



UltraViolet

pantone® colour of the year

colour of the year
2018

PANTONE®
TM



- Inventive and imaginative, Ultra Violet lights the way to what is yet to come.
- Ultra Violet reflects living in a time that requires inventiveness and imagination.
- A blue based purple, Ultra Violet is a colour that takes us to a higher level.
- Explore Pantone's huge range of colour palettes that you can integrate in your designs.
- Get more great ideas for sophisticated and contemporary designs @

www.pantone.com/color-of-the-year-2018



label trends

the coolest looks for 2018

CLEAN & CLEAR



- it's back to basics with bold designs & product info
- minimize the elements – but get the balance right
- provide clean and clear information



SPEAK TO ME NOT @ME!

- embrace online shopping and e-commerce
- consider packaging as part of the experience
- think of how products will transit & where opened

FIGHT WASTE BE ECO-FRIENDLY



- the throwaway culture is being rejected
- innovative packaging can extend food life & security
- 3 Rs: recyclable, renewable and re-usable

SPECIAL SHAPES & MATERIALS



- use shapes and patterns to display product contents
- transparent materials increase visibility of contents
- sensory packaging adds a new dimension



COLOUR IS STILL KING

- colours evoke emotions and influence decisions
- pastels & vibrant colours are making a big comeback
- use colour to identify product variations

TELL YOUR STORY IN PICTURES



- tell your story through photos, illustrations and text
- people cherish stories when they feel a connection
- images transport people into wonderful fantasies