

PANTONE®



Pantone Color Institute x WeddingWire

2019 WEDDING COLOR PALETTES

The Pantone Color Institute partnered with WeddingWire, a global leader in the wedding industry, to deliver aspirational, yet attainable inspiration for couples planning to wed in 2019.

Color is one of the first details couples think about when establishing their wedding style and theme. The 2019 Wedding Color Palettes by WeddingWire x Pantone Color Institute were curated by the Pantone Color Institute to help set the stage for nuptials of newly engaged couples throughout the year.

“Color is a powerful tool – not just for enhancing aesthetics that are critical to every element of a wedding – but to evoke emotion and create the special mood that a couple wishes to communicate throughout their special day from playful and adventurous to romantic and timeless, and everything in between.” said Laurie Pressman, Vice President of the Pantone Color Institute. “In concert with the resources and planning tools from WeddingWire, these custom palettes created by The Pantone Color Institute are intended to help couples navigate their color and design choices in an inspiring, meaningful and uniquely memorable way.”



LOVE IN BLOOM

'Love in Bloom,' is comprised of a group of soft and nurturing shades contrasted with a bold fuchsia red, an earthy green and a shimmering silver metallic. Structural floral installations are making a big impact in 2019 wedding decor, with an opportunity for couples to incorporate greenery and bright pops of color alongside abstract sculptures in wood or metallic tones. Additionally, styled grazing tables can incorporate red pops of dried cherries and other fruits to blend seamlessly within the palette. 'Love in Bloom' leans to the warm side of the spectrum with its visual portrayal of comfort and enjoyment, affection and contentment. Blending nostalgia with new, Love in Bloom takes an innovative approach to romantic love.





GOLDEN HOUR

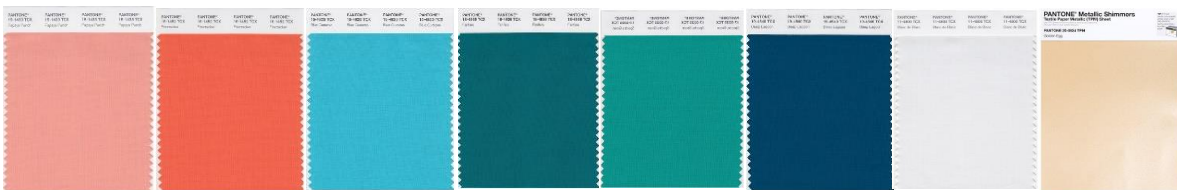
A palette of easy and uncomplicated honest colors, 'Golden Hour' celebrates the physical beauty of nature. The palette has a modern, fresh twist on typically traditional colors, and the addition of a pale gold and copper metallic act as a highlight, enhancing and further increasing the palette's organic and unconventional appeal. Warm neutrals in this palette offer the opportunity to incorporate one of 2019's most popular texture trends: pampas grass, a natural colored wheatgrass that pairs well with minimalist florals.





PARADISE FOUND

Inspired by the tropics, this palette shines with illuminating oranges, vibrant teals, radiant blues and a refreshing splash of turquoise reminiscent of water and sky. 'Paradise Found' represents a refreshing escape to an idyllic destination, no matter where the couple's wedding is located. The playfulness of the palette invites couples to mix and match wedding party attire -- including groomsmen suiting and accessories in fun colors across the spectrum. Signature cocktails can also serve as artwork and decor, tapping into the teals and oranges with tropical juices and floral garnishes. A pristine shade of white emulates whitecaps of waves, whether a couple strives for a sunlit and warm or a watery and cool theme.





STROKE OF MIDNIGHT

'Stroke of Midnight' offers 'after dark' shades of twilight blues and exotic red infused purples. Twinkling whites along with clean and cool metallics add sheen and sparkle, providing an incandescent glow to this cutting-edge collection of colors. This palette is perfect for incorporating 2019's linen of choice: velvet. 'Stroke of Midnight' celebrates the powerful energy and magic surrounding the beginnings of a new chapter for couples.

