



Color of
the Year
2019

PANTONE®

Living Coral
16-1546

PANTONE COLOR OF THE YEAR

Vibrant, yet mellow PANTONE 16-1546 Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment. The universally-flattering hue is a reflection of what our overstimulated society needs.

It creates more meaningful messages in the world of beauty and packaging design, and bridges the gap between people and technology with its warm, humanizing qualities. Giving rise to sunset and coral reef imagery, Living Coral serves as a poignant reminder of the negative effects of climate change and the importance of environmental preservation.

In reaction to the onslaught of digital technology and social media increasingly embedding into daily life, we are seeking authentic and immersive experiences that enable connection and intimacy. Sociable and spirited, the engaging nature of Living Coral welcomes and encourages lighthearted activity. Symbolizing our innate need for optimism and joyful pursuits, Living Coral embodies our desire for playful expression.



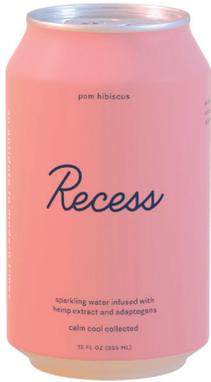
Representing the fusion of modern life, PANTONE Living Coral is a nurturing color that appears in our natural surroundings and at the same time, displays a lively presence within social media. When Apple unveiled that its latest iPhone XR would come in Coral, it only reinforced the idea that this color has the power to bridge people and technology.

Living Coral emits the desired, familiar, and energizing aspects of colors found in nature. In its glorious, yet unfortunately more elusive display beneath the sea, this effervescent color mesmerizes the eye and mind. Lying at the center of our naturally vivid and chromatic ecosystem, Living Coral is evocative of how coral reefs provide shelter to a diverse kaleidoscope of color.



PHOENIX

EXAMPLES OF LIVING CORAL



Recess CBD and Adaptogen-Infused Sparkling Water in Pom Hibiscus



iPhone XR Coral



CoverGirl Katy Kat Gloss in Tabby Tease



Oribe Bright Blonde Shampoo, Conditioner, and Radiance & Repair Treatment



Butter London x Pantone Mini Size Nail Lacquers



OneMore Francesca dell'Oro



RMS Beauty Lip2Cheek in Smile



Clairol Color Crave Hair Makeup in Rose Gold