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Pantone Colour of the Year 2017 is...



Pantone have announced their Colour of the Year 2017 and crowned Greenery 15-0343

A refreshing and revitalizing shade, Greenery is symbolic of new beginnings

A fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals individuals to take a deep breath, oxygenate and reinvigorate.

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Quote from Pantone Executive Director...

"While Serenity and Rose Quartz, the PANTONE Color of the Year 2016, expressed the need for harmony in a chaotic world, Greenery bursts forth in 2017 to provide us with the hope we collectively yearn for amid a complex social and political landscape. Satisfying our growing desire to rejuvenate, revitalize and unite, Greenery symbolizes the reconnection we seek with nature, one another and a larger purpose."

"The tangy yellow-green speaks to our desire to express, explore, experiment and reinvent, imparting a sense of buoyancy, through its reassuring yet assertive vibrancy, Greenery offers us self-assurance and boldness to live life on our own terms, during a time when we are redefining what makes us successful and happy."

About Pantone's Colour of the Year 2017

Annually, Pantone declares a particular color "Color of the Year". Twice a year the company hosts, in a European capital, a secret meeting of representatives from various nations' color standards groups. After two days of presentations and debate, they choose a color for the following year.

Past Colours of the Years



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