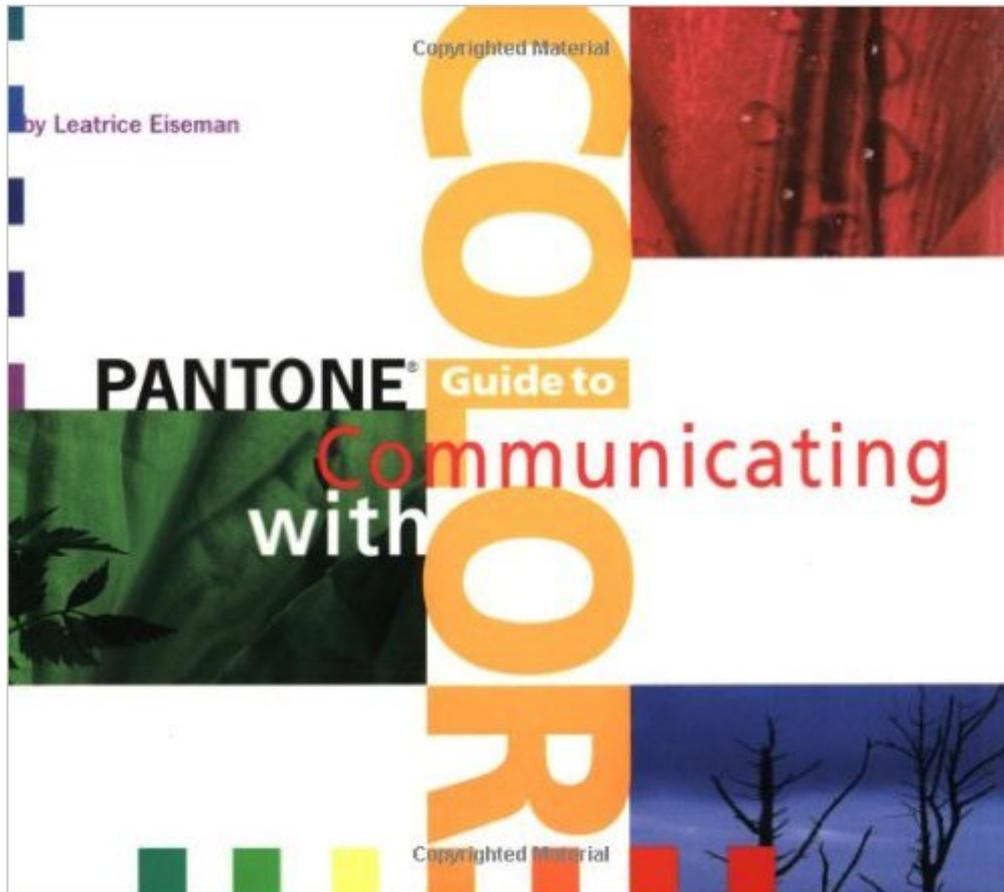# Pantone Guide To Communicating With Color

Synopsis

This authoritative guide presents hundreds of color combinations and color principles needed to create effective designs. Every lesson is demonstrated by example, enabling designers of all specialties and levels of experience to make the best color choices for every type of design. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (92 customer reviews)

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Customer Reviews

I teach digital media and design to grade eleven and twelve students. This is the only book on Color that my students responded to with enthusiasm. The book covers color theory very basically. However, it does an excellent job of covering the more important topics of the meaning and psychology of colors and color combinations. The author uses good examples for each section and the book can be used as a learning tool or a resource you can use again and again. My students found the many pantone color combination swatches very useful in helping setup the color schemes for their designs. My students and I recommend this book highly, You might say this review is 5 stars taken 80 times.

I love this new book. As a graphic artist, color selection has been a weak area for me - I know when I finally get the right picks, but often the process takes me too long. This guide is a great time saver, with lots of color combinations to choose from, nicely catogorized by moods or feelings that they can provoke. It is also a very good educational tool on the basics of color for new students or for a

refresher for anyone. The book is beautifuly laid out with wonderful color pictures. An added benifit for graphic production is the handy table in the back of the book that converts Pantone colors into 4 and 6 color process percentages. A Great Buy!

I really love this book.What it IS: This is a lovely little book filled with colors, color combinations, moods, visuals, designs, ideas, and more color, color, color! I find it sparks reactions, starts dialogue, and fuels creativity for myself and for my clients. As a professional designer, I find this is great to use with clients to help them get VISUALLY into the their project so I can get out of them the things I need to create and produce an effective product that pleases the client AND fulfills its function. I also leave it out on the coffee table in my lounge (with my portfolio) so clients can look at it and they do.What it is NOT: This is not a book about color theory or color management. Although it includes some basic text about how different colors are supposed to convery different things in the marketing and communications world, which may be somewhat useful on some ocassions, color can be so subjective to the individual, the culture, the times, that I wouldn't follow the text as absolute.Recommended? Yes, if you want a fun, inspiring and useful little book that is also lovely to look at and helpful to share with your clients.

I probably use Pantone's Guide to Communicating with Color more often than any other design resource book. It's the first book I refer to when starting a new project if I'm the one to determine the color palette. Not only does the book give a good overview of what different colors mean to a viewer, it includes more than 600 color palettes in 28 categories. Each category lists the feeling that is evoked and provides Pantone numbers for each palette - a "grab and go" feature I've used on low-budget and/or rush jobs.Finally, the book is full of outstanding real-world examples of projects using the palettes discussed. Even if I'm working on a project with an already established color palette, I turn to this book for design inspiration.In my opinion, this is a must-have book for any designer.

I have this book at work. It is indespensible. I am buying it for my home. I think I need a copy for every desk I am ever at. This book is amazing with its themes. Turn to a theme like "calm", and the left side of the page will have ads and pictures showing how these evoke a calming effect. Then on the right, there's pantone groups with a main color, secondary, and accent. This book is a must-have for graphic designers and even people who do web design. It is the first book I refer to at work when I need inspiration.

This book is packed with great color combinations catorgorized into color schemes by the emotional moods they generate. When I am working with clients in web design, I use this book to help them focus on the tone of their website or product. First, they choose from the many categories such as Classic, Strong, Energetic, Calm, etc., and from there they choose one or two of the perfectly matched color combinations for their basic website colors. It's a great visual tool!Also included are some basics on color theory, setting moods with color, and some useful advice in choosing appropriate colors for different projects.Well written, easy to read, and to the point, this book has become a favorite on my desk!

I happened upon Leatrice Eiseman's book through a graphic design book club membership that I have. This book is a constant source of ideas for me as a designer. I utilize this book for inspiration... a launching pad for color schemes, themes and palettes that I haven't found anywhere else.Color has huge importance in the world of design and communication - Leatrice's book walks you through clearly, distinctly and with excellent examples and direction.I've taught classes on Color Theory and Using Color and I wouldn't dare step in front of my classrooms without this book in hand. I refer it to colleagues and students every chance I get.Whether you are in print design, digital media (that's me) -- or simply love color and it's applications in all mediums... you will benefit from having this book in your library.

The PANTONE Fashion Sketchpad: 420 Figure Templates and 60 PANTONE Color Palettes for Designing Looks and Building Your Portfolio Pantone Guide to Communicating With Color Pantone: Color Puzzles: 6 Color-Matching Puzzles How To Color Adult Coloring Books - Adult Coloring 101: Learn Easy Tips Today. How To Color For Adults, How To Color With Colored Pencils, Step By Step ... How To Color With Colored Pencils And More) The Complete Idiot's Guide to Communicating With Spirits (Idiot's Guides) Communicating with Cues: The Rider's Guide to Training and Problem Solving, Part I ADHD Handbook for Families: A Guide to Communicating with Professinals Medium: A Step-by-Step Guide to Communicating with the Spirit World Writing Public Policy: A Practical Guide to Communicating in the Policy-Making Process Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation Communicating for Results: A Guide for Business and the Professions Becoming a Contagious Christian: Six Sessions on Communicating Your Faith in a Style That Fits You (Participant's Guide) Baton Basics: Communicating Music through Gestures Preaching: Communicating Faith in an Age of Skepticism

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