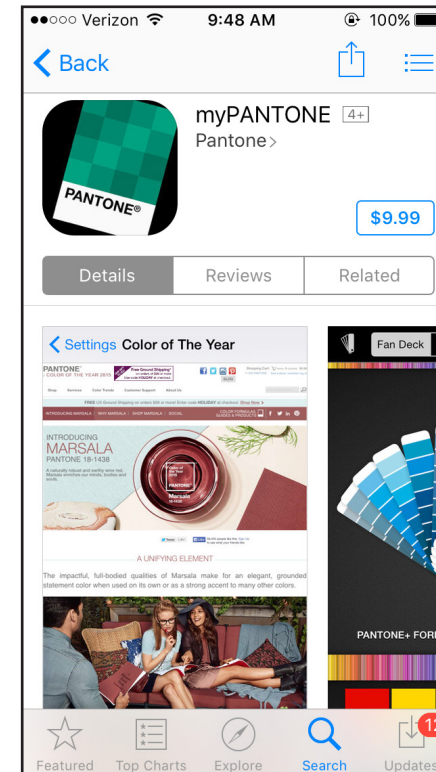
-The key featured product in this exhibit is the myPantone app. This app allows access to over 13,000 different Pantone colors. It also allows the user to create color palettes for inspiration. Users can easily share these creations using the myPANTONE.com palette sharing website.





# myPANTONE

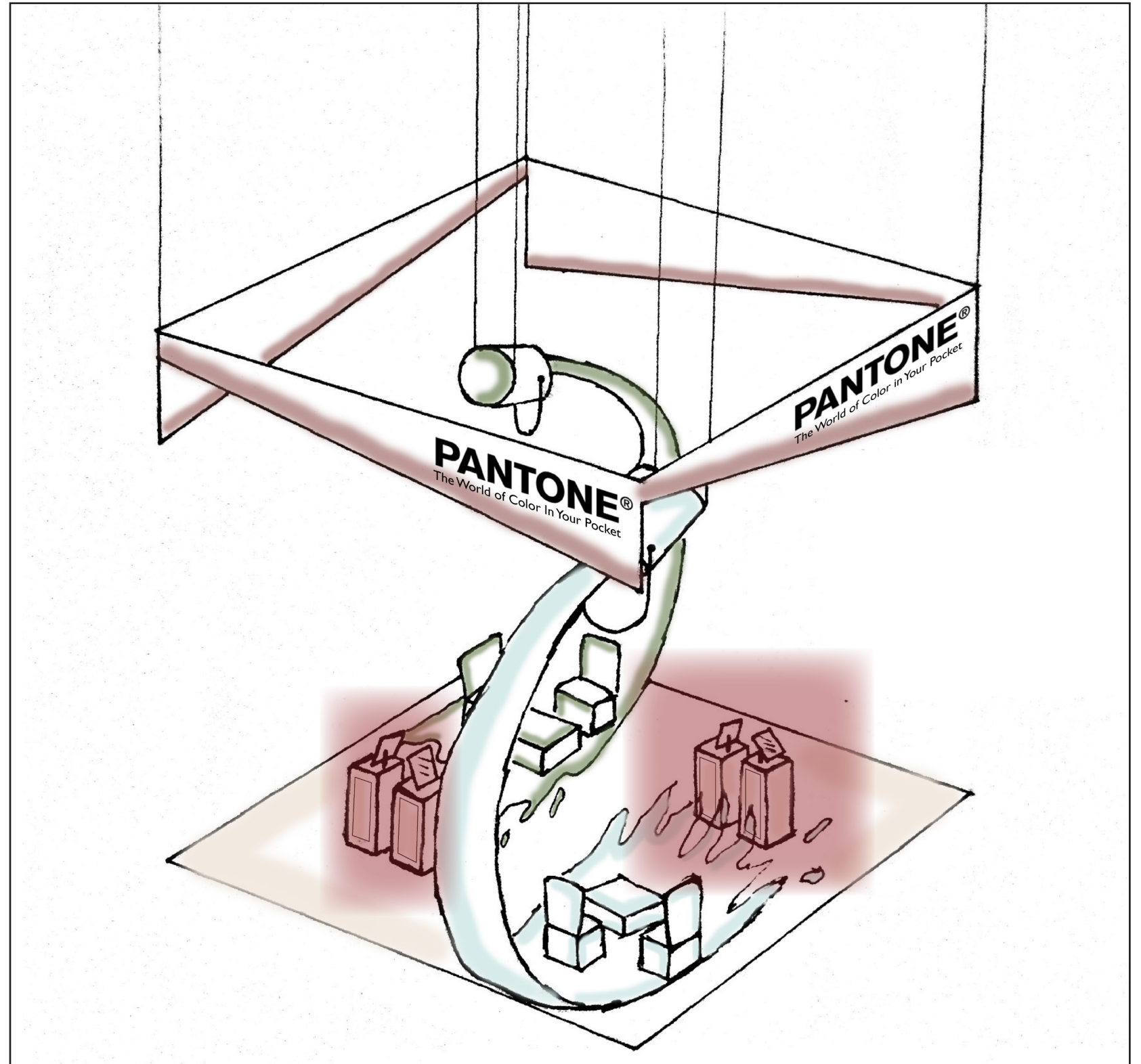
- Easily created color palettes
- myPantone suggests colors for palettes
- myPantone extracts colors from images and matches them to the closest Pantone color
- Made for professionals and hobbyists
- \$9.99\* Cost friendly (Fan decks cost around \$60)



# Overall View

## -iPad Stands

- The iPad stands will also feature the Pantone website app and a “Living Space” creation app.
- The “Living Space” creation app will allow attendees to create their own living room by choosing from a set selection of furniture. The attendee can then use a color palette they created from the myPantone app.
- Once the attendee is finished with their design they can share it to different social media and myPantone.com.



# How Goals Were Met

- The goals of this exhibit were met by using iPad's as an interactive tool. This let attendees learn more about the company by creating their own interior design using Pantone's products. The iPad's also enabled attendees to research the company itself at their own pace. The exhibit featured Pantone's 2015 Color of the Year: Marsala, with a complimentary color palette created using the myPantone app. This created a visually pleasing environment that also showcased a few of Pantone's colors.



**PANTONE®**

Thank You