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# Pantone: Colors



## Synopsis

This artful first colors book introduces children to 9 basic colors and 20 shades of each. Readers will immerse themselves in the concept that one color name actually refers to a variety of dark, light, and in-between tones. Young children will begin by simply naming the colors of the monochromatic images and will soon grow to select their favorite and least-favorite shades. Pantone: Colors is a visually pleasing way to expand the colors conversation and develop a child's sense of visual discrimination. Praise for Pantone: Colors "It's an evocative exploration of the nuances of color, in a polished, eye-catching package." • Publishers Weekly "Your kiddos will be tickled pink by Pantone's extraordinary primer with nine basic colors in twenty glorious shades each. It's almost too hard to choose one favorite from the rainbow." • Daily Candy "Beautifully designed from cover to cover." • Booklist

## Book Information

Series: Pantone

Board book: 20 pages

Publisher: Harry N. Abrams; Brdbk edition (March 1, 2012)

Language: English

ISBN-10: 1419701800

ISBN-13: 978-1419701801

Product Dimensions: 8 x 0.6 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 183 customer reviews

Best Sellers Rank: #35,548 in Books (See Top 100 in Books) #67 in Books > Children's Books > Early Learning > Basic Concepts > Colors

Age Range: 3 - 5 years

Grade Level: Preschool - Kindergarten

## Customer Reviews

Pantone revolutionized the graphic arts industry with the launch, in 1963, of the PANTONE MATCHING SYSTEM®, which enabled designers and printers to articulate and reproduce accurate color anywhere in the world. This system achieved global acceptance and quickly became the standard in color naming and matching. Today, Pantone serves not only as the premier color consultant and authority on trends but also as a consumer brand in apparel, housewares, accessories, arts and crafts, stationery and office supplies, home furnishings, electronics, and apps.

This is the perfect book to teach toddlers their colors! The book shows many shades of the same color to help children understand the difference between colors. Also the book was much larger than I expected which was a plus! As far as quality the cover is very thick and sturdy. My only complaint is that the pages are hard to turn at first but I'm sure it will be easier the more the book is used. I uploaded a picture of each page in the book.

This is a lovely, large, and sturdily constructed board book. However, the fine print on the back cover states that while the color numbers are provided by Pantone, the actual color reproduction may not match Pantone standards; the color names are completely non-Pantone and were created by the publisher. So basically, the publisher licensed in the Pantone name and a list of numbers, and filled in everything else on their own...? Children learning their basic color names (red, yellow etc.) probably won't care about that, but Pantone purists might.

A fun book to teach beyond the basics of color. There is a main page for each color set (yellow, red, green, black, etc.), and then a page showing various shades of the color. Wonderful for helping children learn to distinguish between subtle shade differences.

The board book has a surprising quality to it. It has a great feel and look with the cover sporting debossed text while the hard pages are well printed. The Pantone colors are also fairly accurate to my uncoated Pantone book. My only complaint is that the hard pages have a slight curve to them but it's not a big deal. I bought it as a joke for myself to use in a professional environment. I guess it's meant to teach little kids what Pantone colors are but that's kind of like trying to teach a dog basic algebra. Just stick with simple colors and save Pantone for high school. I would recommend ordering this with other items though so it shows up in a box rather than a pack. My book ended up with a badly crushed corner because it was shipped in a soft pack.

Ordered this as a gift for my nephew. His dad is a graphic designer and they love the book. It's colorful and fun. A must for creative families!

A little too advanced for my 3 year old, but I like it. For each color (of which there are about 6) Pantone gives about 20 more in different hues-with the Pantone name. I'm hoping she'll like it more down the road, since she has an artistic bent.

Pantone color samples collected into an oversized board book. On each spread, the right page has a single large image (for example, green frog, pink pig, etc.) as in a regular board book. The facing page has twenty color chips with the Pantone number and name, showing the wide variety of colors that can all be called green or pink or whatever. Imaginative way to expand a young child's color consciousness.

This book is simple but my toddler loves it (he's 2.5 years old). He can't read it by himself but I have read it to him, and then we discuss the colors together. So far, this board book has held up pretty well for us - it seems durable. If you like this book, then you may also like the book "Mix it Up" by Herve Tullet (my child did).

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