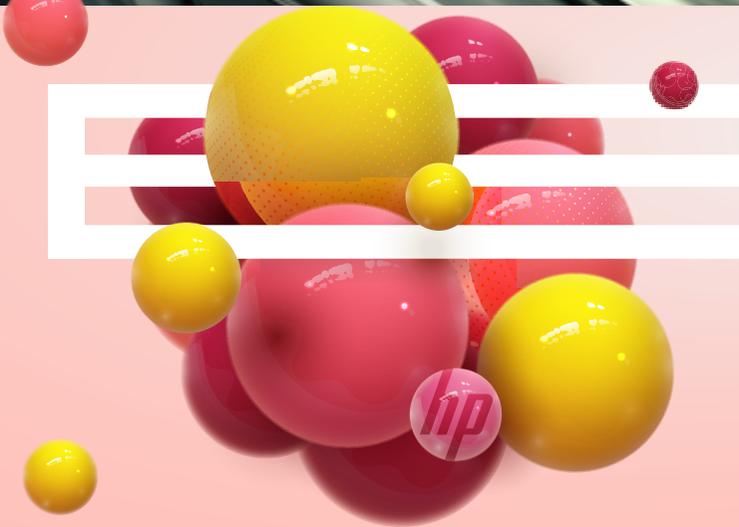


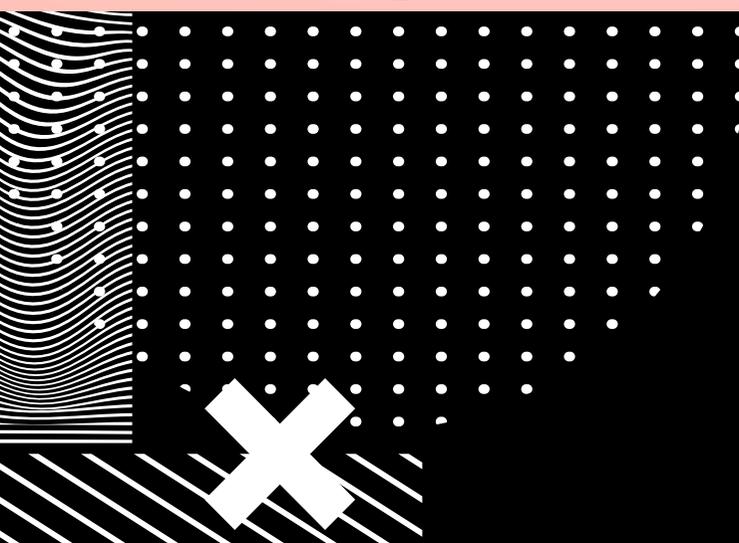


19-4052



Break rules

Shatter boundaries



7 COLOR TRENDS
& TECHNIQUES FOR
SHOW-STOPPING
DESIGN



DESIGN WITHOUT LIMITS

INTRODUCTION

For the creators, the visionaries, the pioneers, the upstarts, this is a moment to resist, reimagine, and reinvent. At the start of a new decade, even the smallest spark of an idea holds limitless potential. These are ideas that reject convention and blur the boundaries between the physical and digital worlds, between what's impossible and what's inevitable. With an energy that can't be contained, they help us see the world in brighter, bolder, more audacious color.

The following pages seek to capture this boundless energy and optimism in seven trends, each brought to life by HP Indigo Digital Presses and ElectroInks. From the re-emergence of a classic, to the rise of cosmic metallics, these trends chart the trajectory of digital design by taking the pulse of the culture today.



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BLUE NEVER FELT SO GOOD

CLASSIC BLUE: A TIMELESS TONE-SETTER FOR THE NEW ERA

Culture continues to move at a frenetic pace, whether it's style, entertainment, or human interactions. What's in today is out tomorrow. Still, there's a longing for anything that lasts. Classic Blue is an enduring symbol of tranquility, confidence, and trust. It inspires hopefulness, connection, and a return to wellness. Facing immense uncertainty, this familiar shade represents a port in the storm and a starting point for the adventures to come.



HP Indigo offers self-mix custom colors off-press or Pantone® licensed spot colors, matched to any swatch or color sample on specified substrates. With HP Spot Inks, brands can ensure accurate brand colors and maximum consistency.

REAL IS WHAT YOU MAKE IT

DREAMY, ABSTRACT ILLUSTRATIONS
IN FUTURISTIC COLOR SCHEMES
CAPTIVATE RESTLESS SCROLLERS

If it evokes an emotion and demands a reaction, who cares if something's "real" or not? As brands' online and "IRL" identities continue to merge, and the fight for consumers' attention keeps heating up, branding imagery is getting more imaginative and delightfully abstract. This is especially true on social, where futuristic colors like glowing greens, rich purples, and blazing pinks pop right off the screen and stop scrolling thumbs dead in their tracks.

 **HP Indigo ElectroInk Vivid
Pink & Vivid Green**

Enhance the quality of photos and premium prints with rich, deep colors, and extend the color gamut to create vibrant blues with HP Indigo ElectroInk. Achieve the bright, powerful colors that illuminate the vividness of true life.



DARK AS NIGHT

DARK MODE: A SHARPER, SLEEKER, DARKER SHADE OF COOL

Dark Mode as a user experience is on the rise. Across devices, apps, and websites, its growing popularity among today's digital natives suggests that light-on-dark color schemes offer more than just a contrarian aesthetic—they can actually make for a better UX. Light and saturated colors pop against the dark background, creating high contrast for enhanced readability and greater personalization.

 **HP Indigo Electrolnk
Premium White**

Deliver bright white and an opaque white backing for enhanced colors on colored, metalized, kraft, and clear substrates. Offer the widest range of opacities in a single print process, with exceptional quality at high productivity.



CLEAR AS DAY

LIGHT MODE: VIVID CONTRAST INVITES NEW COLOR COMBINATIONS AND TRANSLATES BEAUTIFULLY TO PRINT

 HP Indigo Electrolink
Light Light Black

Light Light Black enables smooth highlights and accurate colors for the highest-quality professional photography standard, in both black and white and color photographs, with no rosettes in dark areas.



SHOW 'EM YOUR

RULE-BREAKING TYPE MAKES A BOLD STATEMENT

Smart brands know better than to serve up cookie-cutter messaging, and the smartest are putting a unique spin on their typography as well. That's because the most exciting ideas are never impeccably formatted or perfectly centered. They're bold, dynamic, and imperfect, emerging from the margins to defy convention and push boundaries. So it's no wonder that designers are scrapping the rulebook to do their own thing, using variable fonts to make a statement that words alone can't express.

TY
PE

FACE
CE



HP Indigo 12000
HD Digital Press

Using a breakthrough high-definition imaging system, this press delivers the sharpest prints in the industry. The HD writing head sets a new quality benchmark, surpassing offset. And for photo and high-end jobs, double the print resolution for ultra-smooth, high-detail, gallery-quality prints.

THROUGH ~~ROSE~~-COLORED GLASSES

OPTIMISM RUNS HIGH WITH VIBRANT,
SATURATED COLORS

In their art, fashion, and attitude, the new generation of makers and shakers exudes a confident, urgent optimism. No time for wishful thinking—they're boldly pursuing their passions and speaking their dreams into existence. Instead of soft pastels, this modern optimism manifests as radiant, saturated shades like Lush Lava, Aqua Menthe, and Phantom Blue. Such vibrant colors exemplify the shift toward maximalism and the desire to make the world a brighter place.



Enable an extended color gamut with the largest variety of inks available in the digital printing industry. With the capability to print five, six, even seven colors together, and vary the number of impressions per single color, this power duo offers major enhancements in color quality, range, fidelity, and luminosity.

REVEL IN EVERY SHADE UNDER THE SUN

FADE-RESISTANT COLORS SHINE BRIGHTER IN OUTDOOR APPLICATIONS

Dull, sun-bleached signage is no match for the alluring glow of the screen, so colors in the physical world must shine brighter than ever. Buoyed by fade-resistant ink technology, marketers are amping up their out-of-home displays with out-of-this-world brilliance to maximize brand exposure. On outdoor displays, packaging, and everywhere in between, these striking, multi-dimensional colors grab hold and don't let go.

HP Indigo ElectroInk
Fade Resistant Yellow,
Magenta and Orange

Offer full CMYK OVG fade resistance for longer lasting colors in outdoor applications with an ink set reaching blue wool scale 6-7, with violet for packaging.

PAINT THE GALAXY GOLD

THE RISE OF
ELECTRUM AND
THE SECOND
GOLDEN AGE OF
SPACE FLIGHT

The new decade promises major technological breakthroughs, none more ambitious than the launch of space tourism. From NASA to SpaceX and beyond, interest in space travel is booming, and one trending color has captured the excitement of the final frontier: Electrum. A naturally occurring alloy of gold, silver, and trace amounts of other metals, Electrum's green-gold tone evokes the complexity of the cosmos and reflects the anticipation for this new era of exploration.

 HP Indigo
ElectroInk Silver

Create spectacular metallic effects to the color gamut with a flexible digital printing process. Easily reach a wide range of metallic colors, while leveraging all the benefits of digital printing and saving on media costs.



**Learn more about HP Indigo Digital
Presses & ElectroInks**

www.hp.com/go/Indigo-ElectroInk

