



## Shutterstock's 2021 Color Trends Report Visualizes Hope and Opportunity with Top Colors

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### Rich colors found in nature will dominate in the year to come, based on Shutterstock's analysis of pixel data together with image download data

NEW YORK, Nov. 17, 2020 /PRNewswire/ -- Shutterstock, Inc. (NYSE:SSTK) a leading global creative platform offering full-service solutions for brands, businesses and media in need of high-quality content, tools and services, today announced its [2021 Color Trends](#) report. By analyzing pixel data from the year's top downloads and mapping each pixel color to a HEX code, the report reveals the three fastest-growing colors that will tell the story of 2021, as well as local favorites from around the world.



The top three 2021 colors include:

- Set Sail Champagne (#FAEBD7): a soft, glowing tint of white evoking an escapist desire to embark on a new journey.
- Fortuna Gold (#DAA520): a rich shade of gold representing the chance happenings and happy coincidences found in life's moments.
- Tidewater Green (#2F4F4F): a deep teal with touches of yellow and blue—just like the constant ebb and flow of ocean tides, this color is a reminder that change is a given.

"For years, brands and agencies have used bold colors to stand out in a crowded content landscape; however, 2020 has forced creatives to be more purposeful in their strategies. We see them turning to optimistic colors that inspire a sense of hope—a sense that positive change is coming," said Flo Lau, Creative Director at Shutterstock. "With nearly 2 million global customers leveraging Shutterstock's library to create innovative, fresh and timely content for their campaigns and projects, their recent download choices are reflecting a shift in creative thought. They're leaving behind the bright, saturated hues that defined 2020 and moving towards 2021 with a rich, natural palette that speaks to new opportunities, and more simply, a desire to get outside and get away."

Dive into Shutterstock's [2021 Color Trends](#) report to explore the top trending colors around the world.

#### About Shutterstock

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 350 million images and more than 20 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include [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](#) and [videos](#) for the world's media.

For more information, please visit [www.shutterstock.com](http://www.shutterstock.com) and follow Shutterstock on [Twitter](#) and on [Facebook](#).



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