

key colors



“Naturban”

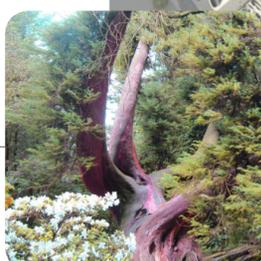
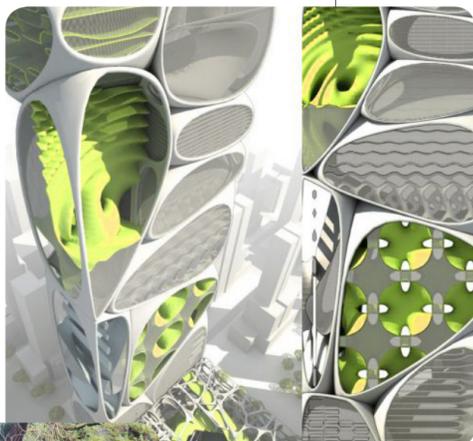
Color Marketing Group announces “Naturban” as the Asia/Pacific key color for 2016+.

“Naturban” will emerge as a hue to blend natural and urban living.

This yellow hue captures the best of both worlds. It reminds us of the beauty of nature and its warm caress; however, it is also energized and buzzes with the energy of a vibrant city. The duality of the color’s inspirations make it an essential future hue in terms of urban life, so teeming with energy and, yet, desiring the escape of the great outdoors.

Nature expeditions are fine, for a while, but we remain urban dwellers at heart. The importance of a touch of nature in our lives will remain important, as long as it’s comfortable and does not bite, sting or itch!

Expect this color to appear in residential home as well as consumer electronics and fashion; anywhere you want to inject a bit of nature. It will also be used in hospitality scenarios where it will add energy to traditional colors of navy, dark red and plum.



Color Marketing Group introduces “Brave” as the European key color for 2016+.

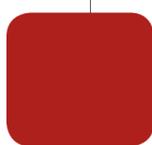
“Brave’s” red burns with the passion of taking a stand.

As humanity rushes forward in new directions, its people are insisting on taking a stand against oppression and inequality, but with a positive energy and outcomes. The energy of “Brave’s” red suggests the passion that drives us to fight the good fight.

Whether in fashion and accessories, designed environments or graphic design, it can be fired up with purpose or represent the beating heart that propels us forward with blood surging through our veins.

A color that has a life of its own, it will be enhanced further with glossy sheens and metallic glow that speak of “Brave’s” fire from within. Whether on automotive finishes, wood stains or the matte of a fabric, this red will lift the spirit of everything it caresses.

It is, through it all, a positive hue. It is the love of doing something that drives passion and creates the energy to recapture our selves. It is a new era a truth with youth culture embracing and mature generations rediscovering their passions. The passion of self expands to the passion for many and the protests that may occur are driven by the love and passion that people feel.



“BRAVE”



Color Marketing Group announces “Maiz” as the Latin American key color for 2016+.

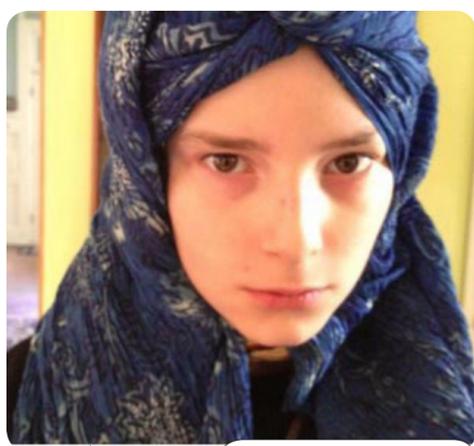
“Maiz” reflects the basics of life and the power of cultures moving forward.

Latin life begins with corn in the Andean countries and “Maiz” represents the fertile nature of Latin America, the strong roots of culture and growth towards a stable future. A symbol of fertility and birth, it represents the beginning of life and its many hues echo the variety of races. As we have many colors of races, we have many colors of corn.

A slightly softened, yellow hue, Maiz will emerge as an important color in fashion and home. Though predicted to be used as an accent color, the hue will energize spaces and wardrobes with its important, positive, glowing appeal. For fashion, a key jacket, perhaps, or bold accessory, and for interiors, a statement piece of furniture or room color.

An ideal coordinate to other emerging colors in Latin America’s “Wonders” story, it will pair well with hot pink, watery turquoise and a nature driven green. Together, they tell the story of exciting cultures moving forward. At the root of the story though, is the key color of “Maiz,” a part of life from beginning to end.

“maiz”



Color Marketing Group establishes “Uni-blue” as its key color for North America 2016+.

“Uni-blue” is a new, directional blue that celebrates all genders and generations.

Blue, a perennial favorite color, is evolving to tell a broader story of unification and equality. Emerging from the “@ease” ‘Femi-nation’ story, “Uni-blue” is the new unisex blue that balances the difference within genders, as well as cultures and generations.

It represents the continuum that connects spaces, people and ideas not only in life, but, in color. Uni-blue is a deep chromatic blue highlighting the transition from cobalt blue to a blue of deeper substance. It recognizes the conversations we will have and the newly even playing field on which we will meet.

The importance of day-to-day ease is alive in this hue. It is expected to evolve in fashion, interior home and hospitality embracing textured fabrics, slick, glossy material finishes and be enhanced with special effects. “Uni-Blue” offers an emphasis on the acceptance of purity, value and saturation, in color as well as design, pattern and style. The unifying mood of this blue will allow it to pair well with colors ranging from dusky to bright, warm to cool and designs from contemporary to traditional.



“uni-Blue”

