



CMG 2023+ KEY COLOR

NORTH AMERICA



BOHLD

A true, unnuanced, neutral black, Bohld is a grounding, rich, universal hue representing strength and power moving to new days. It allows us to make equally serious and joyous bold statements. Its darkness is not sad nor subdued, but rather contemplative and expressive, exciting, and courageous. Bohld celebrates diversity and inclusion, a color of positive transformation! Bohld celebrates You!

The reckoning of race, gender identity, age, accessibility, financial inequity, and prejudice will usher in a culture that overpowers fear with friendly demonstrations and mindful dialogue, deeply inspiring and embracing the changes underway.

Diversity, inclusion and belonging are no longer ordinary words, but rather key concepts resounding strong value implications on all levels. While diversity represents different people within an organization, inclusion ensures that everyone has an equal opportunity to contribute to, and influence, every part and level of an organization, and belonging ascertains that everyone feels safe.

Diversity and inclusion are not merely noted and accepted, they are embraced and honored. Through product design, brands will further represent visible minorities to better celebrate all their client base. In the skies, some airlines are adopting gender-neutral greetings to be inclusive of all passengers on a flight. Consumers are choosing to do business with companies demonstrating a proven commitment to diversity and inclusion practices.

Black is an ancient color that has often received a second-place stance but will now have its moment to shine. Bohld gives a voice to the silenced and the unnoticed. In the absence of light, it embodies the sum of all colors. Its silent "h" does not shadow the symbolism of the peaceful yet elegant declaration that this achromatic color announces, but rather acts as an insignia for the whispered assertion it spreads. Bohld steps forward as a representation of positive and progressive change. It has no physical or virtual boundaries and touches many demographics on a global scale.

Bohld may act as a powerful, escort for all other colors, as a new expression of passion and power, but it stands equally proud on its own, assuming the sophistication inherited from decades of timeless history in the design and color chronicles.

Bohld is anticipated to emerge on a global scale in various market segments such as Appliances, Architectural Commercial & Residential Exteriors, Automotive Interiors & Exteriors, Fashion & Accessories, Furniture Interiors, Home Décor & Accessories, Lighting, and Textiles.

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