



color

alert 2021 Key Color | Renacer

LATIN AMERICA

@ColorSells



Preview a 2021 color that is a dark, highly saturated violet hue that connects nature and spirituality.

Renacer, a CMG Latin American Key Color for 2021+, embodies the rebirth Latin America. Latin American color experts determined that it embraces multiple elements of society, amidst the spectre of global events.

Weaving the landscape with multiple cultures, **Renacer** translates the multiplicity of the region to a complex hue that reflects the DNA of its internal color influences. Red and blue merge to create the underlying violet color, and black is added to create depth and a mature definition.

Able to tell a story of depth and compassion, **Renacer** will appear in graphics in print and digital works with its balanced, yet powerful look. Packaging and consumer goods will also embrace this hue as a color with a powerful message, but still connects to the past, nature, and humanity.

Fashion often sends a message before the wearer says a word and **Renacer** will convey the same messages here as it does in graphics and visuals. The importance of its “key color” designation underscores its use in fashion for wardrobe staples as well as accessories, and garments for all genders and generations. **Renacer** makes its statement for the future, for all.

Standing strong on its own, **Renacer** is also an important hue to combine with others such as yellow, green, pink and blue; all hues that connect planet to humanity and the animal world. It has the power and presence to take on high gloss, as well as matte and metallic, finishes, and with that can translate its color to elevating various product lines such as transportation, consumer electronics, and recreational items to a new level.

Grounded with cultural roots, with eyes cast forward, **Renacer** is the color conduit to achieve those goals.

2021 KEY COLOR CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Samantha MacLean