
SPECIAL REPORT: 5041

COLORS FOR THE NEW MILLENNIUM

By Kimberly Leonard

The new millennium signals not only a change in the calendar, but heralds a whole new beginning – in thoughts, in actions and in perceptions. Traditionally, this is a time to reflect on the past year and make resolutions for improving the next. This change of years is inspiring reflection and new resolutions for people as individuals and also for our society as a whole, both nationally and globally. And because of these changes in thought, our perceptions and reactions to color are changing as well.

We want the new millennium to be a fresh start, full of regrowth, healing and new life. Color choices for most products, including book covers, need to reflect this by drawing their tones from the natural world. Gone are the synthetic hues of plastics and “the world of tomorrow”; now is the time for the organic hues of this beautiful planet we call our home. These hues are as visually appealing as the pure colors of the rainbow — no avocado greens and harvest golds of the 70’s here. Colors like hibiscus, tomato, moss, and beaver fur are the choices now.

In this report, we’re noting the hottest color choices in each of the basic color groups, with swatches and simple guidelines. If your book’s subject matter deals with anything that draws people forward into life and the future, consider using these colors in your next book cover project. Also, listed on the face of each swatch, we’ve also given you the CMYK values of each color, plus the HTML formula, so that you can reproduce these colors accurately in your own work. Please note that different computer screens and different printers can vary these colors – please go by the formulas provided for the most accurate color.

REDS & ORANGES

As always, red is one of the most visually attracting colors for a book cover; use of it makes your book pop off the shelf and into the hands of your potential readers. While a pure red is always a good choice, the new reds, like tomato and cardinal, can offer the same level of impact, while showing some creativity as well

| | | | | | |
|---------|--------|--------|--------|--------|--------|
| C - 0 | C - 0 | C - 0 | C - 0 | C - 3 | C - 5 |
| M - 91 | M - 86 | M - 94 | M - 80 | M - 51 | M - 25 |
| Y - 100 | Y - 99 | Y - 78 | Y - 25 | Y - 26 | Y - 12 |
| K - 0 | K - 0 | K - 0 | K - 0 | K - 0 | K - 0 |

| | | | | |
|---------|---------|--------|--------|--------|
| C - 0 | C - 13 | C - 9 | C - 1 | C - 4 |
| M - 82 | M - 87 | M - 69 | M - 51 | M - 10 |
| Y - 100 | Y - 100 | Y - 60 | Y - 69 | Y - 23 |
| K - 0 | K - 2 | K - 1 | K - 0 | K - 0 |

YELLOWS

Always a sunny color, the new yellows also show a lot of warmth. The second-most visually attractive color, judicious use of yellows such as sunflower and winter squash will increase the “punch” in your book cover.

| | | | |
|--------|--------|--------|--------|
| C - 18 | C - 14 | C - 5 | C - 8 |
| M - 0 | M - 15 | M - 33 | M - 7 |
| Y - 99 | Y - 99 | Y - 95 | Y - 50 |
| K - 0 | K - 3 | K - 1 | K - 1 |

GREENS

Considered one of the more spiritual colors (along with purple), the new greens communicate peace and growth to your market. Colors like moss and lily green are warm, smooth, and crisp.

| | | | | | | |
|--------|---------|--------|--------|--------|--------|--------|
| C - 89 | C - 59 | C - 62 | C - 55 | C - 35 | C - 48 | C - 25 |
| M - 13 | M - 20 | M - 22 | M - 0 | M - 14 | M - 0 | M - 2 |
| Y - 88 | Y - 100 | Y - 90 | Y - 69 | Y - 88 | Y - 77 | Y - 39 |
| K - 3 | K - 5 | K - 14 | K - 0 | K - 4 | K - 0 | K - 1 |

BUILDING INSTANT RAPPORT WITH YOUR MARKET

BLUES

Blue has communicated peace and stability universally for ages. Almost every person is emotionally attracted to blue. Using colors like sunny sky, majolica, and angel will communicate strength and unity to your market.

| | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| C - 87 | C - 87 | C - 87 | C - 86 | C - 91 | C - 62 | C - 54 | C - 58 | C - 42 |
| M - 85 | M - 91 | M - 43 | M - 31 | M - 68 | M - 51 | M - 27 | M - 0 | M - 16 |
| Y - 0 | Y - 25 | Y - 22 | Y - 34 | Y - 9 | Y - 0 | Y - 21 | Y - 5 | Y - 0 |
| K - 0 | K - 45 | K - 53 | K - 45 | K - 4 | K - 1 | K - 8 | K - 0 | K - 0 |

PURPLES

The other spiritual color, purple is perceived as being “different”. Using colors like orchid, grape or lilac will communicate a unique individuality to your market.

| | | | | | | |
|---------|--------|--------|--------|--------|--------|--------|
| C - 75 | C - 27 | C - 36 | C - 24 | C - 23 | C - 39 | C - 15 |
| M - 100 | M - 82 | M - 44 | M - 63 | M - 91 | M - 54 | M - 30 |
| Y - 1 | Y - 12 | Y - 0 | Y - 2 | Y - 29 | Y - 30 | Y - 0 |
| K - 1 | K - 8 | K - 1 | K - 1 | K - 7 | K - 20 | K - 0 |

NEUTRALS

Our final group is neutrals, from taupe to silver to beaver fur. These colors communicate stability and harmony, and are great for backgrounds.

| | | | | | | |
|--------|--------|--------|--------|--------|--------|---------|
| C - 31 | C - 34 | C - 35 | C - 26 | C - 0 | C - 0 | C - 0 |
| M - 58 | M - 43 | M - 33 | M - 27 | M - 0 | M - 0 | M - 0 |
| Y - 87 | Y - 62 | Y - 49 | Y - 47 | Y - 0 | Y - 0 | Y - 0 |
| K - 44 | K - 21 | K - 11 | K - 5 | K - 30 | K - 60 | K - 100 |

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