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# Shutterstock's 2020 Color Trends Report Predicts Colors on the Rise

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**Bold, saturated hues are expected to dominate many 2020 creative campaigns, based on data that matches pixels with image downloads.**

NEW YORK, Dec. 3, 2019 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a leading global technology company offering high-quality assets, tools and services through its creative platform, today launched its 2020 Color Trends report. By analyzing billions of pixel data from images downloaded, and then mapping each pixel to its closest named hex code, the report reveals which colors had the greatest growth between 2018 and 2019, as well as local favorites from around the world. Shutterstock's 1.9 million customers include designers, marketers, creatives, and bloggers who are often working months in advance on campaigns and projects. Their download choices help to forecast trends in the year ahead.



The colors that have grown the most in popularity include:

- **Lush Lava**- #FF4500: a bold and fiery orange-red that quickly catches the eye—the noticeably warm color will help companies draw attention to their brand.
- **Aqua Menthe**- #7FFFD4: a vivid, cyan-tinged mint shade that is perfect for conveying a playful, modern, and outgoing brand personality.
- **Phantom Blue**- #191970: a rich navy with significant depth, mimicking a dramatic night sky—ideal for more professional, mature brand look and feel.

"In a visually crowded media and advertising world, standing out is both an art form and a challenge for brands. Color is naturally a powerful tool in helping brands garner attention with their audiences in an effective and meaningful way," said Lou Weiss, Chief Marketing Officer at Shutterstock. "As we look to 2020, the data shows a clear shift from the turbo-charged neons of 2019 to more elevated, bold, and saturated colors that command attention in a sophisticated way."

In addition to the top three fastest-growing colors in popularity globally, the report also highlights the top trending color for 24 countries. From a mossy green in South Korea, to a dark orchid in Brazil, these shades show local favorites across different regions, which are also based on year-over-year growth.

To learn more about the top trending colors around the world, click here.

**About Shutterstock, Inc.**
Shutterstock, Inc. (NYSE: SSTK), directly and through its group subsidiaries, is a leading global provider of high-quality licensed photographs, vectors, illustrations, videos and music to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 1 million contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 300 million images and more than 16 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company also owns Bigstock, a value-oriented stock media offering; Shutterstock Custom, a custom content creation platform; Offset, a high-end image collection; PremiumBeat, a curated royalty-free music library; and Shutterstock Editorial, a premier source of editorial images for the world's media.

For more information, please visit www.shutterstock.com and follow Shutterstock on Twitter and on Facebook.

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