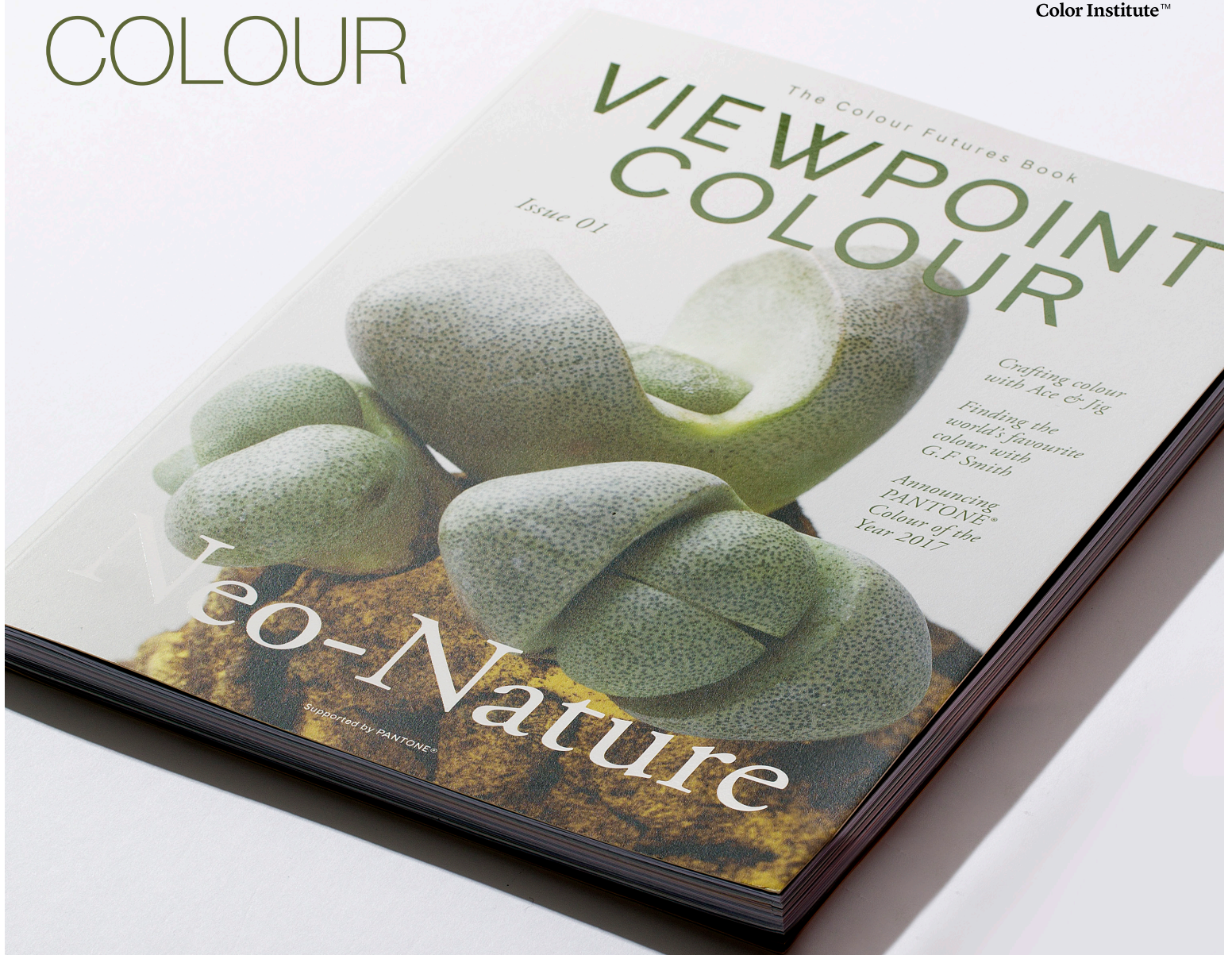
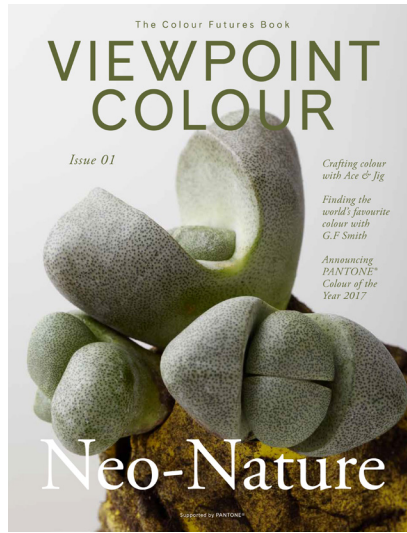
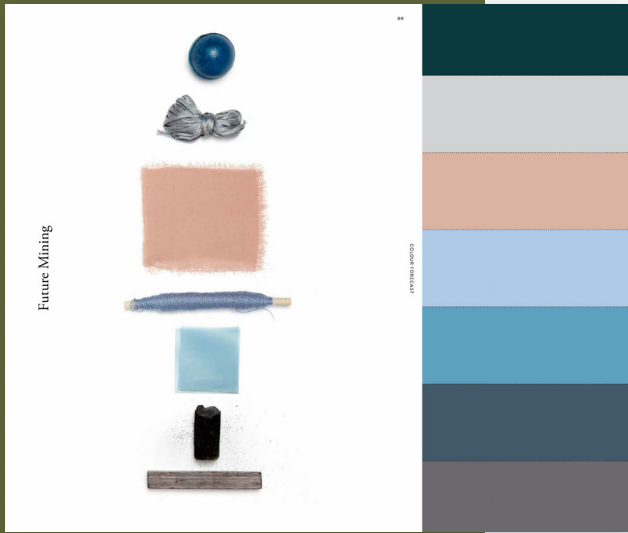


Introducing  
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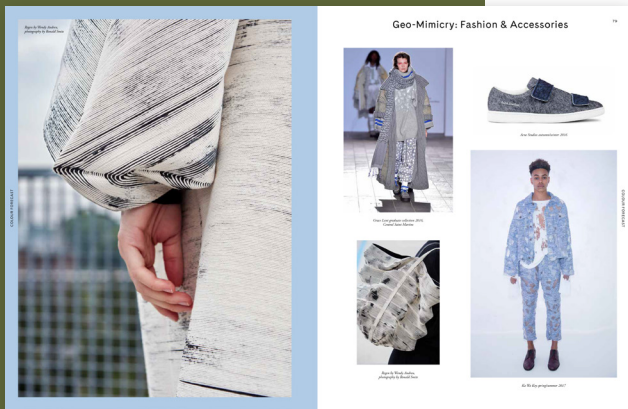


VIEWPOINT COLOUR is a seasonal color forecast that delivers visual inspiration, color palette and design direction for all color-conscious industries around the globe. At a time when the rules are being rewritten, certainties are being challenged and approaches to color are in constant flux, VIEWPOINT COLOUR focuses on what's really important, giving you a macro and local view on major trends and key color stories, both short-term and long-term, to ensure your color stories are relevant and resonate with your target audience.



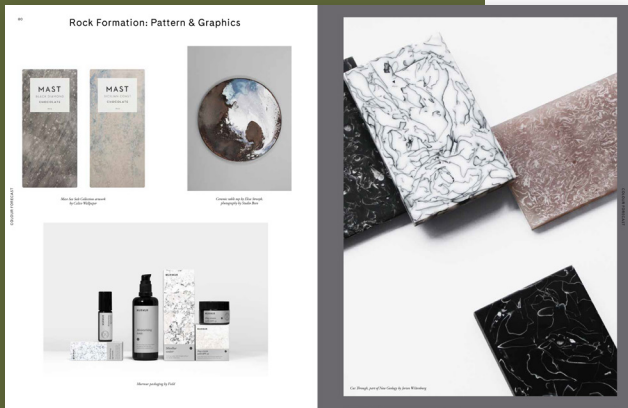


As the greatest influence in consumer purchasing decisions, **color** is pivotal to an effective design strategy and should be a conscious part of every level of decision-making, from the raw materials that go into the product to the packaging it leaves the store in.



## Inside **VIEWPOINT COLOUR** Issue 01:

- **The latest color news**
- **Macro global design color trend guidance 2017/18**
- **Emerging color stories resulting from new processes and materials**
- **Moods of Color – Red vs. Blue**
- **Psychological color meanings**
- **An in-depth look into Greenery, the PANTONE Color of the Year 2017**
- **The power of primary colors**
- **Visual inspiration**
- **All color information provided using PANTONE Color references**



## Theme: **Neo-Nature**

As the focus on organic materials and authenticity grows increasingly important, colors from nature are coming to the forefront of design.

Neo-Nature explores the redefinition of nature and the natural world, highlighting colors and color stories that reflect our planet today and into the future. Designers and material scientists are converging **old skills with new materials and old materials with new skills.**

The emerging color landscape is nature engineered, in which resources are reconsidered and future raw material is composed of today's waste.



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**VIEWPOINT-01**