

Category: Newsletter

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Announcing the Pantone Color of the Year 2020

Ok - Here's the whole description...

From the Pantone website:

"Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era."

PANTONE 19-4052 Classic Blue



A timeless and enduring blue hue, PANTONE 19-4052 Classic Blue is elegant in its simplicity. Suggestive of the sky at dusk, the reassuring qualities of the thought-provoking PANTONE 19-4052 Classic Blue highlight our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.

Imprinted in our psyches as a restful color, PANTONE 19-4052 Classic Blue brings a sense of peace and tranquility to the human spirit, offering refuge. Aiding concentration and bringing laser like clarity, PANTONE 19-4052 Classic Blue re-centers our thoughts. A reflective blue tone, Classic Blue fosters resilience.

We are living in a time that requires trust and faith. It is this kind of constancy and confidence that is expressed by PANTONE 19-4052 Classic Blue, a solid and dependable blue hue we can always rely on. Imbued with a deep resonance, Classic Blue provides an anchoring foundation. A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking; challenging us to think more deeply, increase our perspective and open the flow of communication.

— Leatrice Eiseman
EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

As technology continues to race ahead of the human ability to process it all, it is easy to understand why we gravitate to colors that are honest and offer the promise of protection. Non-aggressive and easily relatable, the trusted PANTONE 19-4052 Classic Blue lends itself to relaxed interaction. Associated with the return of another day, this universal favorite is comfortably embraced.