

Pantone #ColorOfTheYear for 2018: Ultra Violet

Last year the Pantone colour of the year was greenery, the year before was the Rose quartz and Serenity blend, and for 2018 it's a deep, dreamy shade - Ultra Violet. Here's what it stands for.



Pantone is the global authority on colour, and at the end of each year artists, designers and stylists eagerly anticipate the shade set to feature simply everywhere in the coming months.



Welcome #Greenery, Pantone's 2017 colour of the year

9 Dec 2016

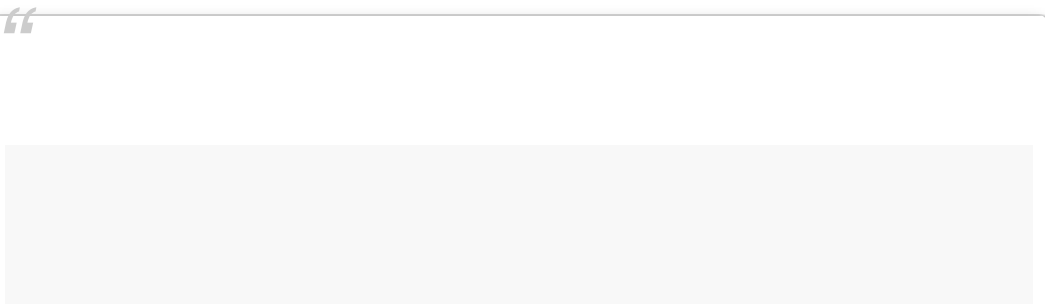


According to Leatrice Eiseman, executive director of the Pantone Color Institute, 2018's Ultra Violet shade is meant to imbue qualities of “thoughtful originality, ingenuity, and visionary thinking,” as we step into the future.

The design-minded set have been sharing their views on social media:

“ The 2018 Color of the Year from [@Pantone](#) is Ultra Violet, but our textile and fashion curators point out that it's very close to mauvine, the first synthetic dye discovered in 1856, found in this American dress from 1860! [pic.twitter.com/FFq8cHDADh](#)— Museum of Fine Arts (@mfaboston) [December 7, 2017](#) ”

“ Ultra Violet lights the way to what is yet to come. Learn more about the 2018 [@pantone](#) Color of the Year via [@adobestock](#): [https://t.co/134wsG7Qer](#) [pic.twitter.com/GShlCw8w5a](#)— Adobe Illustrator (@Illustrator) [December 8, 2017](#) ”



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[Click here](#) for more on how each year's hue is selected, visit the official [Pantone website](#) for the Limited Edition Colour of the Year 2018 Formula Guide and Color Guide and [click here](#) to download the bronze Cannes Lions 2017-winning Pantone

Studio for iOS.

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