BOLD COLORS

'Classic Blue' might be Pantone's Color of the Year, but the current color trends are all about individuality and thus, delivering on options to please a range of tastes, moods, and aesthetics. Brands in particular are leaning into ultra-pigmented colors like tangerine, green, lilac, poppy red, sky blue, yellow, and hot pink as a way to disrupt consumer expectations and get their attention. This is particularly hard-working for established brands (Dropbox, Sonic, Ebay) that wish to broaden their visual vocabulary and update relevancy without having to attach to any one specific trend.

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