

Greenery - The main color of green color of 2017

In 2016, the Pantone color institute chose rose quartz and serenity green (serenity) was the dominant color. By 2017, just announced a few days ago, this year's color tone will be greenery - green or stork called blue-yellow, symbolizing vitality, energy and warmth.

Pantone is a world famous design company founded in 1956 in Carlstadt, New Jersey, especially well known for its *Pantone Color Matching System* (PMS) color palette system used in many industries such as printing and painting. color, fabric and plastic. Besides, Pantone also plays an important part in creating national standard color palettes in Korea, Canada, Scotland and Singapore.

The core product of Pantone is the standard set of comparing and mixing extremely detailed colors, which are packed into a fan-shaped spreadsheet or dictionary book, which is nearly the size of A4 paper with more than 2,000 different colors. Since 2000, Pantone Color Institute - Pantone Color Institute has introduced to everyone the " *Color of the Year* " program in the first week of December every year. This is the result of discussion of art, design and color experts around the world on the prediction of the main color in the next year. And it is also one of the important sources of reference for design companies to plan their activities next year.



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Pantone said: " *At a time when people seem to be becoming more and more tired in modern life, the bright green "greenery" makes desire to immerse yourself in physical beauty and comedy. The inherent inherent nature of the natural world in every person is growing . "*



Greenery or **yellowish green leaves** remind us of the first days of spring, when nature and botanical life work again after a cold winter. This color also evokes many images of foliage, creating a sense of freshness, freshness to help you restore vitality to work and life. In particular, Greenery is a versatile color that can be combined with a range of other colors, easily encountered appear with neutral colors, dark colors on works using deep shading, colored pencils or needles. species.



" *Greenery (commonly referred to as " golden green ") has the number 15-0343 on the Pantone color chart, and every year, Pantone will choose a color that they believe will represent fashion trends, products, designs and life, while reflecting the emotions and moods of society . to represent the following year , "CNN Money said.*

" *We understand the world in which we live is full of stress and anxiety. This is the color of hope and the connection between us and nature. It represents what we call 're-enactment.'* " *We recreate, renew, regenerate and innovate. Every spring we will continue a new cycle and new life will emerge from the ground. That's the goal of life ,"* Leatrice said. Eiseman, executive director of the Pantone Colors Institute, told the New York Time newspaper.



Color predictors have analyzed production and design trends, from fashion to street art, to determine which colors to represent next year. The *green "green-green" color of Greenery* has appeared on a number of technology products like Mercedes cars, and has long been a symbol of environmental protection.



Last year, Pantone chose Rose Quartz and soft blue (Serenity) as the mainstream color of 2016, the Rose Quartz color is quite similar to Rose Gold, with an impressive appearance in 2016. Hope. Greenery green 2017 will also succeed like that. Try thinking about a technology device, for example, how does this smartphone come in?

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