



CMG™

CMG 2024+ KEY COLOR

ASIA PACIFIC



CONNECTION

A red-influenced, medium chroma blue, **Connection** is a dynamic color which depicts the integration and connection of the virtual world with our awakened reality.

The year 2024 demands that we behave differently from how we did during the height of pandemic years. We need to implement new innovations, improve supply chain management, and collaborate toward reconnecting the global sphere with a strong sense of urgency for the care of our planet. The integration of the virtual world with the real world and its association with technological advances calls for a key color that provides strength and vibrancy with a sense of urgency.

While a part of us seeks to escape our day-to-day routines and stresses through either virtual worlds or in nature, there is another part that seeks a deeper connection with our neighbors and community. **Connection** is a symbol of new innovations and conveys a sense of connectiveness between the real and virtual worlds in order to create a well-supported community. It represents communication and connectivity.

Connection is suggested in either matte or glossy finish and is anticipated to appear in markets in the Asia Pacific region, such as Commercial Interiors, Consumer Goods, Textiles and Visual Communications.