

PANTONE®

Color Trend and Forecasting Publications

Color Trend and Forecasts

Take a look into the future of color.

Pantone's Color Trend and Forecast publications give the insight you need to feel confident that you are creating product in the right color at the right time.

Offering a variety of viewpoints, lead times, industry focuses, and price points, there is a forecast publication to meet any need for today's color decision makers.

Applications:

- Seasonal color planning
- Palette development

Features & Benefits:

- Understand where color is going in the next 6-24 months
- A publication for every need, from macro-level trend to industry-specific direction



PANTONEVIEW Colour Planner

Seasonal inspiration, key color directives, suggested color harmonies, plus material and product application, visual inspiration and surface direction. Published twice annually.

- Applicable to men's, women's, active, color cosmetics, interior, and industrial design focuses
- Six core color palettes plus two transitional color palettes, containing a total of 64 seasonal trend colors
- View: 18-24 months ahead



PANTONEVIEW Home + Interiors

Annual publication providing visual inspiration and key color direction for home furnishings. Available with focuses on soft goods, hard goods, and plastic products.

- Individual palettes supported by trend story, inspirational imagery, color harmonies and palette key words
- Each trend palette contains 4-5 color harmony options
- View: 12-18 months ahead



VIEWPOINT COLOUR

Seasonal trend book dedicated to color. Includes imagery, material direction, and trend forecasts. Lifestyle approach provides a global perspective across all design.

- Multi-discipline focus, including graphic and packaging design
- Key trend themes are supported by palette story, color harmonies, material direction, and visual imagery
- View: Six months ahead

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