

Introducing the 2023 Pantone® SkinTone™ Guide

Celebrating 10 Years of Self-Expression
Through Color with 138 Dynamic Shades



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At Pantone®, we appreciate the fine nuance communicated by each hue along the spectrum, and the importance of dialing in just the right shade. We pride ourselves on providing the tools to help our clients quickly and easily find the precise colors that will help them tell their stories best. One of the most important stories to tell, and one of the most challenging expressions of the nuances of color, is about the very skin we're in.

The Pantone® SkinTone™ Guide has served as a rich and diverse reference for the innumerable shades of humanity for over a decade, providing an affordable, accessible tool that clients across a wide variety of industries can use to celebrate self expression through color. The newly expanded 2023 SkinTone™ Guide includes 28 new shades in addition to the 110 existing SkinTone™ Guide shades. These 28 new shades consist of a wider array of darker tones and yellow undertones, an expansion inspired and

informed by Pantone® customers seeking out specific color matches that better represent their communities.

The 2023 SkinTone™ Guide is dedicated to Pantone's® continuous, ongoing effort to try to include every skin tone match imaginable, and undertake the rigorous backend work to ensure this guide is reflective of true coloring across a wider array of skin colors. Our goal is to provide an inclusive, global product, in both digital and physical spaces, that reflects a global society and empower companies to offer more inclusive color matches for their audiences around the world.

Printed on a convenient, portable handheld fan deck, the SkinTone™ Guide's digital values are also available in Pantone® Connect, a digital platform that enables users to access over 15,000 Pantone® colors in every library, ensuring consistency and accuracy in branding, fashion, and product design. Learn how Pantone® Connect allows you to take your physical Pantone colors into your digital workflow.



Specially formulated to be the closest physical representation of skin colors, the SkinTone™ Guide is a comprehensive visual reference of human skin tones for use in any market where skin colors are relevant. In a global society striving to promote inclusivity and representation, “close enough” is no longer good enough. Brands are increasingly expected to deliver a more diverse array of skin tone options that are more representative of their customer base.

The Pantone® SkinTone™ Guide has helped customers across fashion and beauty industries, as well as customers involved in product design,

represent diverse and inclusive skin tones for the last decade. The updated SkinTone™ Guide adds even greater depth and nuance for companies looking to improve their skin tone color matching and expand their skin tone color offerings. Read on to learn more about how our customers are using our SkinTone™ guide.

Fashion & Beauty

Intimates

The SkinTone™ Guide makes it easy for intimates companies to match undergarments to the wearer's skin across a diverse customer base by providing a convenient reference for a wide array of real skin tones. Undergarment and lingerie companies use the Pantone® SkinTone™ Guide to ensure their lines are as inclusive as possible.



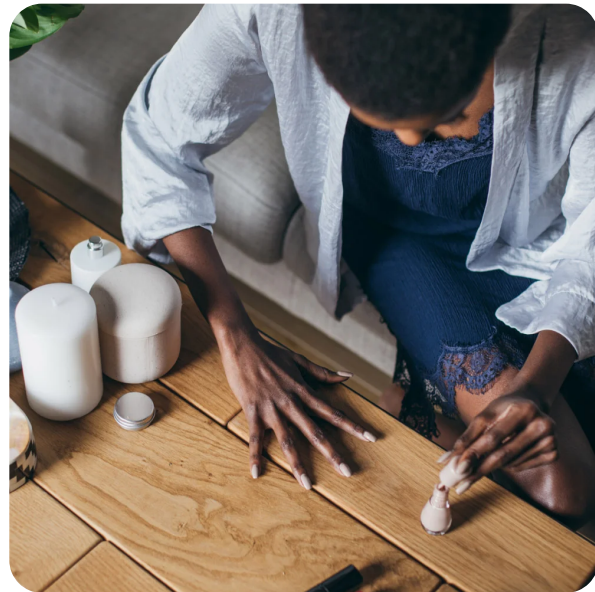
Apparel

The SkinTone™ Guide isn't just for color matching – it's also the perfect complimentary tool for color coordinating. Users in the apparel industry can use our guide in the development process to create color palettes for the season by assessing which colors will look best on a multitude of different skin tones. This accelerates discovery of complimentary colors and enables development of a more inclusive range.

Cosmetics

Finding your true match for cosmetic foundations and powders should not be an exclusive or stressful process. Customers expect a wider range of warm, cool, and neutral tones in deeper and lighter shades than ever before. Cosmetic companies use the SkinTone™ Guide to expand their cosmetic skin tone color ranges to better meet the needs of their customers.

The SkinTone™ Guide can also be used as a tool to match complimentary cosmetic colors to different skin tones, such as assessing whether a warm or a cool blush would be best on a particular skin tone.



Skincare

The same skincare formula can look totally different on different skin tones. Tinted moisturizers may show up yellow or pink on different skin tones rather than blending in. Sunscreen that blends into one skin tone may create an obvious white cast on other skin tones. Skincare companies are more cognizant of the needs of their growing, global customer base and the unique needs for each unique skin tone. The SkinTone™ Guide provides a reference for 138 different skin tones that skincare companies can use to ensure that their skincare lines are as inclusive as possible.

Costume Design

Costumes are a major component for stage actors and dancers. Mesh cutouts, leotards, and ballet slippers need to match dancers' skin tones perfectly. The coloring of costumes is highly intentional for Pantone® customers and needs to be carefully chosen to best compliment, not only the actor's skin, but also coordinate with set pieces. The SkinTone™ Guide offers designers a thorough reference of skin tone swatches that can be compared to the Pantone Fashion Home & Interiors Guide to match actors' complexions and build color schemes for both wardrobe and prop paint production.



Product Design

Digital & Gaming

Anyone who plays video games will agree that one of the most exciting first steps is designing your avatar. The avatar carries the player through the game's landscape, so being able to create a character that is as close a representation to the player as possible is highly attractive to designers, as it enhances the immersive nature of the game and creates an overall better user experience.



Pantone® launched SkinTone™ Validated, a program that allows display, TV, mobile device, and printer manufacturers to test devices for accurately producing

skin tones from the Pantone®
SkinTone™ Guide.



Toys

Offering toys that represent a wide array of skin tones sends an empowering message to the people interacting with them. When a child plays with a doll that looks like them, they can feel pride in their identity and feel empowered to celebrate the beauty of their own skin color. Customers expect toys and dolls to be inclusive and representative of the diverse customer base.

Finding toys with skin tones that resonate with the customer should not present a significant challenge. The SkinTone™ Guide offers an easy reference that designers can use when creating color palettes for toys to ensure that their skin tone range is as inclusive as possible.

Health Care

Prosthetics

Patients requiring prosthetics should not need to settle for an appendage that does not match their true skin tone. The SkinTone™ Guide enables prosthetic designers to develop healthcare products that match their patients' skin tones as closely as possible.

One of Pantone's® prosthetic customers use a laser scanner to render 3D images that engineers



can use to create a custom prosthesis that is unique to the surgery site and to characteristics such as freckles and nipples, and, when used in combination with Pantone's® color matching system, a match to the surrounding skin tone.

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