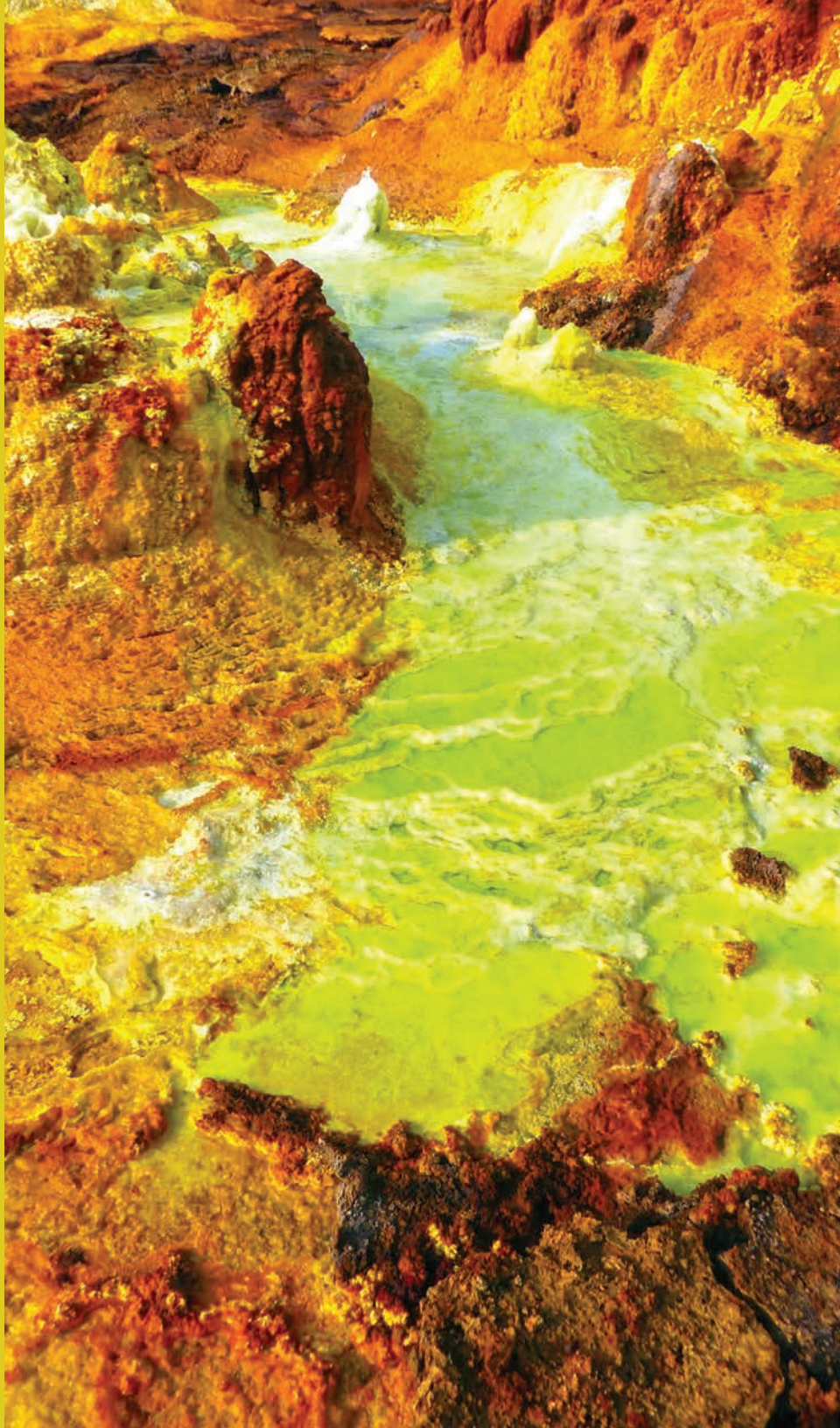




CMG 2024+ KEY COLOR

NORTH AMERICA



# AZOIC

A green-based, high chroma yellow, **Azoic** oozes with a charm particular to hot springs rich with minerals and earth deposits. This nutrient-rich color personifies the primeval motor system that controls our involuntary functions as we face the mysterious and unfamiliar. Owing to its green component, **Azoic** may seem ghostly, spectral, and sterile, impersonating an ashen expression in front of danger or referencing the disadvantage of technology.

The multiple utterances of **Azoic** communicate different moods to different individuals in different settings. **Azoic** is a warm and cold color at the same time. It can transport us to a bottomless yet shallow place simultaneously. It has a strong spatial intensity, but it gives the impression of being fathomless. It can be inoffensive but can become toxic. It can illustrate coalescence or clarify disintegration. It can play to the tunes of pessimism and toxic positivity.

**Azoic** is a new entrant and original direction for the yellow family. Its originality stems from its complex and intricate tonality casting a power to transcend the boundaries of convention and coexist peacefully. **Azoic** is a color that mirrors the uncertain, ambiguous, and impending times ahead. In a metallic, color shift effect, **Azoic** may denote the sophistication and elegance of foretimes with a space-age charm.

**Azoic** is anticipated to emerge within the North American market in industries such as Automotive Exteriors, Fashion & Accessories, and Home Decor & Accessories.