

An aerial photograph of Lake Como, Italy. The water is a deep, vibrant blue. Several sailboats with white sails are scattered across the lake. In the lower right, a small, forested island is visible, featuring a large, light-colored building with a dark roof, surrounded by dense green trees. The sky is a clear, pale blue.

# Brissago Blue

Color developed by  
**PANTONE®**





# Brissago Blue

Brissago Blue is an effervescent blue hue that instantly transports us to the crystalline waters surrounding the magical paradise of Isole di Brissago.

Inspiring our desire for a relaxing and revitalizing escape, Brissago Blue stirs our imagination, conjuring up visions of outdoor recreation and bountiful opportunities to participate in water sports.

Reminiscent of the languid sub-tropical waters found in this Mediterranean climate during the spring and summer seasons, a refreshing blue hue that is cooling and reassuring, yet imbued with a liveliness whose buoyancy suggests an underlying and inviting warmth.



\_effervescent...refreshing...cooling...reassuring...  
lively...buoyant...inviting...