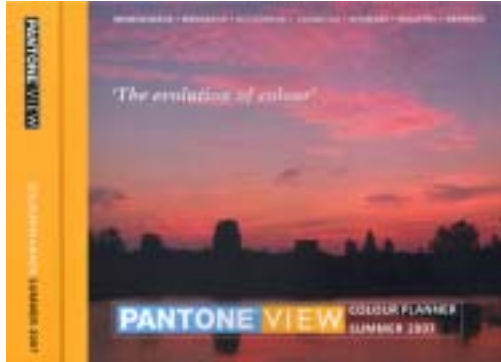


## PANTONE View Colour Planner - Summer 2007

Now Available!



The PANTONE View Colour Planner for Summer 2007 entitled “the evolution of color” emphasizes how intelligence and creativity are two forces behind the effective use of color in design.

One of the key things for next year is to consider how a palette or an individual color can evolve. There is no need to drift to far from what works but consider how a shade can transition to look new.

The general sentiment to how color should be approached for next year will encompass the following:

- Even as the ingredient of spontaneity has been a focus for the last few seasons consider using more thought out applications
  - Never reject what is fun and cheerful but eliminate what is overdone or excessive
  - When using multiple colors keep the ground shades simple and clear
  - Don't walk away from nostalgia but remember to embrace the present
- AND
- When considering the aspects of technical enhancement versus what is natural you must weight the balance

For next year we've constructed eight palettes that continue to emphasize a look of disclarity where colors are not automatically clean and saturated but take on a rather cloudy, muted and sun bleached appearance.