



Charles Rutenberg revels in colorful celebration: Company's purple is 2018 Pantone Color of the Year

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Plainview, NY Charles Rutenberg Realty, Inc. is recognized for many things – talented sales professionals, offices, agency credentials – but, the most might be the rich purple color in its marketing materials. And, this year, even the design world recognizes the ingenuity of this bold color choice – with the Ultra Violet hue being selected as the 2018 Pantone Color of the Year. Long considered the color of royalty, Pantone chose this blue-based purple because it is provocative, visionary and indicative of a brighter tomorrow.

“For Charles Rutenberg Realty, which has utilized the rich hue since its inception in 2006, this recognition coincides perfectly with our mission for 2018 – continued growth and, like the color, setting trends for our industry,” said Joe Moshé, founder/broker, Charles Rutenberg Realty, Inc. “Historically, this purple is known for representing wealth and power, and we hope that our agents and clients have an especially successful year worthy of this symbol.”

According to the Pantone Institute, this rich purple color is the most complex you can get as it combines colors that are essentially polar opposites. Interestingly, the color was actually developed by a chemist, who created it by happenstance when he was working on a cure for malaria. Though the color has most recently been used to depict ominous storms and fire conditions, it has long been used in symbolic elements for those who practice mindfulness and mediation.

“One thing is for certain,” said Moshé, “Charles Rutenberg purple is definitely eye-catching.”

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