

Pantone Color of the Year 2024

Proper Usage of Campaign Assets

PANTONE®

PANTONE 13-1023 Peach Fuzz



PANTONE®
13-1023
Peach Fuzz

TM

*A cozy and comforting hue
nurturing compassion and
heartfelt kindness.*

PANTONE 13-1023 Peach Fuzz

all caps number title case

When referring to the color in writing, the brand appears in all capital letters, followed by the color number, and color name. The color name is always written out in title case, with the first letter of each word capitalized.

Color Data

L*a*b*	84 22 30
sRGB	255 190 152
HEX	FFBE98

Proper Use of the Logo Lockup

The Pantone Color of the Year 2024 logo lockup should only be used in three colors: knock out (white), black, or 65% black (gray).



Knockout (white)



Black



65% Black (gray)



Clear space

Use this simple equation to figure out the logo's clear space:

$$\mathbf{x \text{ times } 2.5 = y \text{ (clear space)}}$$

Proper Use of the Logo Lockup

When placing the logo lockup over a color background or graphics, the area that shows through the square portion should be a clear representation of PANTONE 13-1023 Peach Fuzz.



Appropriate placement of the logo lockup



Do not place the logo lockup over any other color



The placement of the logo should leave no doubt as to which color is being referenced



Do not fill in just the square portion of the logo with color

Chips

There are two versions of the Pantone Chip: the Standalone Pantone Chip and the Outline Pantone Chip. They should never be used together.



Standalone Pantone Chip

Represents the physical chips that are found in Pantone Chips Books.



Outline Pantone Chip

Serves as a window to focus on the color that is visible through the upper outlined portion.

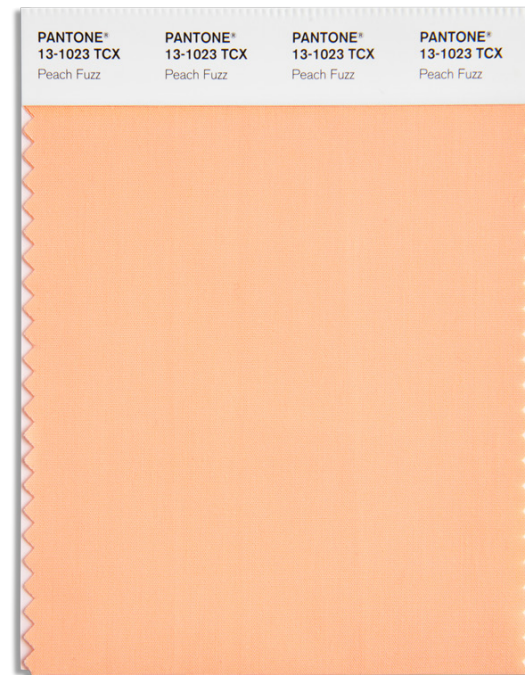
Swatch Card

Fashion, Home + Interiors (FHI) color system centers on the Pantone Swatch Card.



Pantone Swatch Card

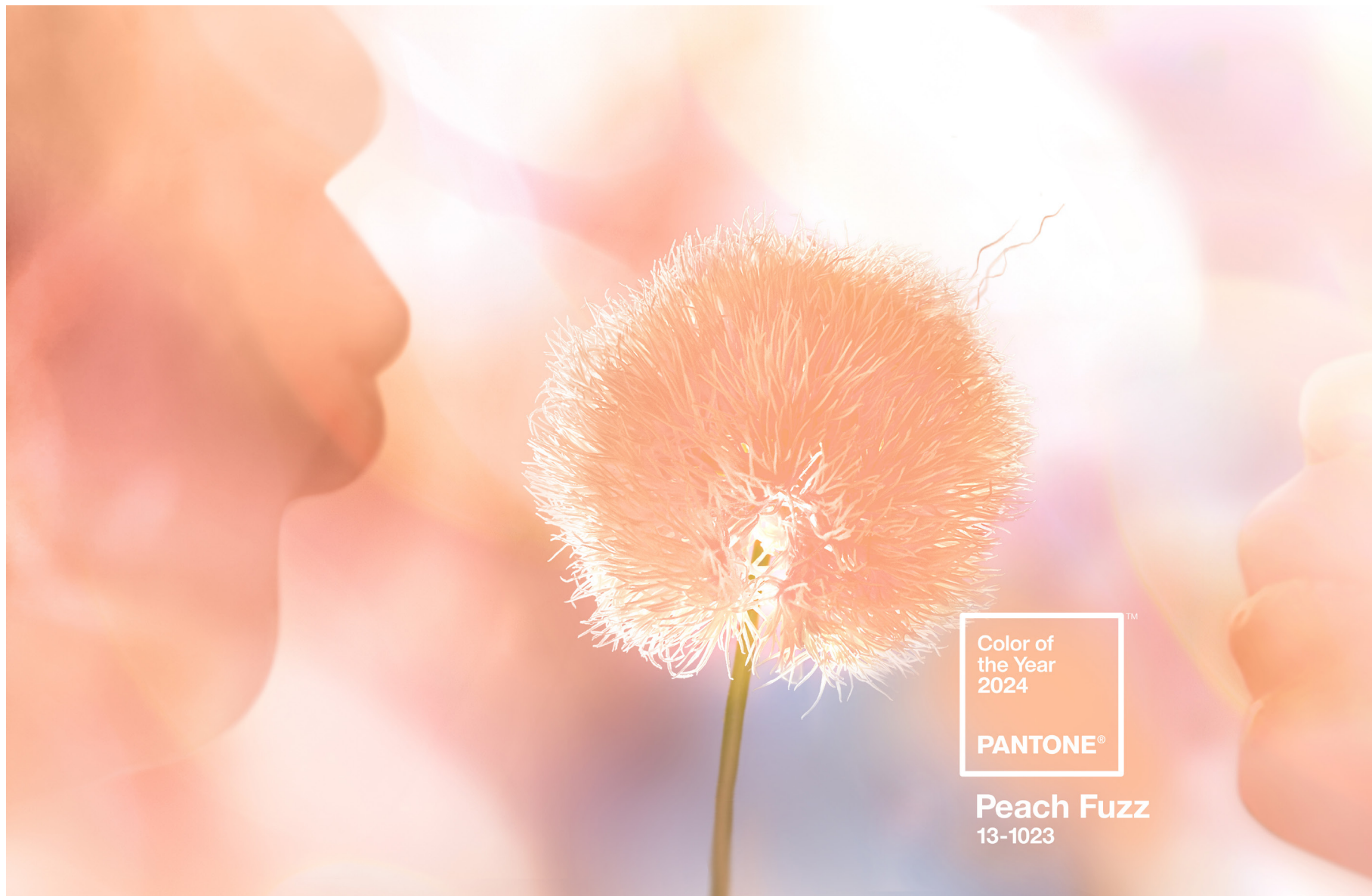
Use the Pantone Swatch Card for Fashion, Home + Interiors.



Pantone Swatch Card (Isolated)

The isolated Pantone Swatch Card can be thoughtfully used for Fashion, Home + Interiors communications.

Campaign Hero Image



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the Year
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