
User Manual

PANTONE® ColorWeb™ 1.0

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PANTONE® Computer Video simulations used in this product may not match PANTONE®-identified solid color standards. Use current PANTONE Color Reference Manuals for accurate color.

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† Six-color Process System Patent Pending - Pantone, Inc..

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COLORWEB™ USER MANUAL

WELCOME

Thank you for purchasing PANTONE® ColorWeb™. ColorWeb™ contains all of the resources necessary to ensure accurate, cross-platform, non-dithered and non-substituting colors when used in the creation of Web pages. ColorWeb works with any Web authoring program and makes it easy to choose colors for use within the design of Web pages.

By using colors from the PANTONE Internet Color System™ (PICS) color palette, Web authors can be sure their page designs have rich, crisp, solid colors, no matter which computer platform these pages are created on or viewed. Users of 8, 16 or 24-bit color systems, and users of either Macintosh or PC Web browsers can see these non-dithered colors.



Dithered Color

Non-dithered color

WHAT IS THE PANTONE INTERNET COLOR SYSTEM (PICS)?

The majority of net surfers have monitors that display 256 colors (8-bit systems), which limits what colors can be displayed accurately. To make matters worse, the 256 colors that can be displayed on Macintosh computers are not the same 256 colors that can be displayed on Windows computers. How does a Web author know which colors to choose when designing their pages?

The PANTONE Internet Color System was designed to eliminate this problem. The PICS System is comprised of 216 colors that will not get substituted and will appear non-dithered on both Macintosh or Windows computers. Each color in the System has been assigned a unique name to ensure the accurate communication of color when working in a collaborative environment. As other PANTONE SYSTEMS do for ink on paper, PICS ensures the accurate communication of colors on the Internet.

WHAT IS PANTONE COLORWEB?

ColorWeb is made up of two parts; the PANTONE Internet Color System (PICS) Guide and the PANTONE Internet Color System Color Picker.

- The PICS Guide is a printed fan guide. The colors within the guide are arranged chromatically, six colors per page, 216 colors within the System. The PICS Guide is the essential reference for cross-platform non-dithering colors, as it provides a wealth of information about each color in the system. Under each color is its unique number. To the right of each color, its values are shown in RGB, HTML (Hexadecimal), CMYK and Hexachrome™†.



The colors printed here are representations of colors as they appear on the screen. The purpose of the printed colors is to give a visual key to the color as well as all the essential detail color data.

In fact, the PICS Guide was printed using Hexachrome color inks, Pantone's new ultra high-fidelity six-color printing system. Hexachrome was used in order to provide a more accurate printed representation of what these monitor colors actually look like on paper. The CMYK

printing system is somewhat limited, especially when reproducing colors from your monitor. By using the six Hexachrome printing inks, the colors on your monitor are much more accurately represented when printed on paper.

In short, everything a Web author needs to select and enter color definitions in their favorite Web authoring programs is included with the PANTONE Internet Color System Guide.

- The PANTONE Internet Color System Color Picker is an Apple extensible Color Picker intended for use with both graphic design software and Web authoring software. While designing graphics for use on the Web, the author can open the PICS Color Picker and select, from the chromatically arranged colors, just the right PICS colors for use in their current project.

COLOR ON THE WEB BACKGROUND

One of the reasons the Web is so hot is that Web authors can create graphically attractive pages at a fraction of the cost and time it takes to create this material using traditional printing technologies. Furthermore, updating the material can be instantaneous.

However, because of the variety of computer platforms, monitors and Web browser software available today, the colors that were so carefully selected during the creation process may not look anything like those that are displayed on a viewer's monitor.

While monitors that can display more than 256 colors can help with some files, the predominant graphic format used on the Web is GIF, which by definition can contain only 256 colors.

Hyper Text Markup Language (HTML) is the language of the Web. HTML requires that colors be defined in hexadecimal notation, such as #FFFFFF for white. Web sites exist that will let you submit RGB values and return the hexadecimal equivalent, but they won't tell you whether the color you've chosen will appear undithered, or whether or not it will be substituted on either a Mac or a Windows computer.

Some of the newer Web authoring products on the market allow the designer to choose colors from the Color Picker or enter in an RGB value which the program will automatically convert to its hexadecimal equivalent. However, there is no assurance that the color will be displayed in an undithered fashion.

Because of this lack of synergy between the computer platforms, browsers and graphic file formats, Pantone developed PICS. When you use PICS colors for your background, text and objects, you can be assured that the colors you choose will be displayed undithered and will not be substituted by the browser.

PACKAGE CONTENTS

Included in this package you will find:

- PANTONE Internet Color System Guide
- A floppy disk containing:
 - The PANTONE Internet Color System Color Picker
 - Apple's extensible Color Picker extension
 - ColorWeb™ User Manual in Simply Text and Acrobat (PDF) format

HARDWARE & SOFTWARE REQUIREMENTS

To use the PANTONE Internet Color System Color Picker, you will need a Macintosh running System 7.0 or greater, 1 MB of RAM, the Apple extensible Color Picker extension, a 256-color display and less than 100K of disk space.

TECHNICAL SUPPORT

Pantone is committed to providing you with immediate and polite technical support. Before you contact Software Support, try to find the answer to your question in this document. If you cannot solve your problem, Pantone's support staff will be delighted to assist you. When calling for software support, please be at your computer and have a description of your problem available. You can reach Pantone Software Support several ways:

- By telephone Monday through Friday, 8:00 a.m. to 7:00 p.m. Eastern Standard Time at (201) 935-5500.
- By faxing your questions to the attention of ColorWeb Software Support at (201) 896-0242. Make sure you indicate whether you want a reply by telephone or fax, and don't forget to provide your telephone or fax number.
- By electronic mail. Pantone's electronic addresses are:

Internet	software_support@pantone.com
CompuServe	At the Go prompt, type PANTONE (DTPVendor B Forum)
America Online	PANTONE TS
AppleLink	PANTONE.MKT

For up-to-date information and support files, check out our Web site at:

<http://www.pantone.com>

INSTALLING THE COLORWEB SOFTWARE

Apple's System 7.5x includes the extensible Color Picker. If you're running System 7.5 or greater, you can skip this step. However, if you've disabled or deleted the extensible Color Picker or if your operating system is less than 7.5 you should follow the following steps.

To install Apple's extensible Color Picker:

- ❶ Insert the program disk.
- ❷ Drag Apple's Extensible Color Picker onto your System Folder icon.
- ❸ A dialog box will alert you that Apple's Extensible Color Picker must be installed in the Extensions folder. Click OK.
- ✔ *A dialog box may appear informing you that you already have Apple's extensible Color Picker. You can click Cancel and move onto the next installation step.*

To install the ColorWeb Color Picker:

- ❶ Insert the program disk.
- ❷ Drag the PANTONE Internet Picker onto your System Folder icon.

- ❸ A dialog box will alert you that PICS must be installed in the Extensions folder. Click OK.
- ❹ Restart your system.

REGISTERING COLORWEB

In order to get the latest information, updates, special offers and technical support, you will need to register the program. Locate the serial number labels included with your ColorWeb software. Complete the ColorWeb Registration card and mail to Pantone or fax it to (201) 896-0242. If ColorWeb was bundled with ColorDrive®, you only need to complete the ColorWeb registration card and place both the ColorWeb and the ColorDrive serial numbers on the serial number line before sending it to us. You won't have to fill out the ColorDrive registration card in this case.

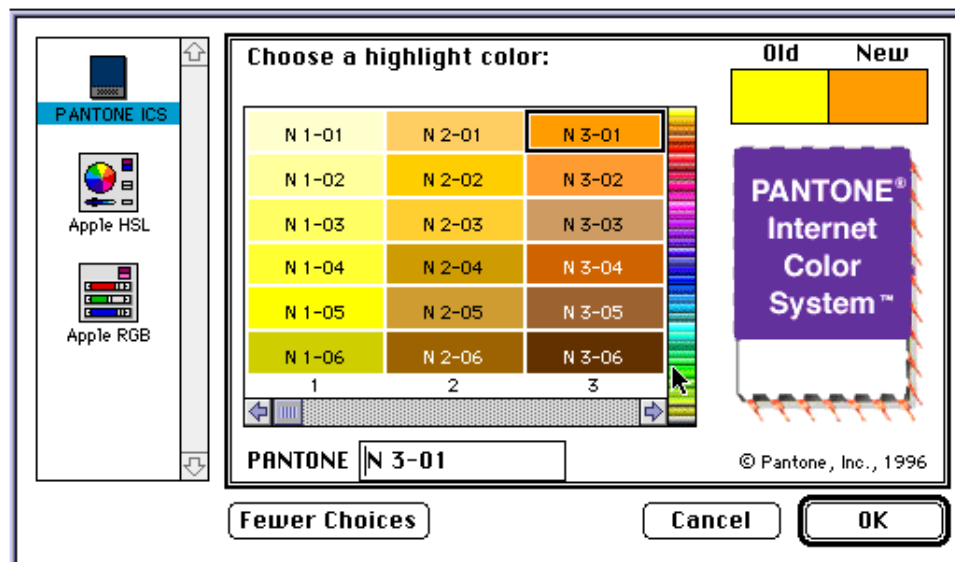
USING THE PICS COLORWEB COLOR PICKER

The PICS Color Picker is designed to work from within your Web authoring programs and design programs. PICS Color Picker is available in any application that gives you access to the Apple Color Picker. This makes it easy to apply PICS colors to text, objects and backgrounds.

To open the PANTONE Internet Color System Color Picker:

- ❶ Open the Apple Color Picker. Refer to your application's documentation if you are unsure how to do this.
- ❷ The Apple Color Picker dialog box appears and is split into two windows. In the left-hand window, select PANTONE ICS. The PICS Color Picker will appear in the right-hand window.
- ✓ *If you don't see the left-hand portion of this dialog, click on More Choices.*

If the Color Picker doesn't appear follow the directions under Installing the ColorWeb Software found earlier in this manual.



To assign a PICS color to text or an object:

- ❶ Within your graphics or Web authoring application, select the text or object you wish to apply a color to, then access to the Apple Color Picker in the manner appropriate to your specific appli-

cation. If you are unsure of how to do this, either check the Application Notes found later in this manual, or check the documentation that came with your application.

2 Open the PICS Color Picker.

If the object or text you selected has a color already assigned to it, the closest PICS color to the one you've assigned will automatically be highlighted. If this is the color you want, click OK. If you wish to select another color, follow the directions in the next section To select a PICS color.

3 Select a color and click OK.

To select a PICS color:

The PICS Color Picker offers three ways to select a color. As the colors are arranged chromatically, selecting just the right color is easy.

- 1** Use the horizontal scroll bar to scroll through the list of colors. Once you find the color you want, you can double click on it, click on it and click on OK, or press the Return key.
 - 2** Use the chromatically arranged colored vertical scroll bar to move quickly to the general area for the color you want. If necessary, use the horizontal scroll bar to isolate an individual color. Double click on it, click on it and click on OK, or press the Return key.
 - 3** If you know the number of the color you want, you can type the color number directly into the text entry box below the colors. Although the system is not case sensitive, type the exact color number with a space between the "N" and the number. For instance; n 14-02 or N 14-02 will both work, but N14-02 or N 14-2 will not. Once the color number is entered, the PICS Color Picker will automatically highlight the proper color. Double clicking on the color, clicking on the color and clicking on OK, or simply pressing the Return key will assign the color.
- ✓ *The CMYK values are provided for use in applications that only work in CMYK. They have not been optimized for printing.*

FILE FORMATS AND COMPRESSION

Graphic Interchange Format (GIF) is the most popular graphics format used on the Web today and are well suited for line art and solid colors. GIF files are limited to 8 bits, 256 colors. GIF images are automatically compressed when they are saved. The compression method used is known as LZW and it ensures that no data is lost when the file is saved. This type of compression is known as "lossless" compression as no data is lost and image integrity is maintained.

Joint Photographic Expert Group (JPEG) is the second most used graphic format in use on the Web. JPEG graphics can be 24-bit images and they are best suited for photographic material. JPEG files are automatically compressed when they are saved. The JPEG compression algorithm analyzes the image to see how frequently each color is used within the image. Colors which are used infrequently are changed to the next closest color within the image that appears more frequently. With photographic images, the user may not notice a difference between the original and the compressed version. Normally, the user has a choice of the "quality" of compression. No matter what choice the user selects, JPEG files will always change color data. This is known as "lossy" compression because some data is always lost when the image is saved.

PICS colors will work with any text or background defined within a Web page. PICS Colors can also be applied to objects and images that are saved in a file format which does lossless compression, such as GIF and TIFF images. JPEG file formats are lossy and are not recommended for PICS colors.

USING THE PICS GUIDE

The PICS Guide is the ideal color reference tool for anyone who creates Web pages, no matter in which application the Web page designs are created. The 216 colors of PICS are arranged chromatically, so it is easy to locate just the right color for your design. Because each color has a unique name, specifying and communicating color for Web page design is simple and accurate.

Fanning out the PICS Guide will help you quickly locate the range of colors in which you want to work. Once you select a color, the rest is easy. Each color's unique PICS number appears directly below the color swatch. To the right of each color are the color recipes. These are, from top to bottom, Red, Green, Blue (RGB); Cyan, Magenta, Yellow, Black (CMYK); Hexadecimal (the notation necessary for Hyper Text Markup Language [HTML]) and Hexachrome (CMYKOG).

Locate the color you want to use and, depending on the application you are using, use one of the color recipes to define the color.

APPLICATION NOTES

While designing graphics that will be used in Web sites, we recommend you avoid using the CMYK color space if possible. Because each application uses its own algorithm to translate from CMYK to RGB, you will get inconsistent results.. Many other applications let you access the system-level color Color Picker and can access PICS. Follow the directions for accessing the Color Picker that are provided with your software application. Here are some application specific notes that may help you in the creation of the your Web graphics.

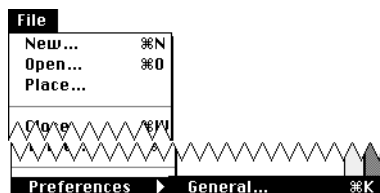
Adobe Photoshop

When using Photoshop we suggest you work in RGB mode. To do this from the Mode menu, select RGB. If you need to save your file in index color, switch to that mode after you've completed all of your edits.

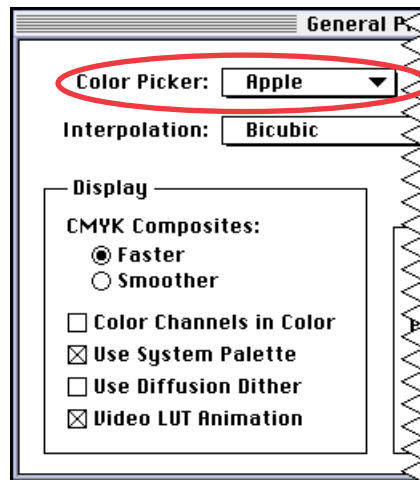
In order to be able to use the ColorWeb Color Picker within Photoshop, you will need to change Photoshop's preferences. By default, when you select the foreground or background color squares within the toolbox, the program will display the Photoshop color picker.

To use the ColorWeb Color Picker:

- 1 From the Photoshop File menu, select Preferences > General and the General Preferences dialog box will appear.

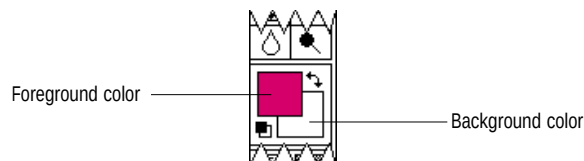


- 2 Choose Apple from the Color Picker menu, and click OK.



To select a PICS color within Photoshop:

- 1 Click the foreground or background color selection in the toolbox.



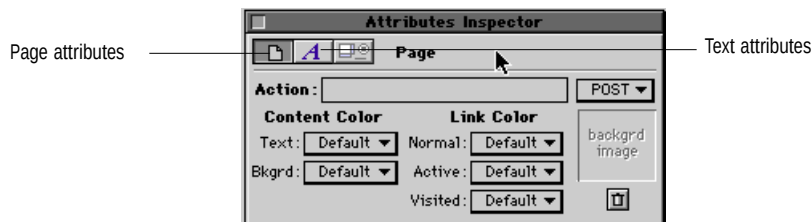
- 2 The Apple Color Picker dialog box appears. Select the PANTONE ICS Picker and select the color you want to use then click OK. The color can then be applied to any opened image.

Adobe PageMill™

PageMill was one of the first Web authoring programs to offer a graphical user interface to create Web pages. PageMill 1.x allows you to change the background color and the global text colors of a document. You access these settings via the Attributes Inspector.

To use the ColorWeb Color Picker with PageMill:

- 1 From the Windows menu, select Show Attributes Inspector.



- 2 Select the Page Attributes icon. The Content and Link Color popup menus allow you to select Other, which will open the Color Picker and provide access to PICS.

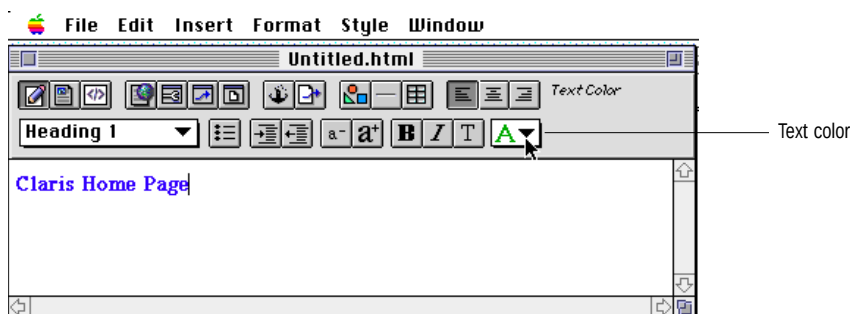
Claris Home Page

Claris Home Page is another Web authoring program to offer a graphical user interface. It allows the user to work in a WYSIWYG mode and in HTML mode.

Claris Home Page allows you to set individual text and background colors of your Web page.

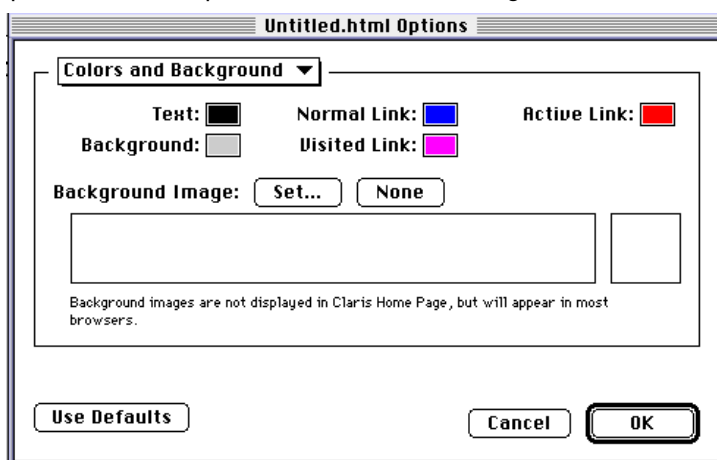
To color text within Claris Home Page:

- 1 Highlight the text to be colored, click on the Text Color icon and select Other.



To set the background color within Claris Home Page:

- 1 From the Edit menu, select Document Options.
- 2 From the popup menu at the top, select Colors and Backgrounds.



- 3 Click on the button next to the item for which you want to set the color. This will bring you to the Apple System Color Pickers.
- 4 Select a color from PICS and click OK.

Netscape Navigator™ Gold

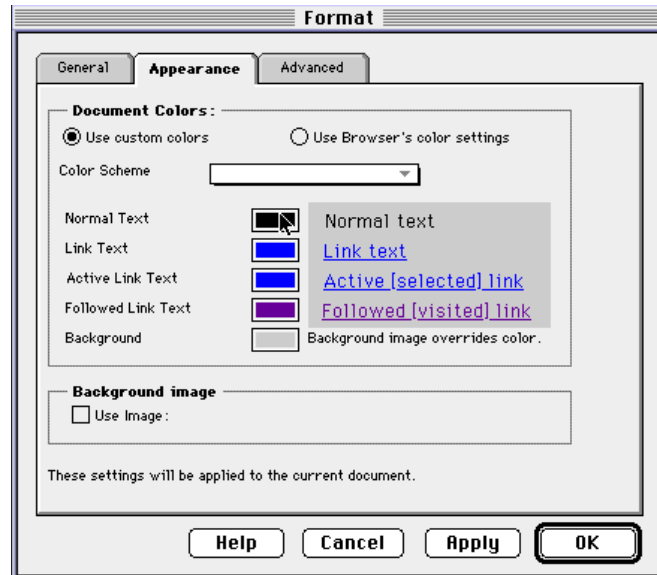
Netscape Navigator Gold is both a Web browser and it also lets you create Web pages. You can change background and text colors within Netscape Navigator Gold.

To set the text color within Netscape Navigator Gold:

- 1 Select the text you want to color and from the Format menu, select Character, Text color.
- 2 Select a color from PICS and click OK.

To set the background color within Netscape Navigator Gold:

- 1 From the Format menu, select Document.
- 2 Click on the Appearance tab.



- ③ Click on the button next to the item for which you want to set the color.
- ④ Select a color from PICS and click OK.

Optima PageSpinner

PageSpinner is a shareware Web authoring program. You can set colors for text and background within the program.

To set the text color within PageSpinner:

- ① Select the text you want to color and from the Text menu, select Color, Other.
- ② Select a color from PICS and click OK.

To set the background color within PageSpinner:

- ① From the File menu, select New.
- ② Select the type of document you want to create from the list on the right-hand side.
- ③ Select the Background button.
- ④ Select a color from PICS and click OK.

Miracle Software World Wide Web Weaver

WWW Weaver permits you to set colors for text and background within the program.

To set the text color within World Wide Web Weaver:

- ① Select the text you want to color and from the Text menu, select Color, Other.
- ② Select a color from PICS and click OK.

To set the background color within World Wide Web Weaver:

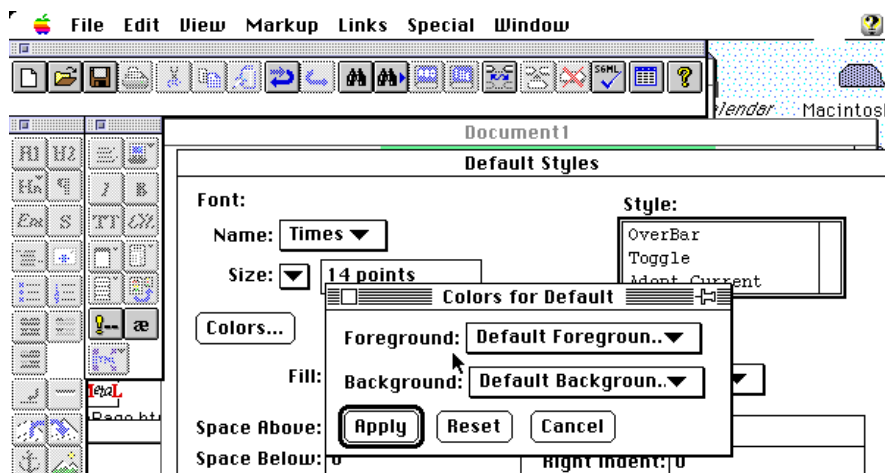
- ① From the Tags menu, select Body.
- ② Click on the Background Custom button.
- ③ Select a color from PICS and click OK.

SoftQuad HoTMetaL™

HoTMetaL has its roots in SGML coding and it permits you to set global colors for all of the text and background within the program.

To set the text and background color within HoTMetaL:

- 1 From the View menu, select Styles and the styles dialog will appear.
- 2 Click on the Colors button and use the Foreground and Background popup menus to select Other.



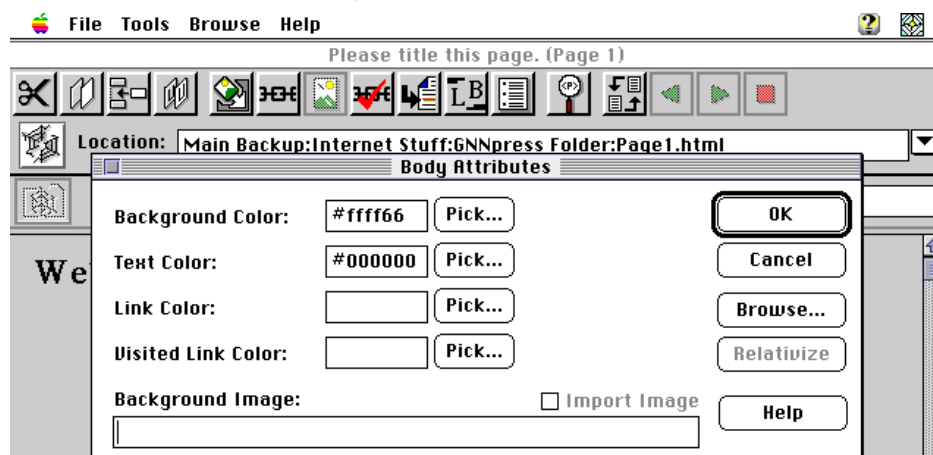
- 3 Select a color from PICS and click OK.

Web Publishing Software GNNPress

GNNPress is another Web authoring program. You can set global colors for text and background within the program.

To set the text and background colors within GNNPress:

- 1 From the Format menu, select Body Attributes.



- 2 Click on the Pick button next to the item for which you want to set the color.
- 3 Select a color from PICS and click OK.