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# Are you in Living Coral? Pantone announces 2019 Color of the Year

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Provided by Pantene Color Institute

December sees an onslaught of red, green, gold and silver everywhere. But for fashion, home and graphic designers – and those who are just curious – it's time to find out what the Pantone Color Institute announces as its Color of the Year.

The organization just named Living Coral (Pantone 16-1546) – “An animating and life-affirming coral hue with a golden undertone

that energizes and enlivens with a softer edge,” says the web site, as the Color of the Year 2019.

The first Color of the Year — Cerulean (15-420), a sort of sky blue — was named in 2000, and recent years have seen Ultra Violet (2018), Greenery (2017), Rose Quartz and Serenity (2016), and Marsala (2015).

Pantone Color Systems was founded in 1963 to help printers match colors to specification. Its familiar fan-shaped book (when open) has each color in a spectrum identified by a number.

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