

Congratulations to the Color Purple

Pantone Color of the Year 2018
Ultra Violet

Calm Stability of **BLUE**

+

Fierce Energy of *RED*

=

The Mystic *PURPLE*

Consumer and business facing
brands demonstrate an emotional
impact through words, images
and of course, color.

Without making a sound, color
creates distinguishing noise in
a business's target market.

What is purple saying about a brand?

What does it mean?

MORE AND MORE BRANDS ARE
CONFIDENTLY WEARING
PURPLE

Syfy



Wonka



FedEx



monster

SOME OF OUR CLIENTS PROUDLY
WEAR PURPLE.



PURPLE

It's royal, noble, luxurious, powerful, ambitious, mysterious and spiritual.

What does your brand's color
say about you?

