



MONOTONE

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• PALETTE •



MONOTONE

Collection

PALETTE SERIES N° SEVEN

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NEW SINGLE-COLOUR GRAPHICS



THE 7TH VOLUME OF
PALETTE COLLECTION



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Colour is not the mere graphic element in visual design but it has significant impacts on message constructions. Single colour design dares designers to create variety out of singularity, and distinctiveness out of ordinary. When done well, monochrome designs leap out in the world of visual frenzy, and project ideas in a compact and powerful way.

As the seventh of the colour-focused PALETTE series, **Monotone** picks out 110 recent works that consciously capitalise on a sole colour or a tonal palette to make a loud noise. From brand identities and packaging, to product and interior designs, this book showcases compelling solutions that epically play with colour formulations, materials, printing techniques and graphic details to make a unique appeal.