



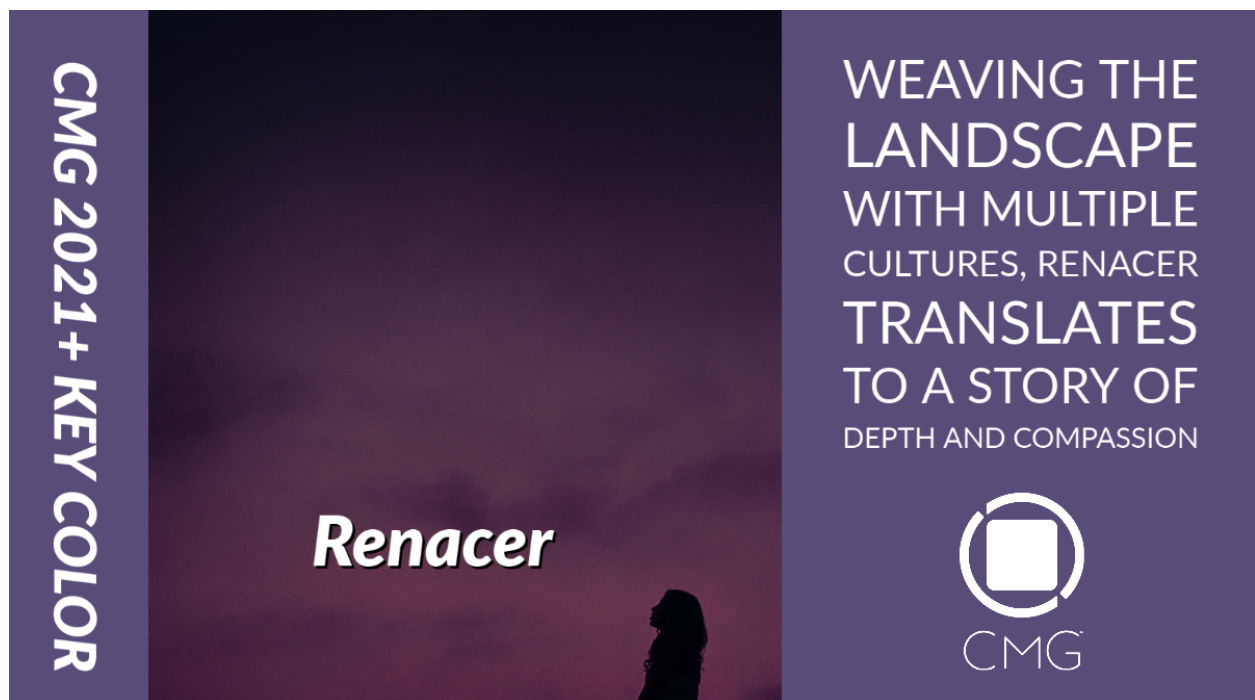
PRESS RELEASE

COLOR MARKETING GROUP® Previews 2021+ Latin American Key Color - Renacer

Summary:

Color Marketing Group, the leading international association of color design professionals, previews the organizations' Latin American forecasted Key Color revealed at the 2019 International Summit in Tucson, AZ late November and emerging in the market in 2021. The Color Marketing Group's 2021+ Latin American key color "**Renacer**" is a highly saturated violet that connects nature and spirituality and is one of 4 regional colors selected from the CMG 2021+ World Color Forecast™.

*The red and blue core of **Renacer** represent femininity and masculinity and its high saturation suggests the energy of forward movement.*



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Alexandria, VA, September 1, 2020 -- Preview a 2021 color that is a dark, highly saturated violet hue that connects nature and spirituality. **Renacer**, a CMG Latin American Key Color for 2021+, embodies the rebirth in Latin America. Latin American color experts determined that it embraces multiple elements of society, amidst the spectre of global events.

Weaving the landscape with multiple cultures, **Renacer** translates the multiplicity of the region to a complex hue that reflects the DNA of its internal color influences. Red and blue merge to create the underlying violet color, and black is added to create depth and a mature definition.

Able to tell a story of depth and compassion, **Renacer** will appear in graphics in print and digital works with its balanced, yet powerful look. Packaging and consumer goods will also embrace this hue as a color with a powerful message, but still connects to the past, nature, and humanity.

Fashion often sends a message before the wearer says a word and **Renacer** will convey the same messages here as it does in graphics and visuals. The importance of its “key color” designation underscores its use in fashion for wardrobe staples as well as accessories, and garments for all genders and generations. **Renacer** makes its statement for the future, for all.

Standing strong on its own, **Renacer** is also an important hue to combine with others such as yellow, green, pink and blue; all hues that connect planet to humanity and the animal world. It has the power and presence to take on high gloss, as well as matte and metallic, finishes, and with that can translate its color to elevating various product lines such as transportation, consumer electronics, and recreational items to a new level.

Grounded with cultural roots, with eyes cast forward, **Renacer** is the color conduit to achieve those goals.


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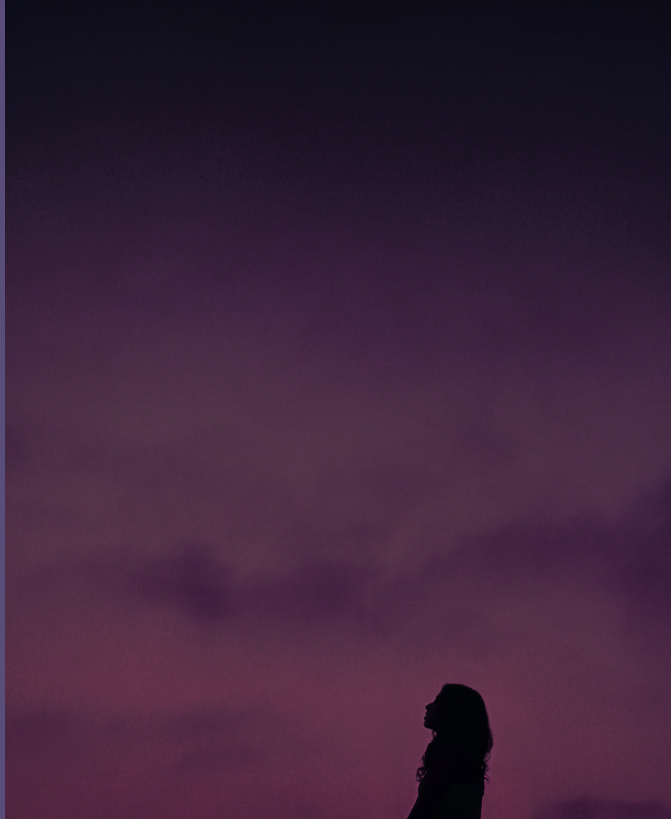
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**color alert** 2021 Key Color | **Renacer**



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2021 KEY COLOR CONTRIBUTORS: Judith van Vliet, Sandy Sampson, Mark Woodman, Samantha MacLean

About Color Marketing Group's World Color Forecast™

Color Marketing Group's multi-industry color design professionals collaborate globally to arrive at their directional color palette of 64 colors. These forecasted colors are supported by color stories that contain each color's drivers and influences two years ahead. Each of the four global regions identifies their Key Color from their 16 forecasted colors. Product designers across all industries have been influenced by Color Marketing Group's World Color Forecast for over 58 years.

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ABOUT COLOR MARKETING GROUP®

Color Marketing Group®, founded in 1962, is a not-for-profit international association of color design professionals who forecast color directions and is a forum for the exchange of all aspects color. Members represent a broad spectrum of designers, marketers, color scientists, consultants, educators, and artists. Color forecasting events are held throughout the world and the results from these events become part of the global World Color Forecast™ revealed at the annual International Summit. More information is available at www.colormarketing.org.

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File Attachment:

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