PANTONE®

COLOR OF THE YEAR ANALYSIS

2005 | Blue Turquoise

2006 | Sand Dollar

2007 | Chili Pepper

2008 | Blue Iris

2009 | Mimosa

2010 | Turquoise

2011 | Honeysuckle

2012 | Tangerine Tango

2013 | Emerald

2014 | Radiant Orchid

2015 | Marsala

A project examining Pantone Colors of the Year from 2005 to 2015 providing a backcast of each color citing STEEP drivers from the prior year that may have influenced the selection.

2005

Blue Turquoise

Calm the Waters

Color Psychology

"Blue calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly.
Blue can also create feelings of sadness or aloofness."

Events

- Summer Olympics held in Greece
- Google goes public
- Tsunami in the Indian Ocean estimated to have released the same amount of power as 23,000 atomic bombs devastates several Asian countries
- Japan hit with multiple typhoons
- U.S. gives control of Iraq back to its people
- 60th anniversary of D-Day

http://psychology.about.com/od/sensationandperception/a/colorpsych.htm

2006
Sand Dollar

Looking for Land

Color Psychology

"Solid, reliable brown is the color of earth and is abundant in nature. Light brown implies genuineness while dark brown is similar to wood or leather. Brown can also be sad and wistful."

Events

- Pope John Paul II dies
- XBox 360 released
- Online computer games much more poopular
- Hurricane Katrina
- Large earthquakes in Iran, Kashmir and Sumatra
- Oil Prices skyrocket amid conflict with Middle East

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2007

Chili Pepper

Pumping Blood

Color Psychology

"The most emotionally intense color, red stimulates a faster heartbeat and breathing. It is also the color of love. Since it is an extreme color, red clothing might not help people in negotiations or confrontations."

Events

- Italy wins world cup
- Winter Olympics held in Italy
- Google purchses Youtube
- China invests 175 billion dollars in environmental protection over five year period
- Sadam Hussein hanged
- Unrest in Iraq; Shia/Suni conflict

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2008
Blue Iris

Longing for Luxury

Color Psychology

"The color of royalty, purple connotes luxury, wealth, and sophistication. It is also feminine and romantic. However, because it is rare in nature, purple can appear artificial."

Events

- Jennifer Hudson wins Oscar for "Dreamgirls"
- iPhone available to public in U.S.
- Webkinz blow up in popularity
- Morgage bubble pops; leaves many financially unstable
- Environmental resource depletion on the forefront of minds
- Immigration reform push/pull between Bush and congress

2009

Mimosa

Hope for Sunlight

Color Psychology

"Yellow is considered an optimistic color associated with sun and cheerfulness. People lose their tempers more often in yellow rooms, and babies cry more. It is the most difficult color for the eye to take in, so it can be overpowering if overused."

Events

- Heath Ledger, YSL die
- *Eat, Pray, Love* and *The Audacity of Hope* are realeased
- Google Chrome Emerges as the most popular web browser
- The Cloud becomes mainstream
- After collapse of housing bubble, U.S. spirals into recession
- Climate change is a huge point in presidential debates
- Obama beats McCain

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2010

Emerald

Naturally Renewed

Color Psychology

"Blue calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly.
Blue can also create feelings of sadness or aloofness."

Events

- Flight 1549 emergency lands in Hudson River
- African population surges, exports of precious stones rise
- Twitter goes mainstream
- Microsoft rebrands and makes a technological comeback
- Chrysler files for bankruptcy
- Water Conservation Act implemented
- Statue of Liberty crown reopens after 9/11

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2011

Honeysuckle

Sailors Take Warning

Color Psychology

"Pink is essentially a light red and is usually associated with love and romance. Pink is thought to have a calming effect."

Events

- Alexander McQueen commits suicide
- California proposes gay marriage law
- Obama abolishes Don't Ask Don't Tell
- "Checking in" on social media
- Unemployement rate at its peak during recession
- BP Oil Spill
- Healthcare reform introduced

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2012
Tangerine Tango

Provoke, Evoke

Color Psychology

Orange is very blatant and vulgar. It makes you immediately start having feelings. Orange is a combination of yellow and red and is considered an energetic color. Orange calls to mind feelings of excitement, enthusiasm, and warmth. Orange is often used to draw attention, such as in traffic signs and advertising.

Events

- Music: Watch the Throne, Born This Way, 21, The Carter IV
- Jerry Sandusky indicted
- Patent wars between iPhone and Android
- Internet hacking surfaces as a major issue
- Raise debt ceiling
- Oklahoma tornado
- DOMA is abolished

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2013
Emerald

Peace in Nature

Color Psychology

"Green symbolizes nature. It is the easiest color on the eye and can improve vision. It is a calming, refreshing color. People waiting to appear on TV sit in "green rooms" to relax. Hospitals often use green because it relaxes patients."

Events

- World predicted to end on December 21st
- Giants beat Patriots in Super Bowl
- Disney's Brave creates a princess without a romantic interest
- Facebook goes public and then plummets
- Cars-2-Go/Idea of as needed transportation
- Election year (Obama versus Romney)

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Artificial Royalty

Color Psychology

"Purple is the symbol of royalty and wealth. Purple also represents wisdom and spirituality. Purple does not often occur in nature, it can sometimes appear exotic or artificial."

Events

- North West and Prince George born
- Miley Cyrus shocks world with new image and popularity
- Candy Crush and game apps explode
- "Selfie" introduced
- Fracking is met with extreme backlash across categories
- Nelson Mandela dies

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2015
Marsala

Blood Meets Earth

Color Psychology

"The most emotionally intense color, red stimulates a faster heartbeat and breathing." Brown is the color of earth and is abundant in nature. Light brown implies genuineness while dark brown is similar to wood or leather. Brown can be sad and wistful."

Events

- Police brutality becomes publicized and met with backlash
- Ebola crisis
- Malasian Airlines flight goes down and isn't found
- War-gaming at an all-time high
- "Polar-vortex" shocks U.S., ruins crops, freezes pipes power
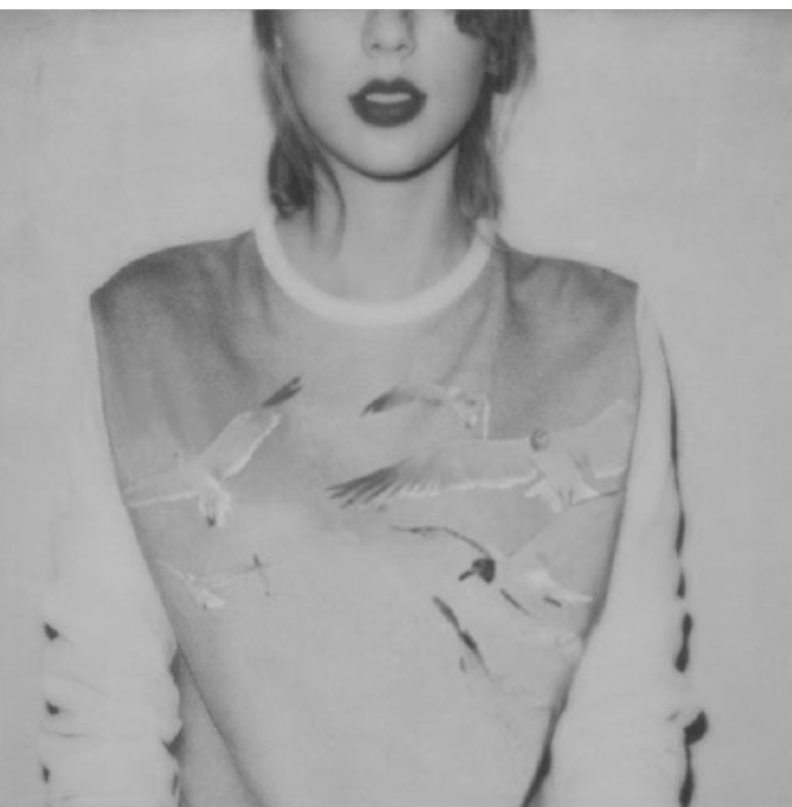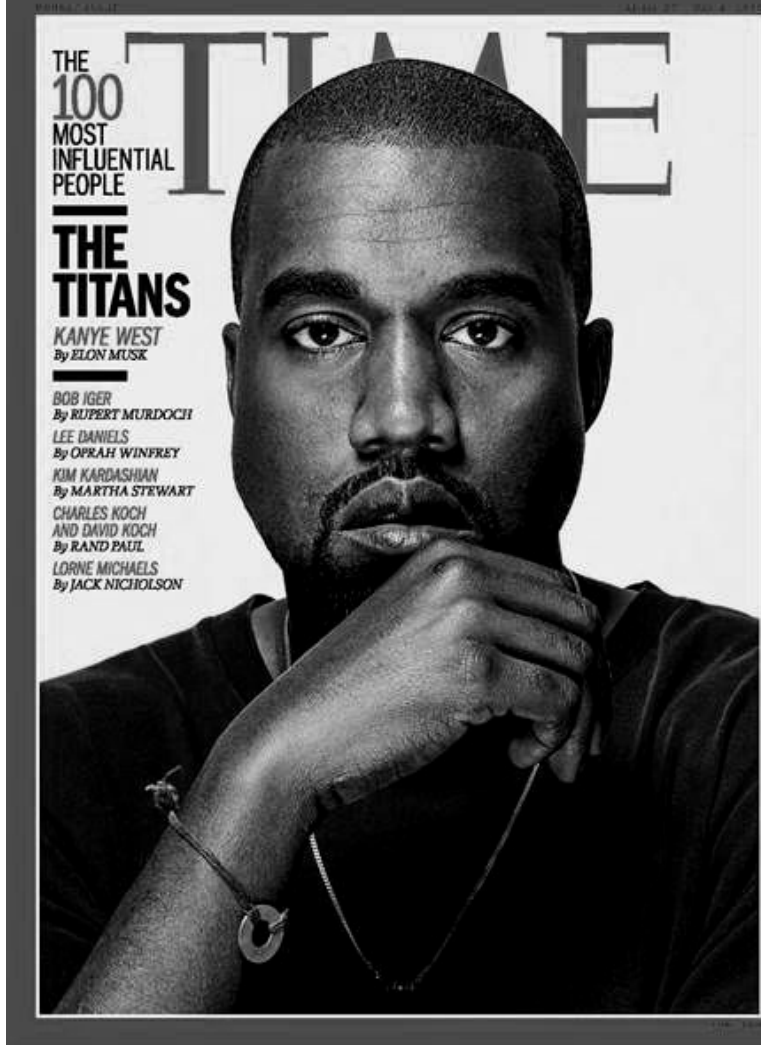- ISIS becomes prominent and threatening in public eye

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2016
PANTONE®

COLOR OF THE YEAR PREDICTION

Social
Takeover

TIDAL.COM
#TIDALforALL

Share the Wealth

Color Psychology

"The color gold is the color of success, achievement and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance, the psychology of this color implies affluence, material wealth and extravagance. It is probably the most valuable and easily traded commodity available in the global market place."

Note: Gold is also one of the few colors that goes well with the 2015 color of the year, Marsala. In years past, all colors have worked with both back and white, but Marsala breaks the mold. It implies a shift in the world of popular color.

Events

- Taylor Swift's 1989 is the only album to sell 1 million copies
- Kanye West covers TIME Magazine's Influential People cover
- Tesla becomes popular among celebrities (Clooey, Freeman, Diaz, etc.)
- Tidal announced as new music streaming service
- George Clooney and Amal Alamuddin marry (politics and power)
- Hillary Clinton announces run for president

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