What will be the Pantone Colour of the Year 2019?

A look at recent crazes and Pantone trends to find the likely candidate for Pantone's new Colour of the Year.

Did you know the colour of 2018 was a Prince-esque purple called Ultra Violet? That was what colour authority Pantone declared around this time last year, and as we await their choice of Pantone Colour of the Year 2019, *Digital Arts* has been eyeing up the likely contenders. You can hazard a guess from what the stock library giants are putting out in their annual visual trend forecasts, or you can look a little into the past at the colours of the catwalk.

For the London and New York Fashion Weeks back in autumn, Pantone noticed designers mostly using reds by the names of Fiesta and Jester Red; seeing as the world's run by a bunch of jokers making everyone see red these days, we can place a safe bet on that last one.

There was also liberal use of a pink called Living Coral; as said jesters are destroying the environment, there won't be a lot of living coral left soon enough, though, so let's enjoy it any way we can.

Pantone has more recently published its 2019 colour trends for the home, made up of 72 colors in eight colour palettes that they predict will be everywhere in homes in 2019. They're tipping something called Cravings, made up of a 'neutral Cappuccino shade' and grassy green touches. Alluding to 'fetish foods' like peppers and chocolate, this one's all about gluttony – and doesn't that just sum up our overstretched world as we head towards 2020?

Credit: Pantone

The most likely candidate though is one being tipped by Rebecca Swift over at Getty Images: the Gen Z yellow.

As Rebecca says, this is a bright yellow that was first brought to us by Beyoncé in her *Lemonade* visual album. And that’s what Generation Z is doing, making lemonade from all the lemons they’ve been given; but hey, at least they have a colour named after them (and that’s pretty much all they’ll be getting, let’s face it).

If the Pantone Colour of the Year 2019 isn’t Gen Z Yellow, then we’ll put our money on Trump Orange, as depicted in this suitably environment-focused pic.

Credit: iStock
If only the Jester in Chief was so environment focused.

https://www.digitalartsonline.co.uk/features/graphic-design/what-will-be-the-pantone-colour-of-the-year-2019/