



Pre Press Design Colours for 2008

Colours are probably the most important element in a design. They instantly convey emotion, strength, weakness, happiness, in fact the whole range of emotion can be attracted to a colour. Even if you take this one single concept it makes colour a vitally important element in any design.

Choosing the wrong colour for your brand or marketing can and will make the difference between failure and success and in today's volatile markets success sometimes is measured in very small quantities.

At Pre Press we observe all forms of colour fashion. From latest student work through to television advertising. From car trends through to fashion designers. To find out what colours are current and to predict what will be fashionable, it is time well spent to which all our clients benefit. We are happy to share this information with you

We consider this year that two main areas will prevail.

Earthy colour will be stronger as the year goes on. Many organisation's will be wanting to side themselves as 'Carbon free' and 'back to nature'. Olives earth tones and purples will be stronger with black and greys still continuing from previous years.

Other areas will be based not too dissimilar but a little brighter perhaps with light pinks and lemons coming stronger in the spring and becoming more vivid as we enter the autumn period perhaps Tuscan oranges becomes the dominate colour

