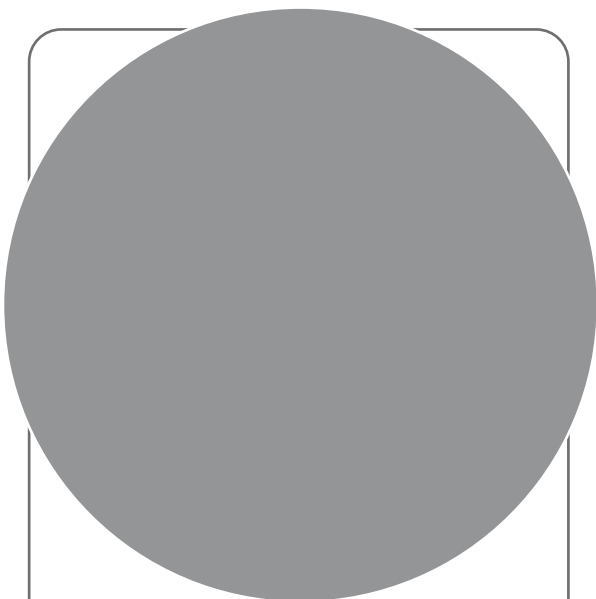
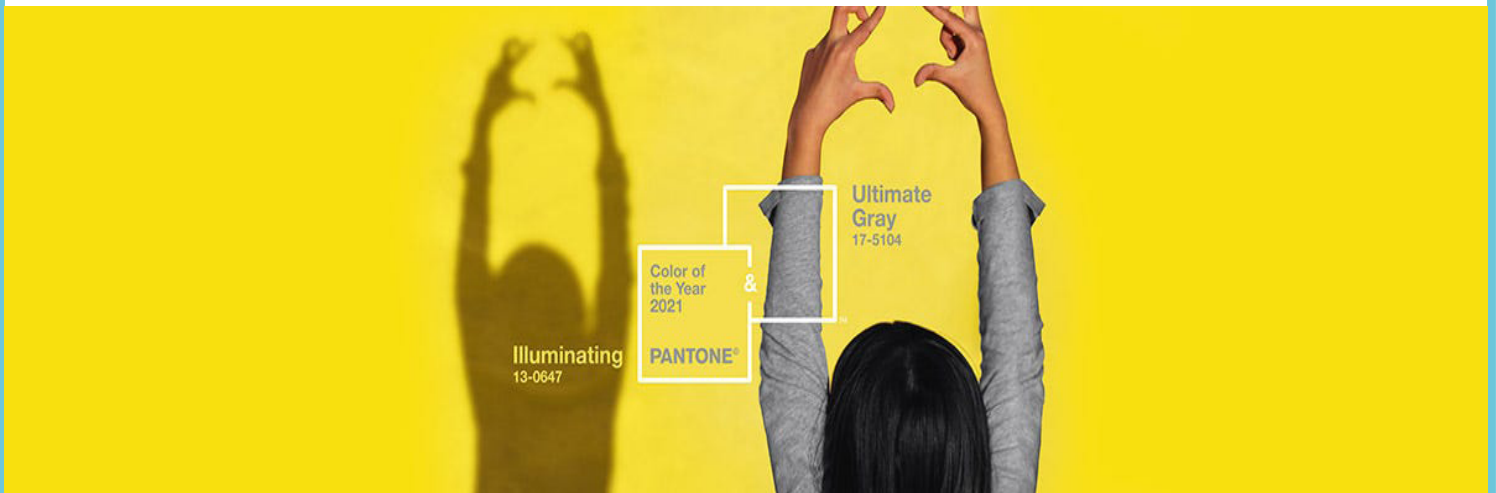
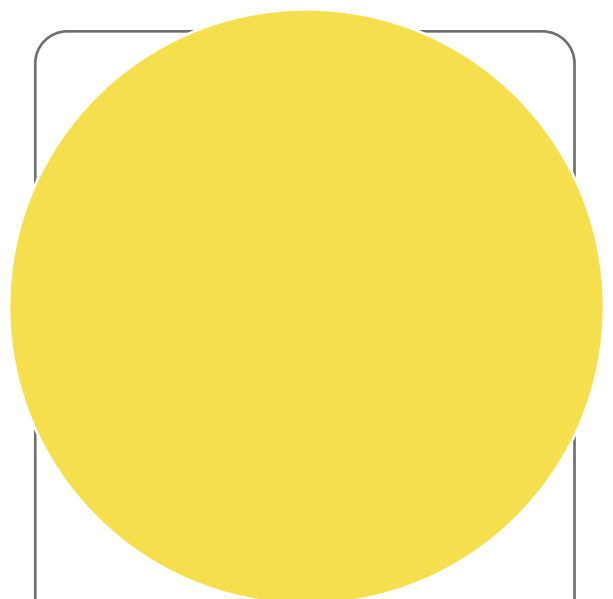


PANTONE COLOR OF THE YEAR 2021



Ultimate Gray



Illuminating

ANNOUNCING THE PANTONE COLOR OF THE YEAR 2021

PANTONE Ultimate Gray & Illuminating

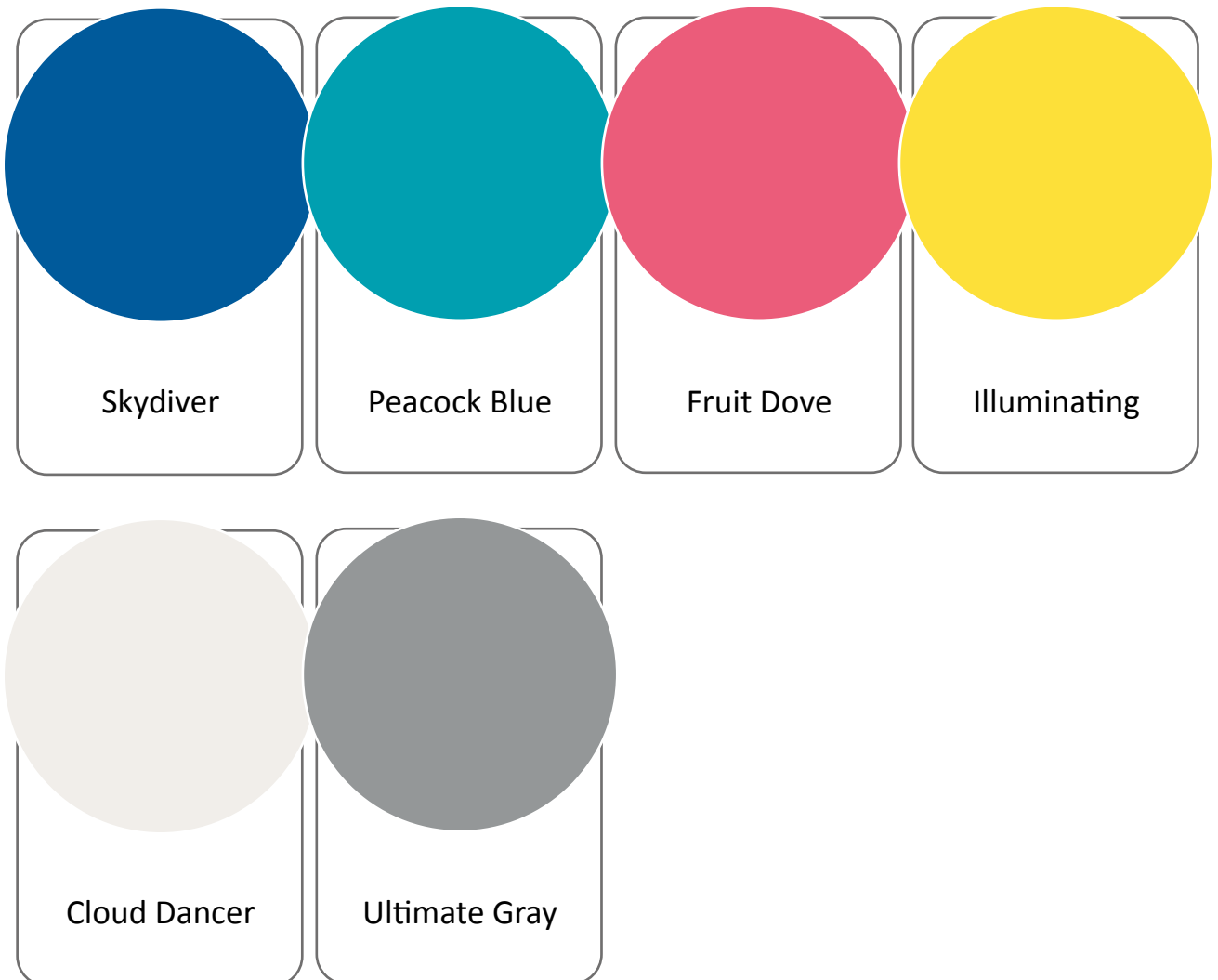
PANTONE 17-5104 Ultimate Gray + PANTONE 13-0647 Illuminating, two independent colors that highlight how different elements come together to support one another, best express the mood for Pantone Color of the Year 2021. Practical and rock solid but at the same time warming and optimistic, the union of PANTONE 17-5104 Ultimate Gray + PANTONE 13-0647 Illuminating is one of strength and positivity. It is a story of color that encapsulates deeper feelings of thoughtfulness with the promise of something sunny and friendly.

A message of happiness supported by fortitude, the combination of PANTONE 17-5104 Ultimate Gray + PANTONE 13-0647 Illuminating is aspirational and gives us hope. We need to feel that everything is going to get brighter – this is essential to the human spirit.

PANTONE COLOR PALETTE 2021

AVIARY

Aviary is a lively and joyful grouping of color emblematic of vibrant and eye-catching rich bird plumage. PANTONE 17-5104 Ultimate Gray brings a natural element to this upbeat palette of cheery brights that includes PANTONE 13-0647 Illuminating, while the contrast of a lofty white PANTONE 11-4201 Cloud Dancer injects drama.



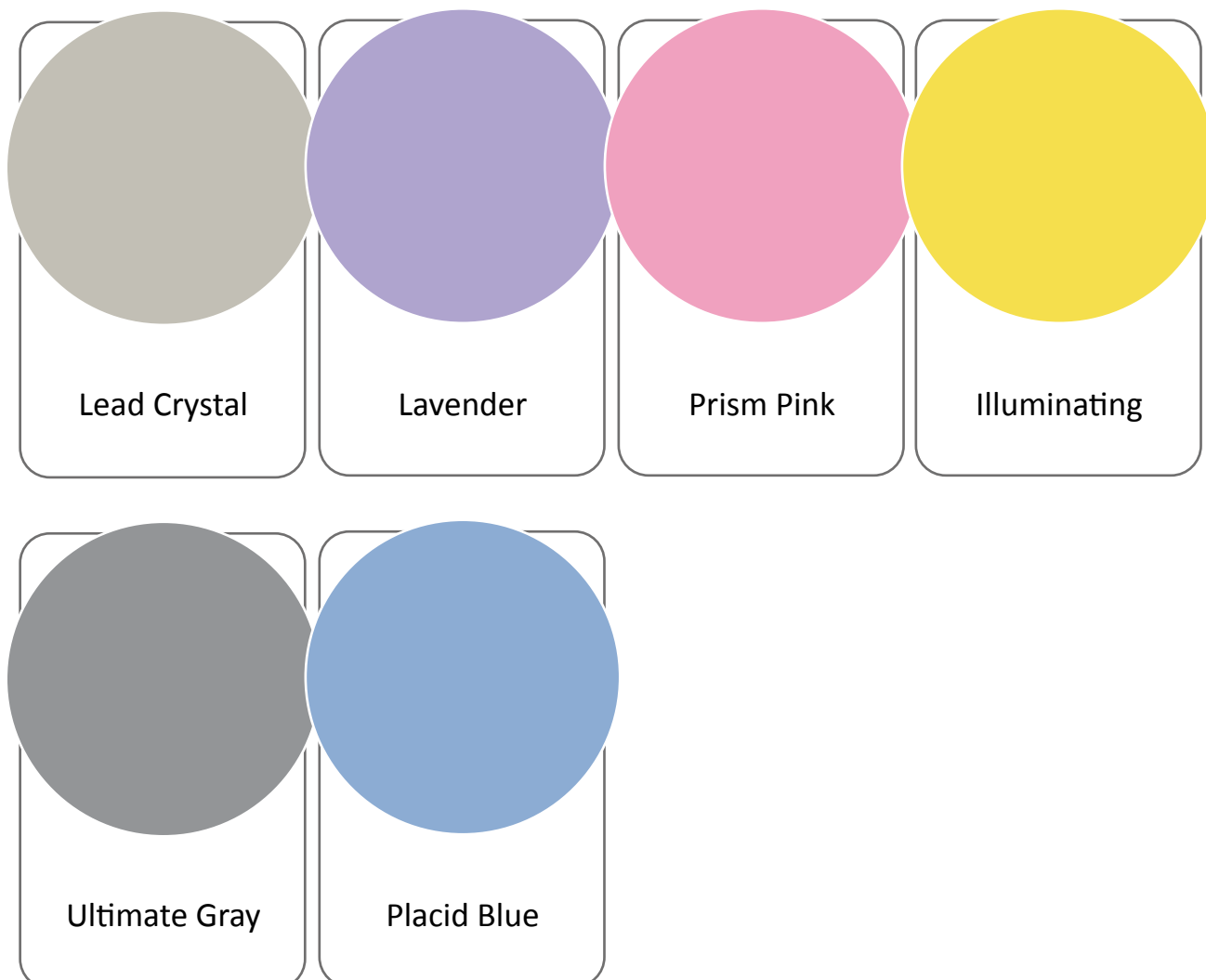
Color Harmonies



PANTONE COLOR PALETTE 2021

ENLIGHTENMENT

Evocative of a hypnotic space that expands our mind into another realm, the youthful and future facing color story in Enlightenment stimulates our desire to reimagine. The pairing of PANTONE 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating blends wisdom and experience with our desire to press forward toward new ways of thinking and reveal new insights, while a silvery metallic PANTONE 20-0087 Lead Crystal adds a moonlight shimmer.



Color Harmonies



PANTONE COLOR PALETTE 2021

INTRIGUE

A captivating potpourri of colors, Intrigue embraces a fusion of influences. Quirky and vigorously individualistic, yet at the same time displaying a universal appeal, the seasonless endurance of Intrigue is heightened by the addition of the solid and dependable PANTONE 17-5104 Ultimate Gray and the bright yellow PANTONE 13-0647 Illuminating, a yellow tone symbolic of sunlight.



Color Harmonies



PANTONE COLOR PALETTE 2021

SUN AND SHADOW

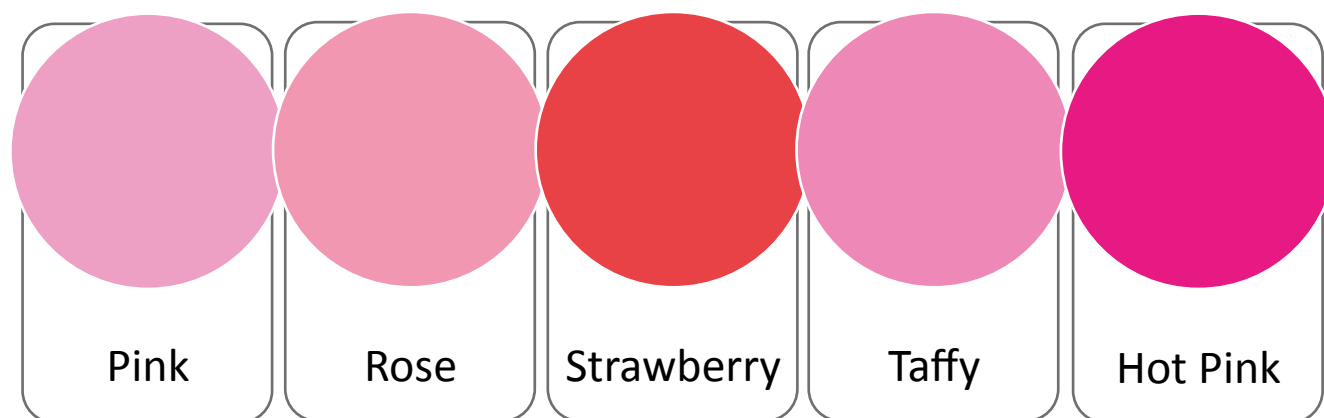
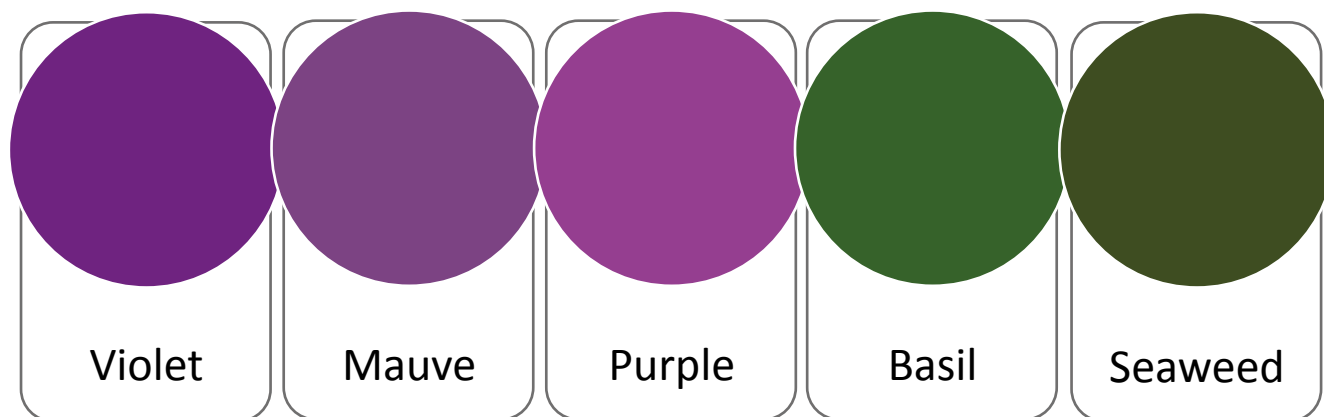
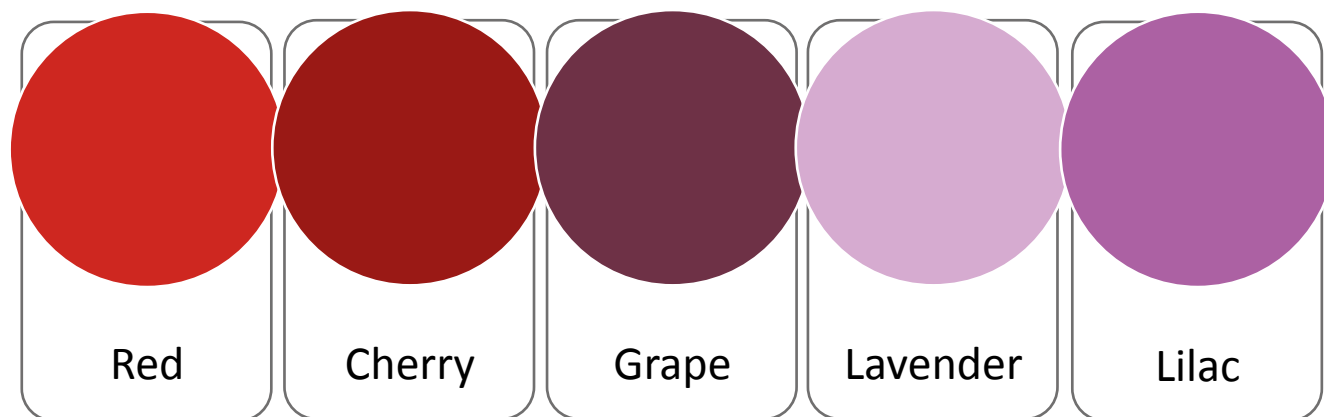
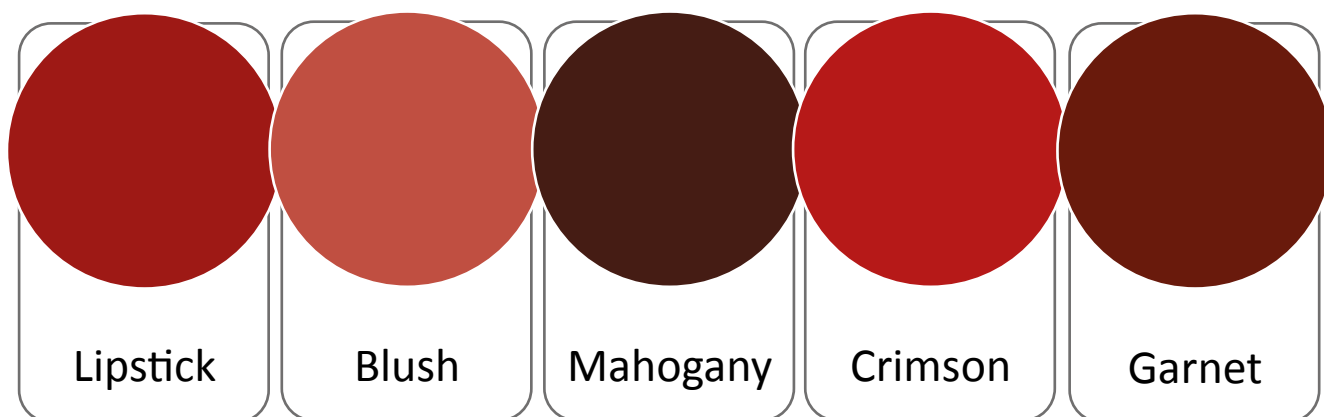
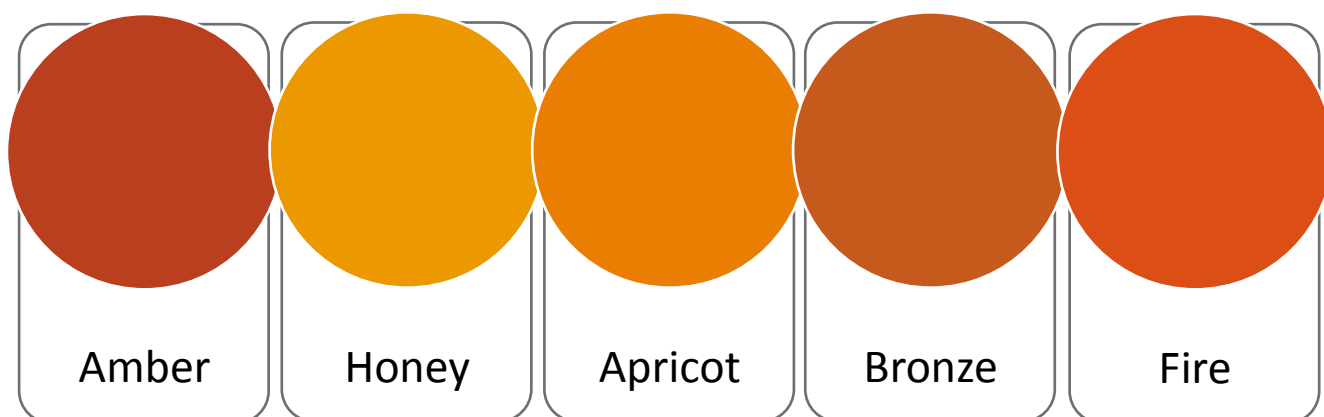
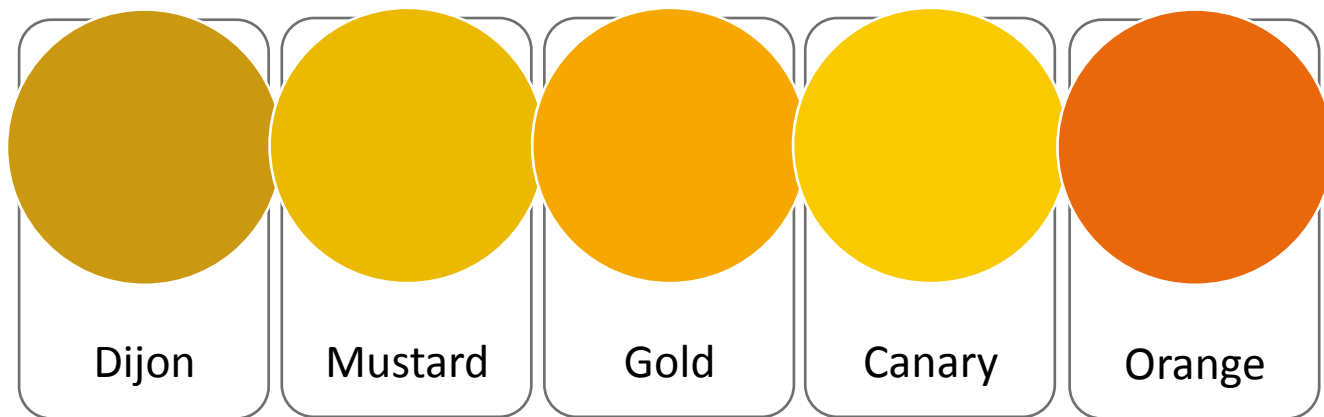
Resilient PANTONE 17-5104 Ultimate Gray and hopeful PANTONE 13-0647 Illuminating inject strength and positivity to a palette of earthbound shades. Ageless and genderless, the color story in Sun and Shadow conveys a narrative of the primitive beauty that surrounds us.



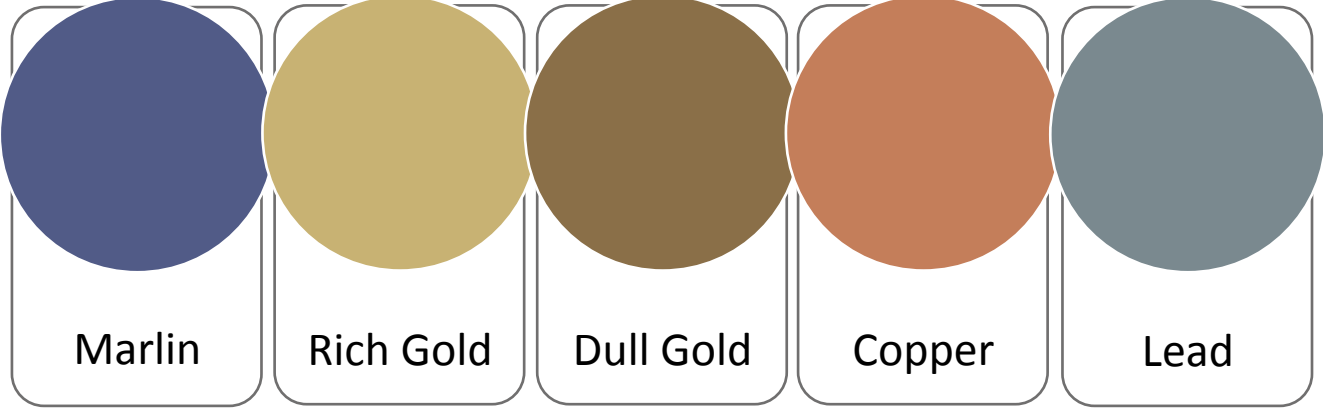
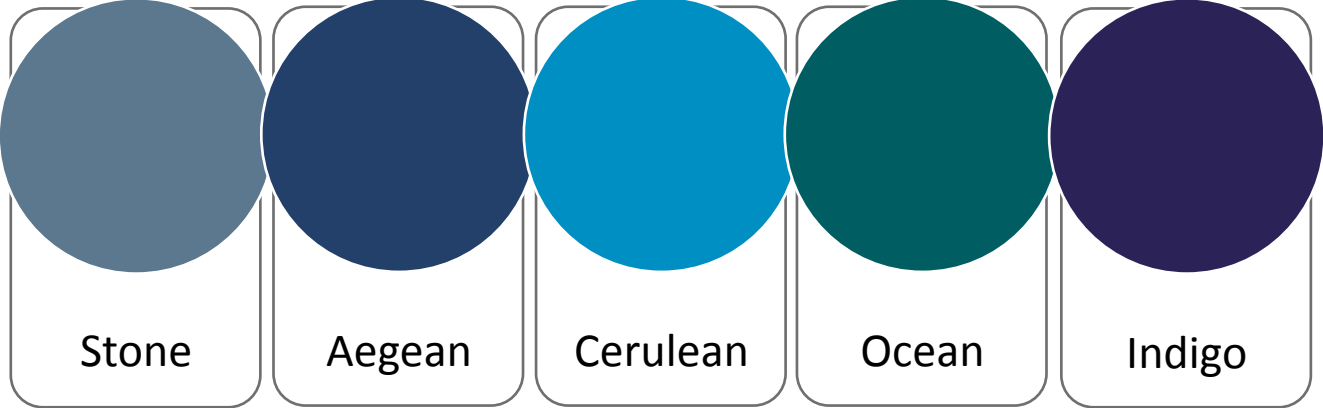
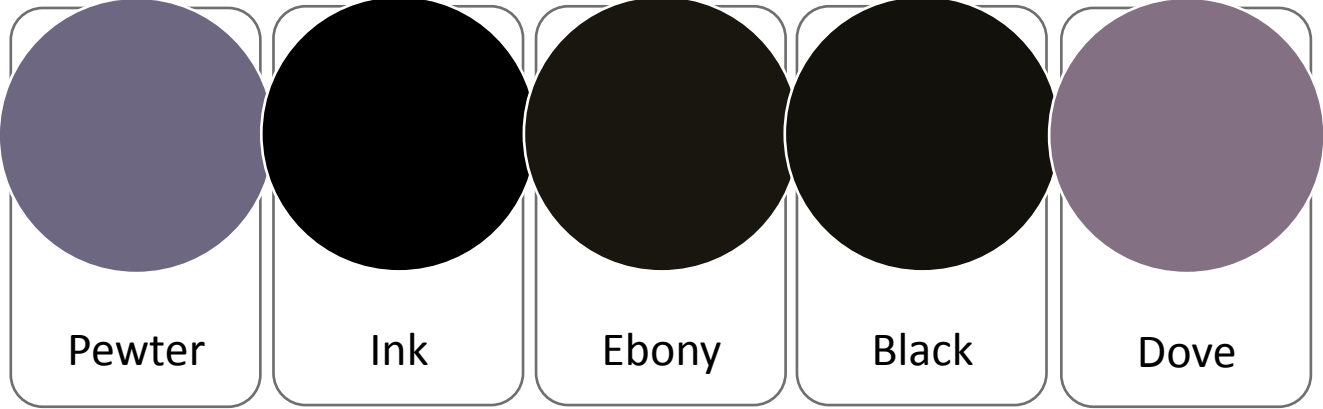
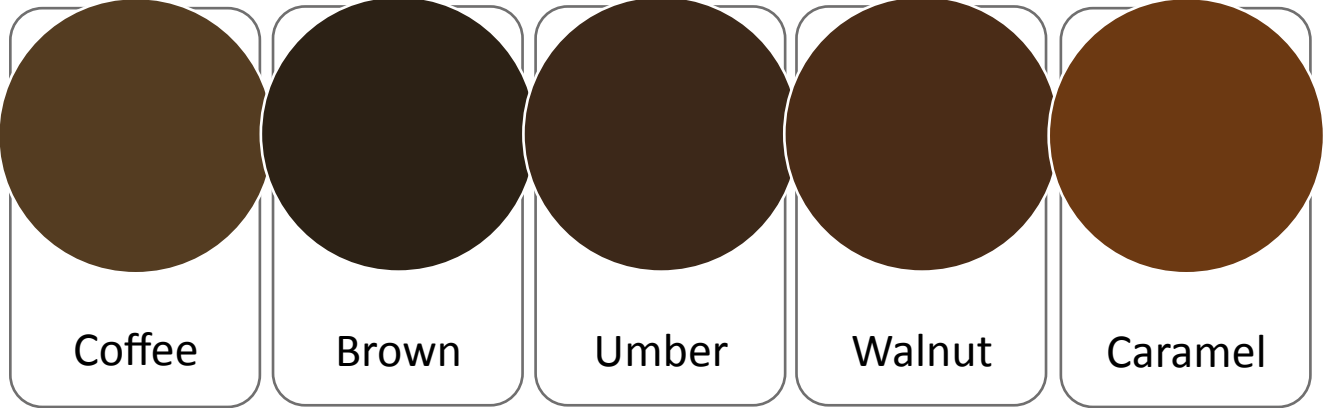
Color Harmonies



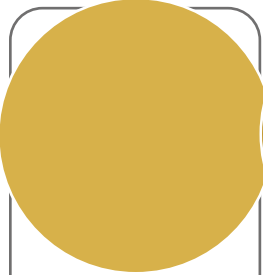
PANTONE COLOR PALETTE #1



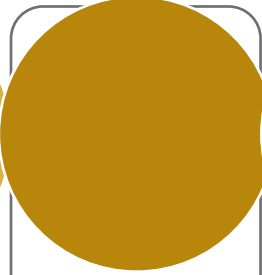
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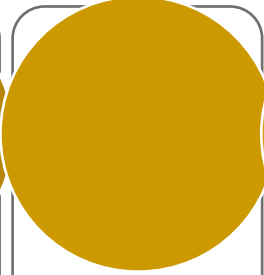
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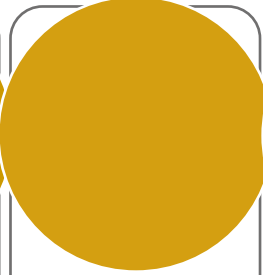
Lindt Gold



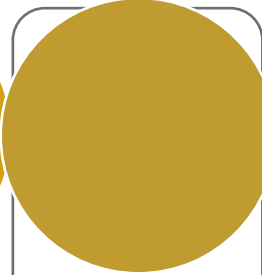
Goldenrod



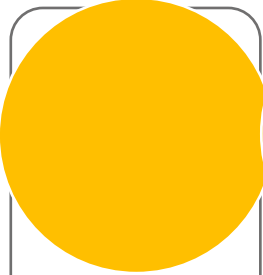
Chinese Gld



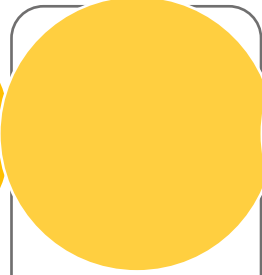
Lemon Gld



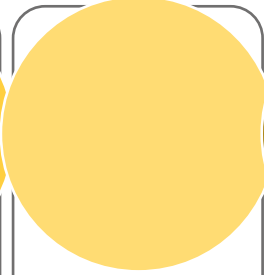
Satin Gold



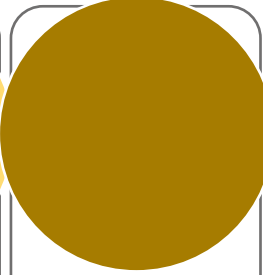
Amber Gold



Sunglow Gld



Golden Olive



Gold