

2019+ NORTH AMERICAN KEY COLOR

TBD

Sharp, almost angular yellow. This key color is represented in two very different trend stories and has a powerful role. When sunny and happy, we embrace the bold, and live for today. When anxious, it is our call to action, attracting attention and gives warning. Tomorrow is TBD.

Supports: Action Rec, Consumer Goods, Consumer Technology, Contract, Exterior, Fashion, Home, Special FX, Transportation, Visual Communications.

