

# Color Marketing Group Reveals 2020 Key Colors



[Color Marketing Group](#) spotlighted the organization's forecasted key colors introduced at the 2018 International Summit in Philadelphia, Pennsylvania and emerging in the market in 2020.

These Key Colors are regional colors selected from the CMG 2020+ World Color Forecast.

A color suggestive of alternating currents, Electrum is the 2020+ key trend color for North America. The complex green-influenced gold metallic has a chameleon quality that allows it to shift between the two hues and take on altered energy in

concert with other hues. This is not a chameleon color to match the background, but one to enhance it.

Electrum represents different paths as 2020 approaches and symbolizes the complexity of the future. Color Marketing Group said its color intricacy will enhance everything from action/recreation to home accessories and the metallic influence of its gold will touch personal care products, - electronics and graphics.

Translating to seeing things how they are and how they are evolving, Ver-de-Verdad, Latin America's 2020+ Key Color, and new hue for the new decade, insists we perceive everything with a new perspective and determining exciting new action, per Color Marketing Group.

An expressive green color, balanced with yellow and toned with black, Ver-de-verdad is a hue that represents an increased awareness and knowledge of nature, of construction, and everything's place on the planet, the organization said.

The hue suggests healing, of journeys into the forest primeval, and the connected nature of the shared eco-system, according to Color Marketing Group. Ver-de-Verdad is egalitarian in use, embracing all manner of designed products and spaces, the organization said. Personal items, commercial

design, graphics, and art will all play canvases for its lush hue, CMG added.



Seed of Life delivers a statement of simplicity and origin that counters the busy-ness of life, CMG said. Born of nature, this warm, neutral beige delivers a trend-forward message, per CMG. This Asia Pacific Key Color for 2020+ succeeds in adding a sense of calm and connection amidst modern scenes, the organization noted.

Seed of Life is the antithesis of rampant technology; it is the color for going off-road, for exploring, and for returning to one's roots, according to CMG. It becomes the chromatic off-button to wind down and inhale a moment, CMG said.

Timeless in architectural applications, including residential and commercial interiors, it will also move into fashion and accessories, the organization said. With a touch of special effects, it will shimmer with metallics, or soothe with a matte finish.



Feel Real, the 2020+ and new decade's key trend color for Europe, is a color for life's journeys and experiences. Despite our augmented, virtual, sometimes disconnected world, at the end of the day, we need to engage with life that feels real, CMG explained.

Feel Real is an Earth inspired brown, is visually engaging and activates the senses for scent and touch in a way that exudes

sensuality, frivolity or surprise, per the organization. You can practically caress and smell the sweetness of this clay-like color, CMG noted. Whether in fashion, residential or commercial spaces, in a matte or satin finish, Feel Real offers the look to quench varied desires, CMG added.

CMG color alert 2020 Key Color | **Feel Real**

EUROPE



**Feel Real in the coming 20s!**

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Feel Real is a color that triggers the senses, imparts a sense of place and reminds us, always, to Feel Real.

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