



ULTRA VIOLET

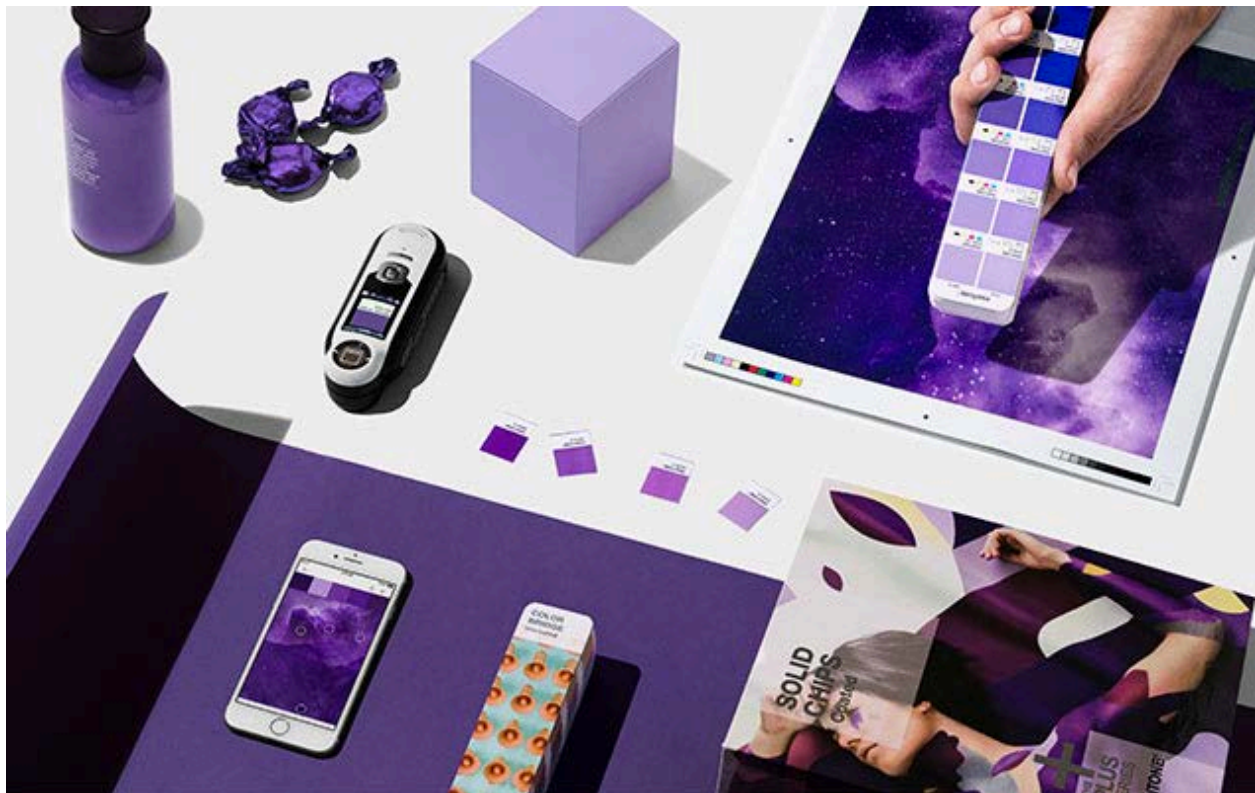
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What is Pantone?

In case you're not already aware, Pantone is the lifeblood of professional designers. The company produces color books for designers of all kinds in order to create a universal language of color. Where 'Forest Green' might look a particular way in one person's mind, there's no doubt that you visualize it differently.

So, maybe instead of calling a color by its name, you send an image. The issue with this is that color displays differently on different screens. And that's the beauty and power of Pantone: If two people on opposite sides of the globe are trying to communicate information about a specific color, Pantone takes the interpretative guessing out of it by providing a definitive guide of alphanumeric color codes. (Forest Green, by the way, is 17-0230 TPX).

Additionally, the experts at Pantone Color Institute conduct global analysis and research in order to determine a color of the year. They send ten “color experts” to travel the globe for several weeks, searching for themes and motifs that indicate what the world is collectively trending toward. In the words of VP Laurie Eisman, “The Pantone color of the year has come to mean so much more than ‘what’s trending’ in the world of design; it’s truly a reflection of what’s needed in our world today.” The choice of words (‘needed’) seems to indicate that Pantone is not just forecasting, but proactively reaching out to and connecting with the world.



What is the significance of this year's color?

This year's color is the evocative, thought-provoking Ultra Violet. It's not exactly purple, mind you. Violet is a bit like purple's deeper, bluer, more intense cousin, and unlike purple is actually one of the seven colors in our spectrum. Many speculations can and have been made about this choice of color, but an official account was given by Eisman herself: "From exploring new technologies and the greater galaxy to artistic expression and spiritual reflection, intuitive Ultra



Violet lights the way to what is yet to come." According to Pantone, the color enhances awareness and stimulates potential.

However, the meaning has been widely interpreted. The purple/violet family have long been associated with civil rights movements, from suffragettes to minority groups. If you go even further back, the family has royal connotations. Queen Elizabeth I declared that only royal blood was worthy of it, actually forbidding anyone else from wearing the color. It's not an easy color to create, and at most points in history, only the wealthiest could afford it.

At other points in history, the color family has been associated

with cultural renaissance. This again ties back to rights movements, like that of the suffragettes. Also consider the color's prevalence during the countercultural 60s and 70s, especially among musicians (hello, Purple Haze). In fact, the color is especially popular among artists, from David Bowie to Keith Haring. It was also a favorite color of Les Fauves, the revolutionary artists who first broke away from traditional methods of perception, especially those epitomized in Impressionism.

Just a little digging reveals that there's a lot more to the color than red and blue. Mystery. Innovation. Visionary thinking. Imagination. Creativity. Spirituality. Non-conformity. Out-of-this-world-ness. Some have even suggested that this melding of two diametrically opposed colors (blue and red) represents the desire for unity in American politics, although this idea overlooks the fact that Pantone is a global phenomenon. Regardless of how the color is interpreted, one thing's for certain. Now that the color of the year has been announced, a barrage of violet is coming. Expect to see it in fashion, design, advertisement, and even food.

How can this help my business?

If you understand the reasoning behind the Pantone color of the year, and you can creatively utilize it in your space (whether that's through the napery of a restaurant or the custom festoonery of a hotel room), you're on trend. To consumers, it distinguishes you as an early adopter—a reliable source, a maker of informed choices. It can also give purchasers and product developers



inspiration (or perhaps strategic direction) when trying to determine what might appeal to consumers. ***Some examples of how you might use the color of the year in your marketing efforts:***

1. Launch a social media marketing campaign

Spice up your social media with photos and information about the Pantone color of the year. Include various products that you carry in that color and educate your customers on it. Establish your business as an expert in the field.

2. Find Inspiration

Use this color as a starting point to refresh your brand. While Ultra Violet isn't the be-all-end-all, it can serve as a creative springboard. Brights, pastels, mid-tones, metallics...thinking in Pantone terms can help you reframe and refresh the colors/designs/ you already carry. Check out the Pantone color palettes [here](#)!



3. Test color performance

Consider experimenting with the way you reach your customers. Is it indistinguishable from competitors? How do you stand out? Add a splash of Ultra Violet color to your website, emails, and marketing collateral and see what response it elicits.