

# Pantone #ColorOfTheYear 2022: Very Peri

The Pantone Color Institute has announced the 2022 Color of the Year: Very Peri. Blending the faithfulness and constancy of blue with the energy and excitement of red, this happiest and warmest of all the blue hues introduces an empowering mix of newness.



Leatrice Eiseman, executive director of the Pantone Color Institute, said, “As we move into a world of unprecedented change, the selection of Pantone 17-3938 Very Peri brings a novel perspective and vision of the trusted and beloved blue colour family. Encompassing the qualities of the blues, yet at the same time possessing a violet-red undertone, Pantone 17-3938 Very Peri displays a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression.”

“ For the arts and design industries, every new year brings a new Pantone Color of the Year that sparks conversations, influences design choices, and sets the tone for the new year. <https://t.co/EFOAjj0SAA> [#pantonecoloroftheyear](#) [#pantone2022](#) [#veryperi](#) <pic.twitter.com/Q0BXeQI3N0>— Julie & Co. Realty (@JulieCoRealty) [January 12, 2022](#) ”

The Pantone Color Institute stated on its website that Very Peri “helps us to embrace this altered landscape of possibilities, opening us up to a new vision as we rewrite our lives.”

Moreover, it stated that “Rekindling gratitude for some of the qualities that blue represents complemented by a new perspective that resonates today, Very Peri places the future ahead in a new light.”

“ Here’s to a fresh start in 2022! For the first time ever, Pantone has created a new shade, Very Peri, to convey a joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression. What’s your creative inspiration? [#pantonecoloroftheyear](#) <pic.twitter.com/zMisyl735L>— JAY (@jayadvertising) [January 9, 2022](#) ”

To select the Color of the Year, Pantone's colour experts survey global colour influences, including the entertainment industry, fashion and all areas of design.

For more information on Color of the Year, click [here](#). For more information on how it is selected, visit the Pantone [website](#).

For more, visit: <https://www.bizcommunity.com>