

Pantone #ColorOfTheYear for 2020: Classic Blue

The Pantone Color Institute has announced its 2020 Color of the Year, reaching back in time to calming, confident Classic Blue, as we enter a new decade.



The Pantone Color Institute states on its site that this variation of blue was chosen for the fact that it instills "calm, confidence, and connection" and that the blue hue "highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era."

“ Color of the Year 2020 PANTONE 19-4052 Classic Blue [#pantonecoloroftheyear](#) [#classicblue](#) [#creative](#) [#photoartdirector](#) [#pantone](#) [@pantone](#) pic.twitter.com/p53WWqKV7x— Jon Taylor Carter (@jontaylorcarter) [December 5, 2019](#) ”

“We are on the precipice of entering into a new decade and are desirous of a stable and strong foundation to help us go forward. Yet at the same time, many around the world are feeling unsure and as though the ground beneath them is continually in flux,” said Laurie Pressman, vice president of the Institute.

“ A [#ClassicBlue](#) to unwind, reset and feel brand new. 💎💎 [#IKEA](#) [#IKEACanada](#) [#Pantone2020](#) [#PantoneColorOfTheYear](#) pic.twitter.com/8ieEabjoz6— IKEA Canada (@IKEACanada) [December 5, 2019](#) ”

To select the Color of the Year, Pantone's colour experts survey global colour influences, including the entertainment industry, fashion and all areas of design.

“ A timeless and blue hue elegant in its simplicity, the reassuring qualities of the thought-provoking [#ClassicBlue](#) instill calm and confidence, highlighting our desire for a dependable and stable foundation to bring us back to balance. Leave a 💎💎 below if you're as entranced (1/2) pic.twitter.com/9b1s9Flvso— livelokai (@livelokai) [December 5, 2019](#) ”

[Click here](#) for more on this year's Color of the Year and for more info on how each hue is selected, visit the official [Pantone website](#).