

# Pantone

## COLOR OF THE YEAR 2026



**CLOUD DANCER**  
PANTONE 11-4201

### The Vibe

A soft, near-neutral white that avoids the clinical "coldness" of technical whites. It is described as "**lofty**," "**aerated**," and "**balanced**."

### The Message

It represents a "**blank canvas**" for fresh starts and a "**whisper of calm**" in a noisy, overstimulated world.

### Technical Codes (Approximate)

HEX: #F2F0EB  
RGB: 242, 240, 235  
CMYK: 4, 4, 8, 0

### A Historic First

This is **the first time** Pantone has ever selected a shade of white as the Color of the Year since the program began in 1999.

This color marks an introduction to a "**blank canvas**" mindset.

### Four Strategic Pillars:

1

#### The "Reset" Strategy

In an era of digital burnout and "aesthetic fatigue," Cloud Dancer acts as a visual palate cleanser. Brands can use this to signal a new chapter, a formula update, or a commitment to simplicity.

2

#### The "Structural" Strategy

This color is meant to support, not dominate. It provides a stable foundation that makes every other brand asset appear more vivid and intentional.

3

#### The "Sensory" Strategy

Because Cloud Dancer is visually subtle, the impact comes from materiality. It challenges brands to move away from flat graphics and toward tactile experiences.

4

#### The "Trust" Strategy

In a marketplace where consumers are skeptical of "greenwashing" or hidden ingredients, Cloud Dancer serves as a trust anchor.

#### Sources:

Pantone Color Institute Official Press Release (December 2025)

*TIME Magazine*: "Pantone Chooses White as its Color of the Year for the First Time Ever"

ADM 2026 Flavor and Color Outlook (Industry Insights)

*Dieline*: 2026 Packaging Trend Report

*Smithsonian Magazine*: "The Meaning Behind Cloud Dancer"