

PANTONE® Pantone SkinTone™ Guide STG201



Overview

The Pantone SkinTone Guide was created by scientifically measuring thousands of actual skin tones across the full spectrum of human skin types. Specially formulated to be the closest physical representations of skin colors, the library is a comprehensive visual reference of human skin tones for use in any market where skin colors are relevant.

Format

- Large-size swatch with central hole for easy color evaluation and matching
- Each Pantone SkinTone number is comprised of a four-digit alpha numeric number. The first two positions reflect the hue or undertone of the skin. The second two positions represent the tone or lightness and darkness of the skin
- Includes color index

Color

- 110 colors numbered from 1Y01 SP to 4R15 SP
- Each color identified by a unique Pantone Number representing both tone and undertone
- Colors developed to present best color match under D65 (Daylight 6500K) lighting

Application

Industry/Use Case:

Beauty: matching and coordinating cosmetics to skin color

Fashion: bring skin color into the mix when developing colors and palettes for design and producing accessories, foundation garments and intimates

Product Design: develop and control natural skin tones for toys and a variety of products and accessories

Photography: easily match skin tones for accurate photo editing and retouching

Printing/Packaging/Graphic Design: provides quality control standards for consistent and appealing skin tone reproduction

Medical: useful for creating baseline color standards for restorative and cosmetic surgery and prosthesis manufacture

Inspiration

Creation