

# The Color Marketing Group

## 2006 CONTRACT COLOR DIRECTIONS

Color Marketing Group (CMG), founded in 1962 and based in Alexandria VA, is an international, not-for-profit association of 1,300 color designers. Color designers are professionals who enhance the function, salability and/or quality of a product through their knowledge and appropriate application of color. CMG members forecast color directions one to three years in advance for all industries, manufactured products and services. The Contract/Commercial Directions are important and influential, and represent the health care, hospitality and entertainment, retail, institutional, public spaces and office industries.

As for the CMG's other major forecast — Consumer Color Directions — more than 400 color professionals gathered late in April at the new Hyatt Regency in Denver CO to forecast which colors will be most profitable for consumer products. Color values was the conference theme. Color professionals and marketers from around the world are expected to attend. The end result of the conference: 2008 Consumer Color Directions forecast and a 2006/2007 Consumer Colors Current forecast. GDUSA will report on these results as soon as they are made public.



Trends that shaped the 2006 Contract Color Directions palette include:

Current palettes consist of colors that serve multiple markets. In 2006 we see a divergence of markets where color importance will be more segmented, making a more diverse palette necessary. A palette that reflects substance, an anchor: colors in contrast and bright hues in combination; multiple monochromatic colors used together; a more emotional response to color; uplifting, not shocking, colors.

The economy drives the color direction and fashion decides the choice. The word “Trendy” is the kiss of death; there is a need for beautiful colors that can be appreciated over a length of time. This includes: the rejection of bold patterns; texture as more important than pattern; design that is moving away from perfection toward the need for human touch; artisan-inspired design; and true color, as opposed to digital color

Design schemes are driven less by the personality of the design firm and more by the personality of the institution or company: corporate branding, and colors that represent who we are and what we stand for.

Other trends noted by the forecasters: aging population; retro; technology and innovation; using light as color; multiculturalism, latino and asian.



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### THE CONTRACT FORECAST COLORS FOR 2006 ARE:

#### MILL VALLEY

A botanical blue based green, refreshing and fashion forward. A balanced and harmonious, mid-value green that acts as a “go with” color.

#### TRENCH COAT

A darker Wet Concrete (2001 Established) reminiscent of tumbled stones. An architectural color, complex and hand-forged, one of a kind.

#### GOLDEN EYE

A fashion-driven color reminiscent of saris and Chinese silks, vintage, decisive, a more gold version of Passimente (2005 Directions).

#### “CREAMY” HOLLANDAISE

Yellow throws off its golden shroud and takes a brighter stand. Not too toned, not too clean, but speaks of balanced optimism.

#### MY BLUE HEAVEN

A little bit of calm and serenity, water-based clear blue. Fulfills a desire for a blue that's not too icy or cold. Peaceful, hopeful and realistic.

#### BAYVIEW

A renaissance of blue green that carries a tranquil yet majestic feeling. Needed to complement browns, golds and pinks.

#### FRANCISCAN FOG

A mysterious purple gray; thoughtful and introspective; fusion of sexiness, utility and luxury.

#### SNAPPY

A get real orange that elevates Optimism (2005 Directions) to its usable form. Copper-based and Eastern-influenced. Beautiful on matte or metallic finish.

#### SANTA CLAYA

An indiscreet blush of color kissed on the cheek. The direction of bringing warmth and heat to ordinary beige.

#### SWEET MELON

Like a slice of fresh fruit, enlivening, cosmetic color, true to the heart of coral. Reflects a desire to express pink in the context of the contract market.

#### RUBALINE

A crown jewel, regal, reflects the need for historical magenta with a global past. It has weight and substance, but does not look tired or grayed. It's Rosarita's (2005 Directions) prettier sister.

#### MARGHERITA

Rejuvenating, young foliage, influence of green on yellow, high-tech color with a human component.

#### TOKYO GREEN

An under-30's, urban, international green. Assertive. In-your-face in a nice way.

#### BLUE BLING

European influence, true-blue honest, invigorating, an action-oriented accent.

#### LUV-ENDER

A magical and playful, red-influenced periwinkle, intended as an accent with pink and coral.

#### BEEP-BEEP

Vivid and bright true yellow that sings with raw energy. Born in the 60's, matured in the 70's and alive and well today in Asian design.

#### SIMPLY PINK

Simply beautiful, a usable, retro-influenced color, think 70's graphic design and Schiaparelli pink. Neither blue- nor orange-based, just simply pink.