



color alert.

NORTH AMERICA

2022 Key Color | New Day

Transition, evolution, and moving forward will continue to define the world and its population as 2022 emerges. Questions of trust and truth have been debated with many answered, but still more to come. Color Marketing Group's North America 2022 Key Color, **New Day**, is the color response for a time still in transition.

New Day suggests confidence and familiarity to greet 2022 with a sense of comfort. A light, fresh blue with red influences, **New Day** is an inspiring color designed to convey the classic connotation of hope and new beginnings.

The gentle nature of **New Day** conveys the desire for a compassionate, civil emergence from the pandemic of 2020. Conditions were overcome and the expectation for 2022 is a strong move into a decade of happiness, economic growth, and wider spread prosperity. Optimism and perseverance are key elements to those goals, under-scoring the design and definition of **New Day** as the representative key color.

As calming as **New Day** may appear, its red undertone is a stimulation aspect of the color, making it ideal for practically any product application. From commercial to residential spaces, consumer goods to fashion, and graphic design, **New Day** is a color that stands for truth and hope.

For interior spaces, whether office, retail, or home, **New Day** will instill a breath of freshness. It is a color that inspires trust with its connection to nature so is well suited to create interiors that are welcoming and energized. Painted walls and ceilings appear more expansive, furnishings suggest friendliness and innocence, all when wrapped in the lightness of **New Day**.

Whether a phone cover, hairdryer, or polo shirt, fashion and personal items are set to embrace **New Day** as a color equalizer. **New Day** presents a color that is not only new, but suggests familiarity and ease. Genderless and ageless, it is a hue to blend with others, as well as allowing it to stand on its own.

New Day will also be found in graphic and industrial design as it takes well to different materials and easily accepts various sheen levels or special effects to create new aesthetics. Whether on interior textiles or coatings, fashion fabrics and accessories, or plastics and metals, it doesn't really matter. The key message of **New Day** stands true no matter how it is presented, it is a color to be trusted.

Hardships and devastating events can be endured as truths and progress emerge to reveal a **New Day**.

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