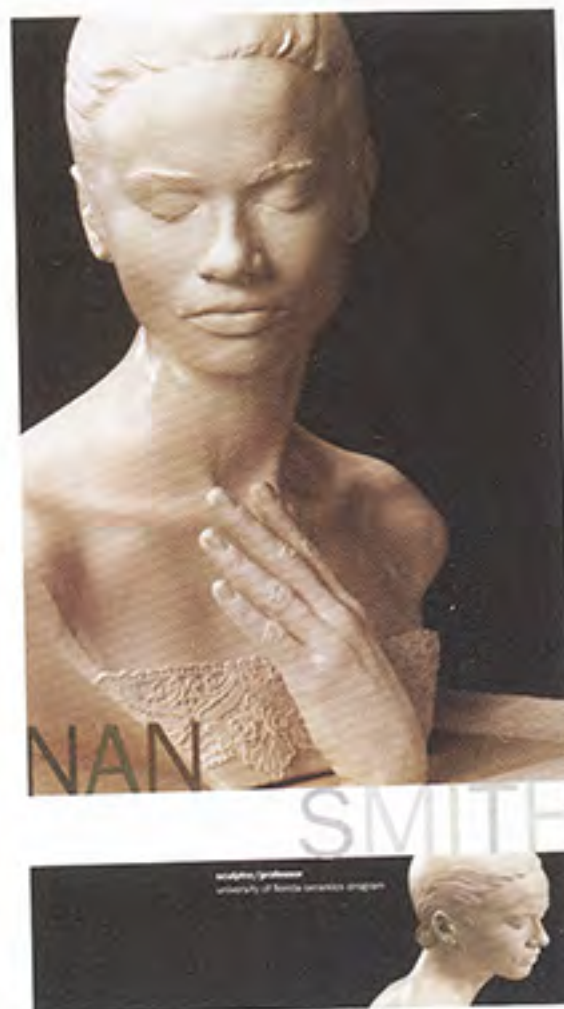




A **PANTONE**® Color Resource

COLOR: messages *and* meanings

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Gray is shade or shadow, mist and fog, so there can be a bit of mystery, depending on the imagery. It is this kind of ambiguity that lends an air of sophistication to the deeper grays, especially as they begin to approach black. Just as there are venerated statues, monuments and historical sites that are tinged with gray (even more so as they age) many variations of gray are seen as classic and tasteful. There is also an implied quality attached to anything that is so long lasting.

Because of this perceived neutrality, gray does have some interesting psychological connotations attached to it. The man (or woman) in the gray flannel suit is the perfect arbiter. He or she is deemed responsible, staunch, steadfast, accountable, solid, and resolute. They use their wisdom and "gray matter" (the brain) judiciously. This translates well into the corporate world where any of those traits, although seemingly dull, are most desirable. If those images are desired, know that neutrals are some of the very best backgrounds for more vivid shades. So, in a logo or brand identity image, a vibrant red or purple, for example, can create the excitement against the quiet assurance of gray.

