



Color - Messages & Meanings: A PANTONE Color Resource

Leatrice Eiseman

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There is no one in the business world that doubts the impact of colour. Those involved in marketing, design, advertising, and retail need to be as informed as possible about the usage of colour as a means of instant communication in order to make appropriate colour decisions. This guide explains the emotional response to colour and covers the latest guidelines for effective colour combinations including the integration of colour trends. With up-to-date visuals and printing formulas to eliminate guesswork, this guide empowers and equips its users to make smart informed decisions.

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