

OPTIMISTIC COLORS



It's no surprise that "Illuminating" (a light, bright, balanced yellow) is Pantone's color of the year for 2021. It feels healthy, sunny and post-pandemic positive. The pairing of chartreuse and marigold-hued yellows with mature lavender, peach, black, or magenta takes packaging and brands to a place of optimism and escapism. Yellow is often seen in the food category (typically as a flavor indicator) but yellow in health & beauty, beverage, and lifestyle categories can feel unexpected and modern, especially when mixed with complex color groupings via geometric elements or organic flows of split-complementary color.