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Ultimate Gray and Illuminating: Pantone colours 2021

Pantone has chosen its 2021 colours: Ultimate Gray and Illuminating. Here's how to use these colours in the graphics of an eLearning platform.

As it does every year, Pantone has proclaimed its colour of the year for this year 2021 in " Color Of The Year 2021". If **Classic Blue** was the colour of choice in 2020, this year it is the turn of a pair of colours: **Ultimate Gray** (PANTONE 17-5104) and **Illuminating** (PANTONE 13-0647). They are respectively a type of grey and a type of yellow that will be trending in all areas this year.

On Pantone's website, Leatrice Eiseman, Executive Director of the Pantone Color institute, commented on the decision: "The mix of the long-lasting Ultimate Gray and the vibrant yellow Illuminating expresses a message of positivity supported by great strength. Concrete and firm, yet warm and optimistic, this colour combination gives us a sense of resilience and hope. We need to feel encouraged and uplifted; it is something essential to the human mind.

What does this mean for the world of eLearning? As we all know, the aesthetics of the platform is a key element in convincing potential students to choose the course but also in offering user-friendly pages to learners. The **choice of colour**, in fact, influences the learning process just as much as other graphic elements, such as the **font**.

Yellow, indeed, is a bright colour that instils hope but also cheerfulness, like a ray of sunshine in a dark room. It is a great colour to create an incredible contrast. For this reason, it was chosen in combination with a grey, a neutral colour on which Illuminating can show its full potential. Indeed, Ultimate Gray is a colour that allows the eye to "rest", inviting calm. It is also a versatile colour that allows endless possibilities for combinations.

In the pages of your online course, you can use these two colours (and their corresponding shades) to create contrasts, to establish hierarchies within the page and content, to highlight certain elements or simply to divide up thematic areas. In addition, Pantone, as it does every year, recommends a number of **different colour combinations** to make the most of the new colours for 2021.

These suggestions are a great way to create a defined platform aesthetic that evokes certain feelings and helps trainees to focus and easily use the tools available within the course.

And you, what do you think of Pantone's "Color Of The Year 2021"?

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