



bvcolorstrategy



Color Strategy, Forecasting and Expressions



**My favorite
crayon was
purple**

CONTEXT is what determines color meaning.



Our
BRAND

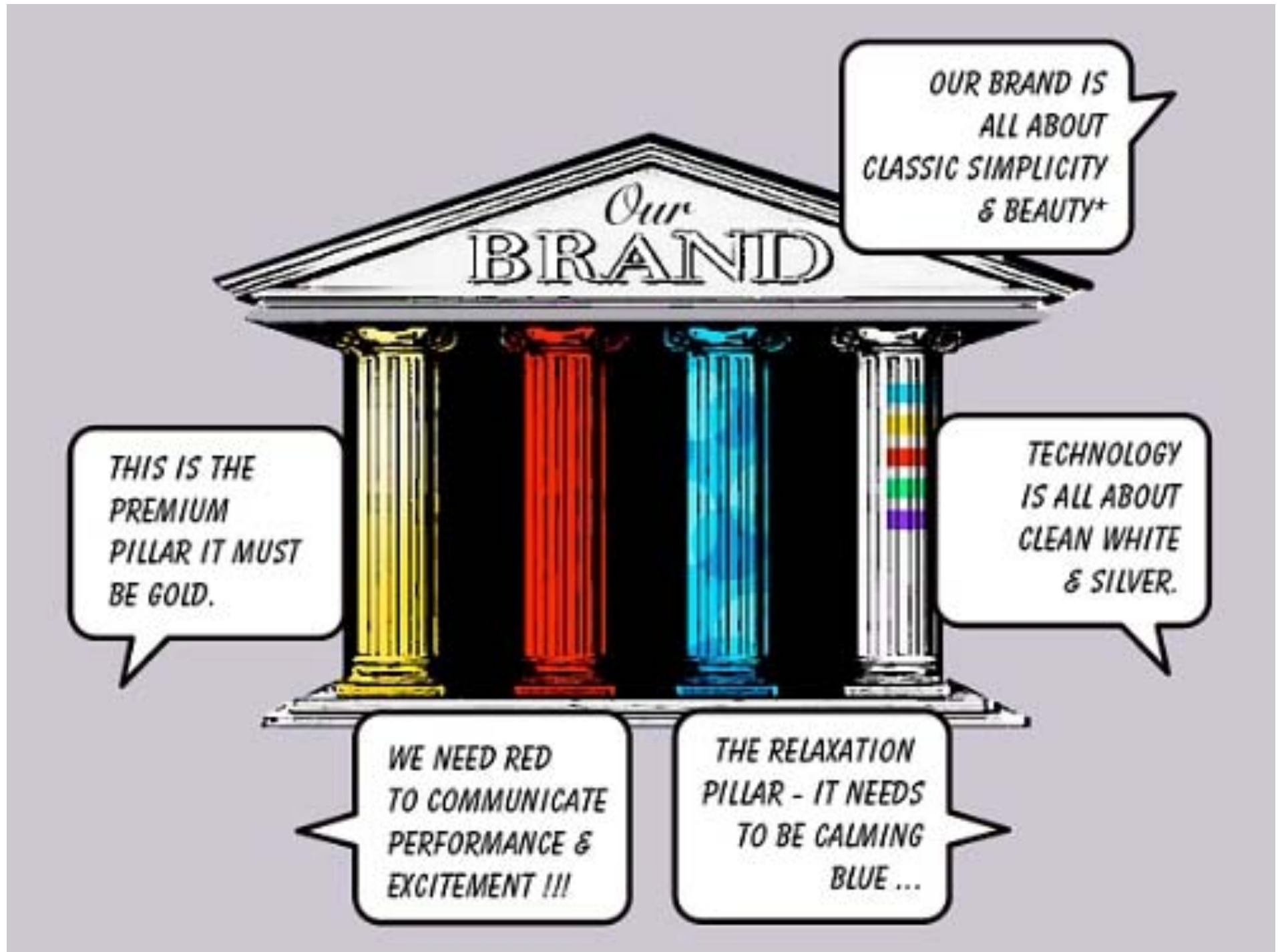
OUR BRAND IS
ALL ABOUT
CLASSIC SIMPLICITY
& BEAUTY+

THIS IS THE
PREMIUM
PILLAR IT MUST
BE GOLD.

TECHNOLOGY
IS ALL ABOUT
CLEAN WHITE
& SILVER.

WE NEED RED
TO COMMUNICATE
PERFORMANCE &
EXCITEMENT !!!

THE RELAXATION
PILLAR - IT NEEDS
TO BE CALMING
BLUE ...



Landor



Walter Landor helped invent branding. We've been reinventing it ever since.



FRESH COLLECTION

NEW

Old Spice®

DENALI

ANTI-PERSPIRANT
& DEODORANT

Aluminum zirconium tetrachlorohydrate Glycol copolymer
ANTIPERSPIRANT/DEODORANT NET WT. 2.5 OZ (71 g)
10811212

FRESH COLLECTION

NEW

Old Spice®

FIJI

ANTI-PERSPIRANT
& DEODORANT

Aluminum zirconium tetrachlorohydrate Glycol copolymer
ANTIPERSPIRANT/DEODORANT NET WT. 2.5 OZ (71 g)
10711134

FRESH COLLECTION

NEW

Old Spice®

MATTERHORN

ANTI-PERSPIRANT
& DEODORANT

Aluminum zirconium tetrachlorohydrate Glycol copolymer
ANTIPERSPIRANT/DEODORANT NET WT. 2.5 OZ (71 g)
10711134



CLAIROL

PERFECT 10

high speed high gloss color in just 10 minutes
with long lasting gray coverage

nice'n
easy

CLAIROL

PERFECT 10

high speed high gloss color in just 10 minutes
100% long lasting gray coverage

nice'n
easy

CLAIROL

PERFECT 10

high speed hair color in just 10 minutes
with long lasting gray coverage

nice'n
easy

PERFECT 10

PERFECT 10

PERFECT 10







MADE IN GREAT BRITAIN
THE ORIGINAL CELEBRATED
ALTOIDS
CURIOUSLY STRONG
NATURAL FLAVOR WITH OTHER NATURAL FLAVOR
TANGERINE SOURS
NET WT 1.76 OZ (50g)

TANGERINE SOURS

PRESS

GILFILLAN & ROYSE®

MADE IN GREAT BRITAIN
THE ORIGINAL CELEBRATED

ALTOIDS®

CURIOUSLY STRONG

NATURAL FLAVOR WITH OTHER NATURAL FLAVOR

CITRUS SOURS

NET WT 1.76 OZ (50g)



FERRARI FOODS

Ferrari
FERRARI
LAND
TICO

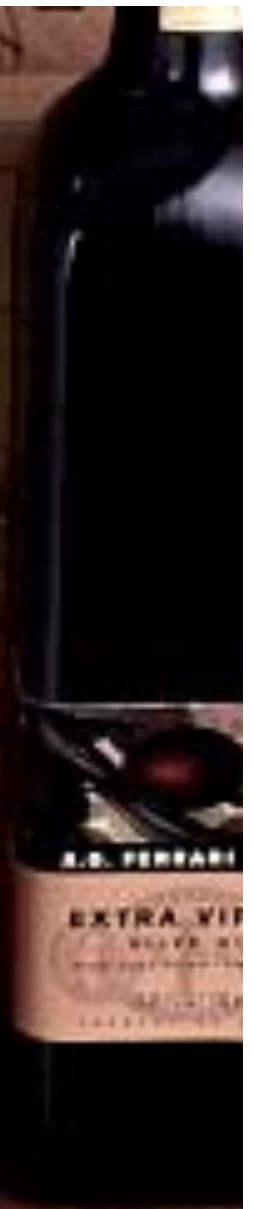


G. FERRARI



TRADIZIONE

FRATELLI DI CORONA
1845 - 1900











CITROËN



SUPER BOWL

XLV



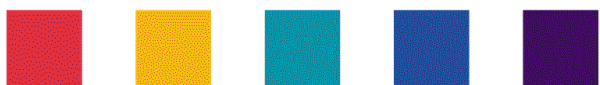
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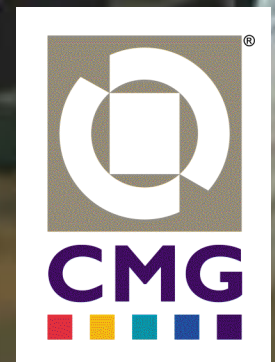
SALT LAKE 2002





CMG







Color Strategy

Color Strategy

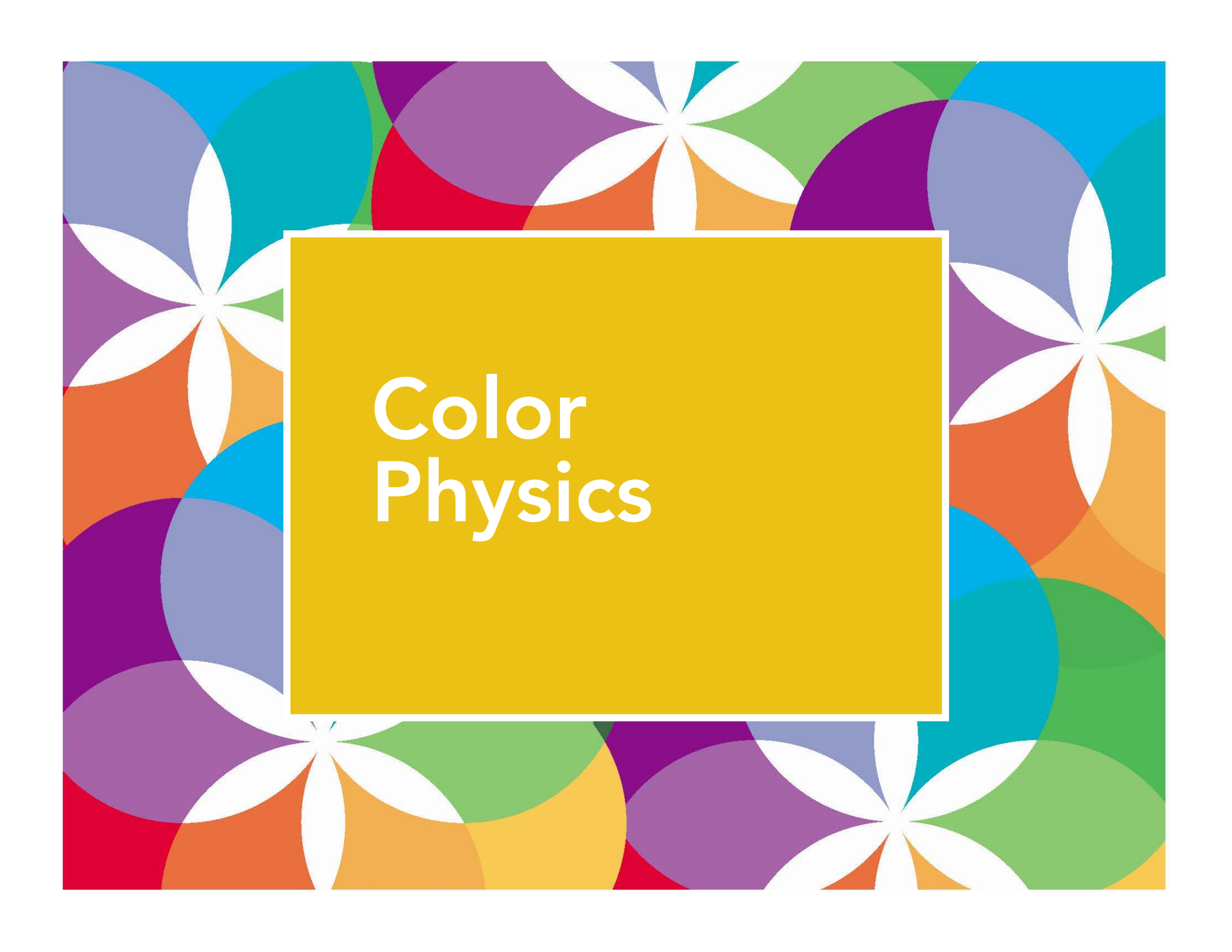
The Five Elements of a Successful Color Strategy

- Color physics
- Color and culture
- Color psychology
- Color fads, trends and cycles
- Color influences and forecasting



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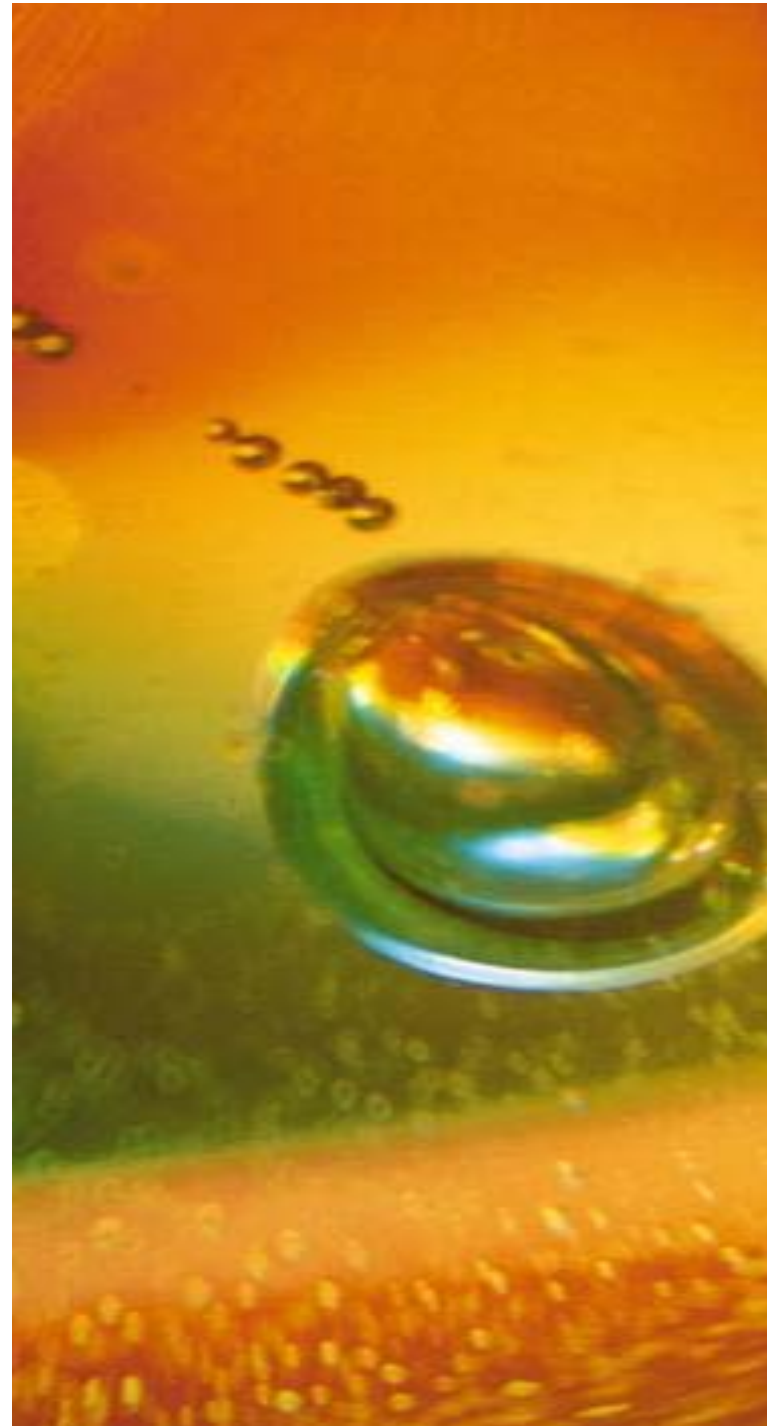




Color Physics

Color Essentials

- An Object
- A Light Source
- An Observer





Color and Culture

Colors and Culture

- Colors of State
Identify specific national and political groups
- Colors of Religion
- Color Conventions
- Colors of Groups
Sports teams, Corporations, Organizations, Schools
- Colors of Holidays and Celebrations



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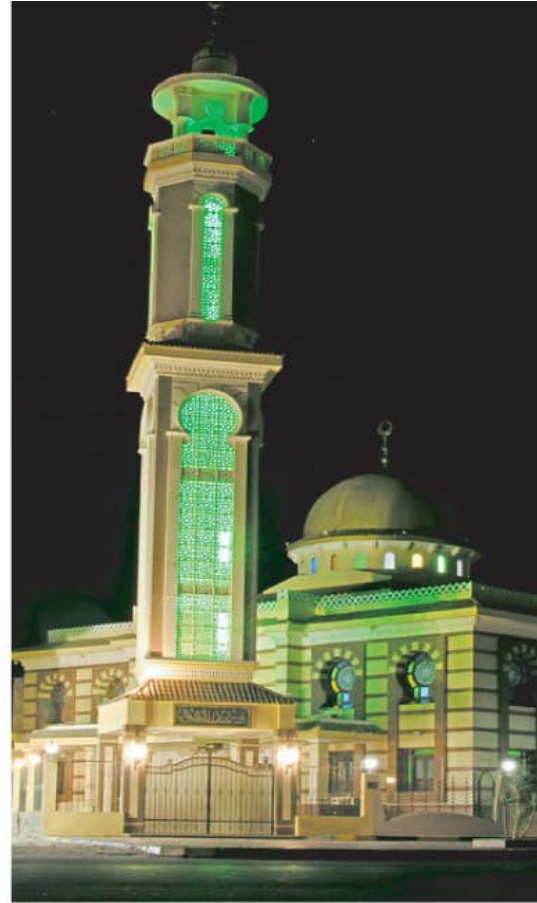


Colors of State

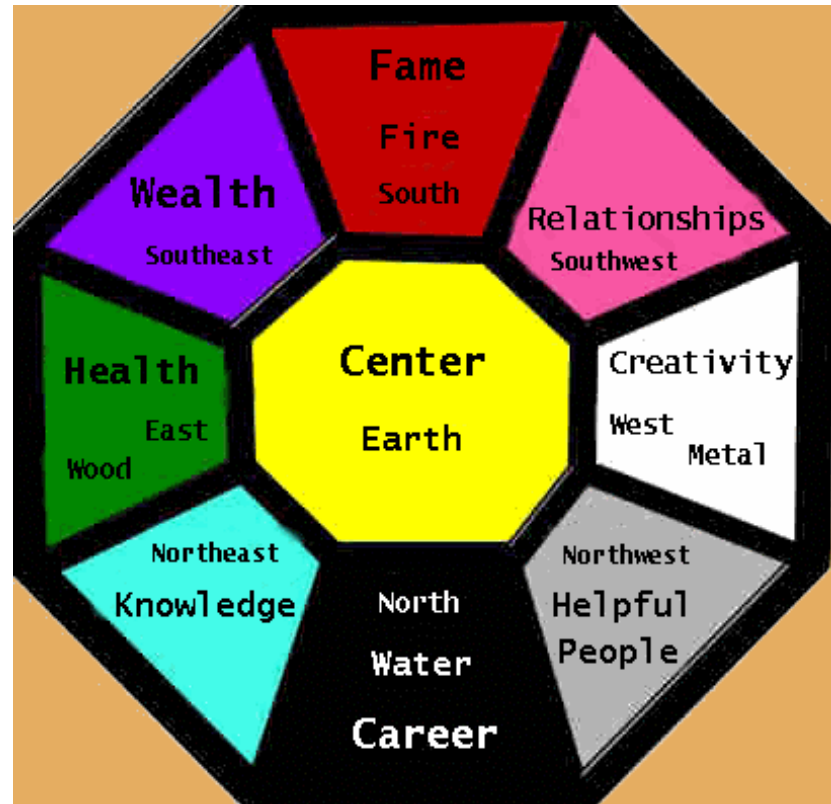


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Religion



Cultural Conventions



Group, Team, Organization




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Cultural Celebrations



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Color Psychology

Colors Psychology

The psychological aspects of color are often distorted and over simplified by the color academia. Mass generalizations are often made about what a color means. Beware of getting into these conversations when you build your color rationale!

There are many color experts that will comment on the meaning of color. While color meaning has merit as a design consideration, color meaning needs to be equated from a more holistic approach. **CONTEXT IS THE KEY TO ANY COLOR MEANING!**



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Orange

Playful, Happy Youthful



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Orange

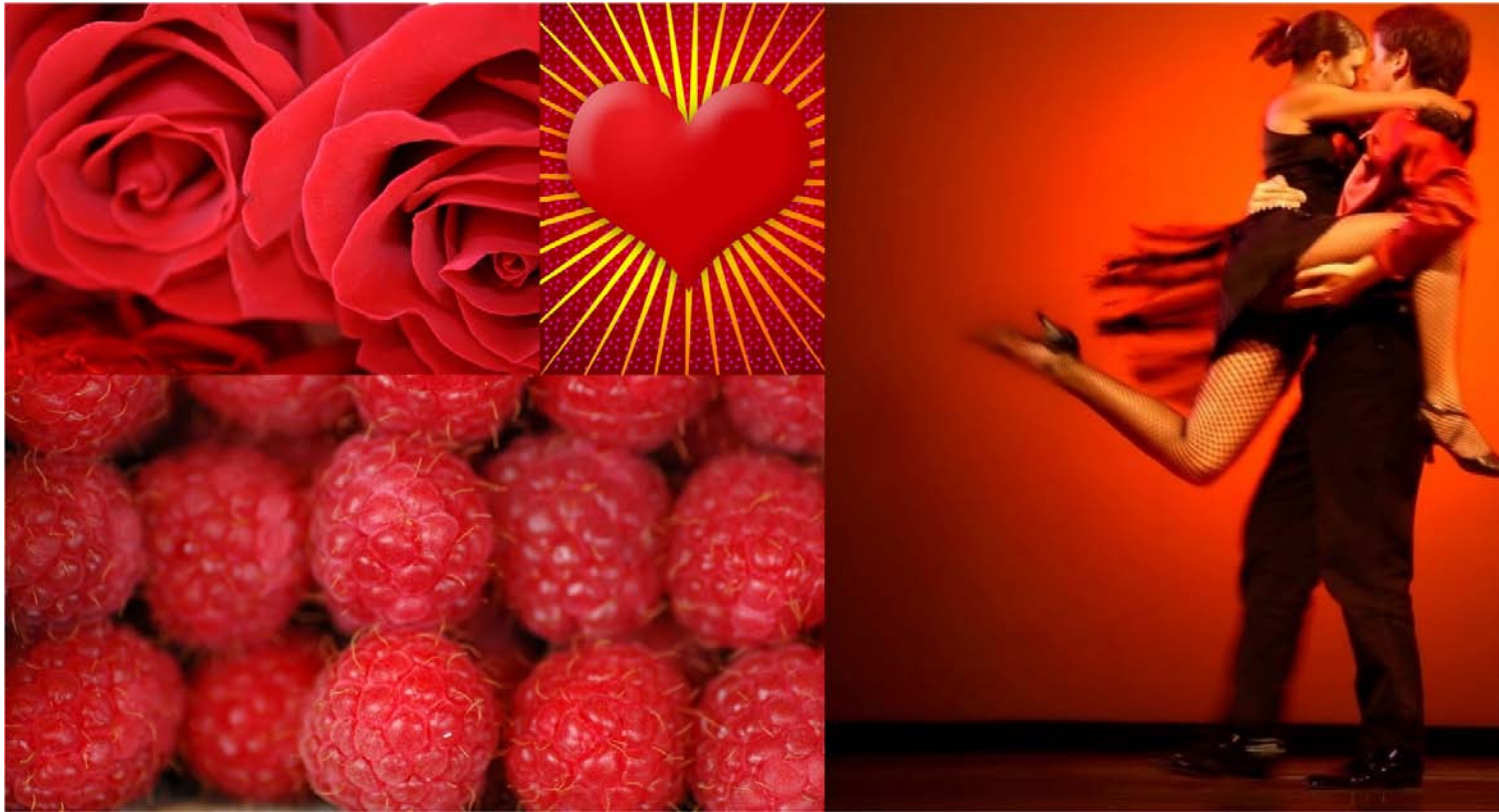
Utility, Attention, Safety



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Red

Love, Passion, Life, Luscious, Ripe, Spicy, Hot



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Red

Stop, Carnage, Anger, Alert, Danger



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Yellow

Sunshine, Happy, Bright, Awake, Fresh



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Yellow

Danger, Caution, Attention



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Green

Nature, Fresh, Grow, Renew, Healthy, Sustain



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Green

Sick, Acidic, Unhealthy, Spoiling, Slimy, Smelly



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Blue

Clear, Clean, Fresh, Open, Expansive, Wet, Calm



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Blue

Cold, Clammy, Unhealthy, Boring, Depressed



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Purple

Royal, Creative, Mysterious, Wise, Exotic



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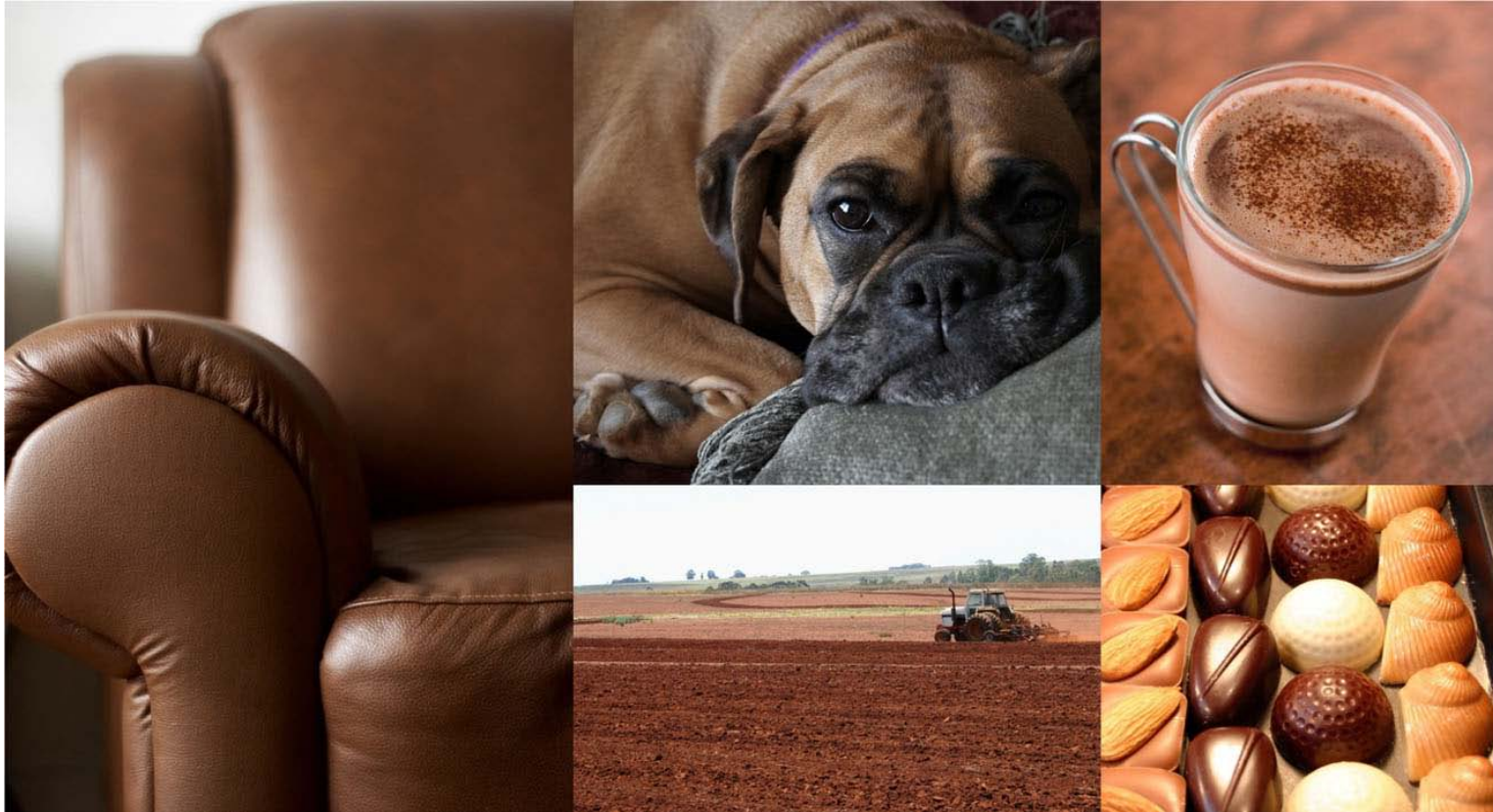
Purple

Pompous, Flamboyant, Odd, Unconventional



Brown

Comfort, Rich, Reliable, Grounded



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Brown

Dirty, Lifeless, Dead



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White

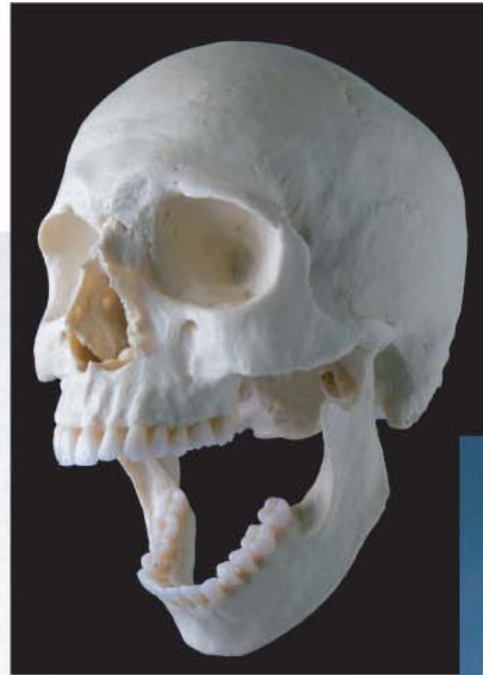
Pure, Innocent, Simple, Clean, Fresh



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White

Ghostly, Spare, Blank



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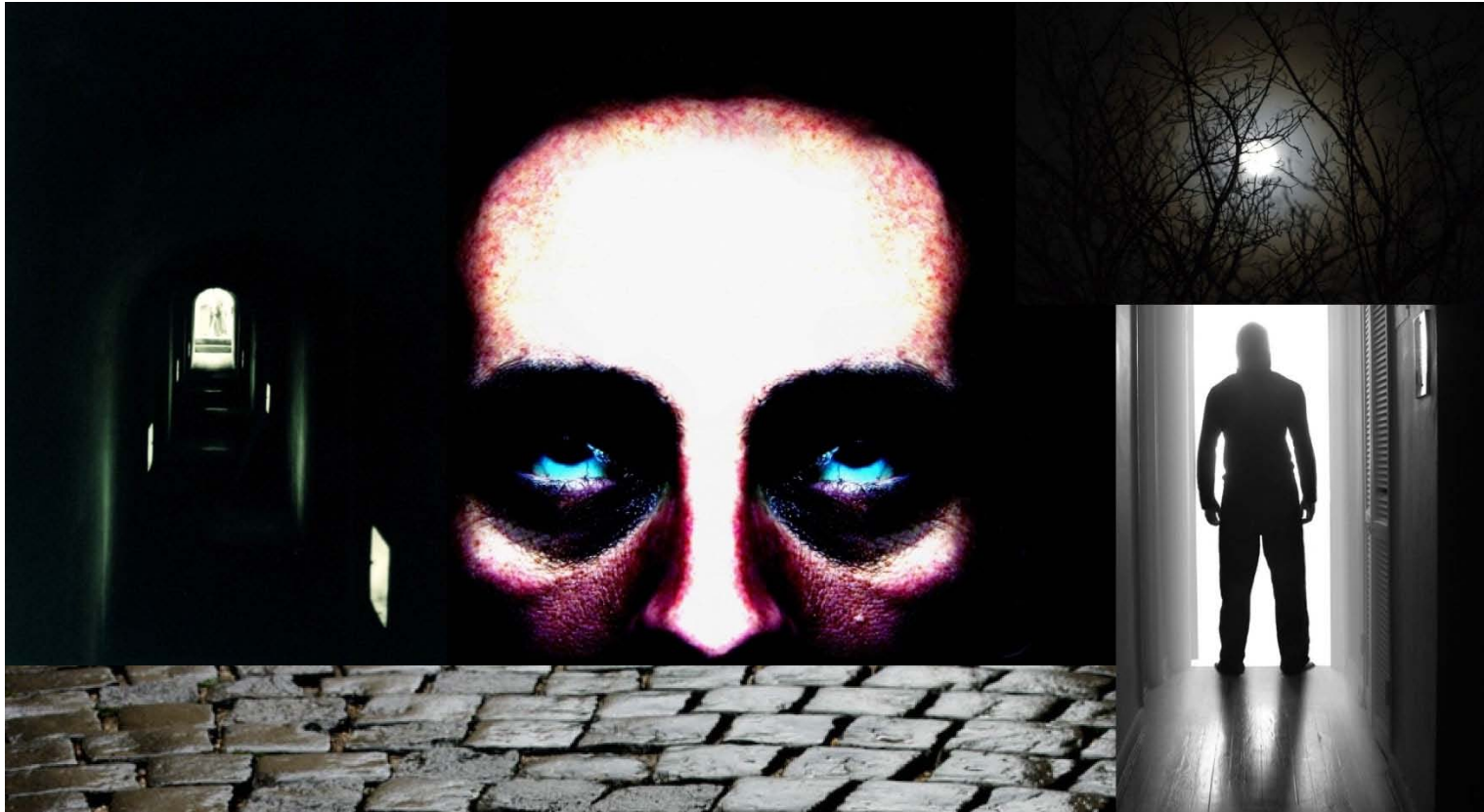
Black

Formal, Classic, Powerful, Mystical, Elegant, Sexy, Basic



Black

Evil, Lonely, Despair, Fear, Death, The Unknown

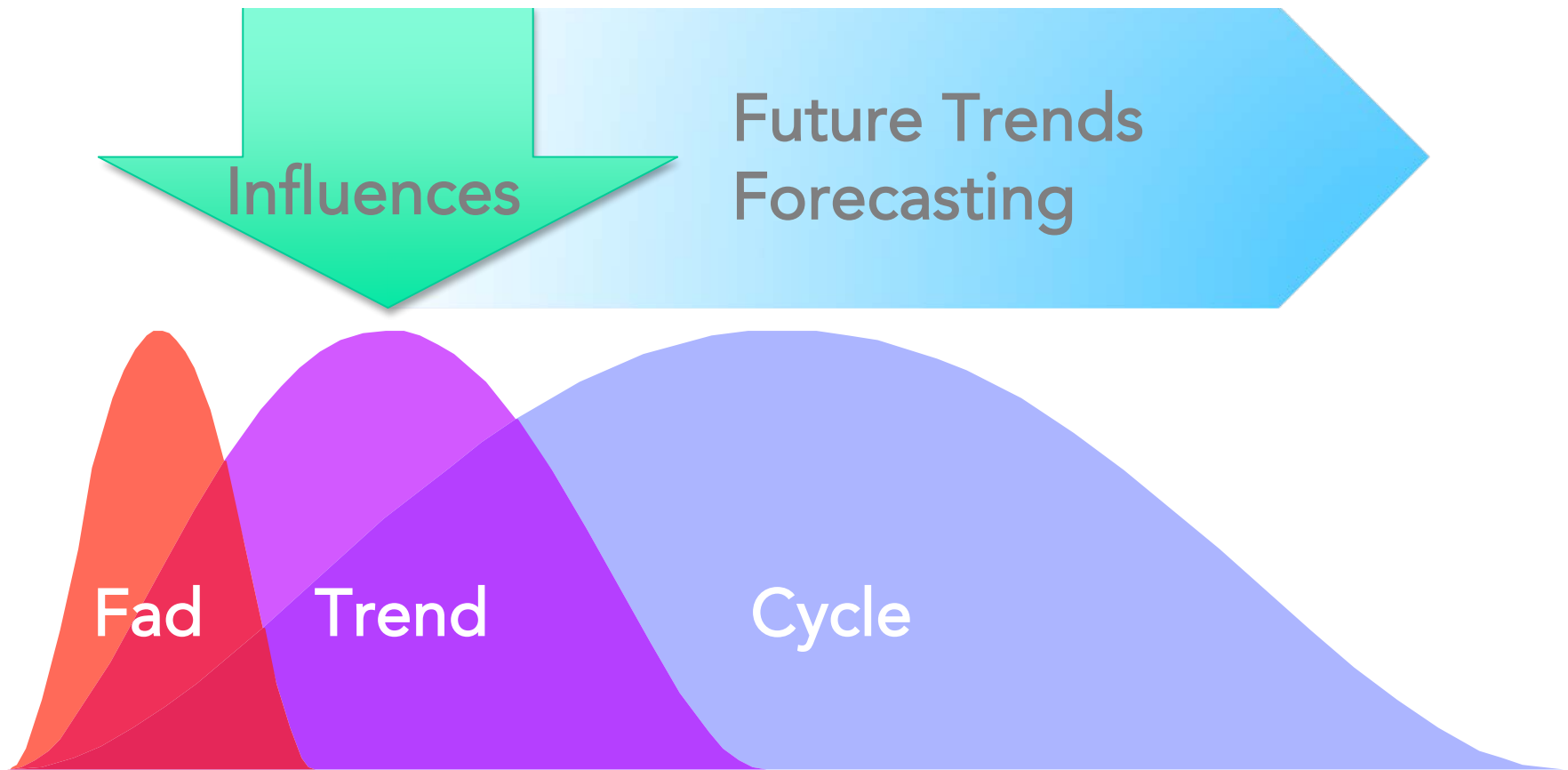


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Color Fads, Trends And Cycles

Color Fads, Trends and Cycles



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Fad

Gaga Yellow Hair



Trend

Spring 2001 - The Movie Chocolat

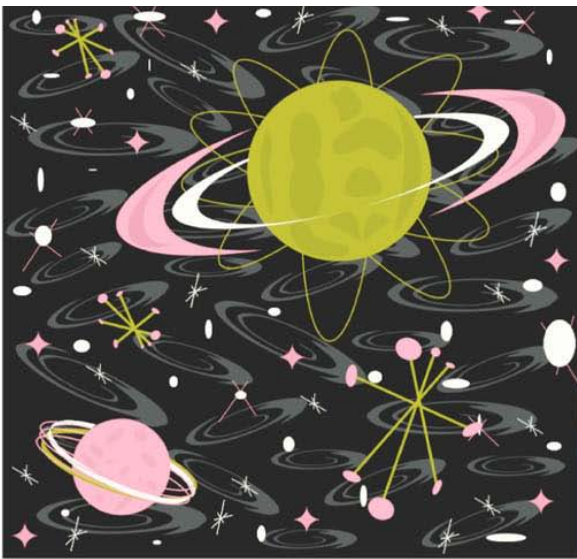


Trend

Fall 2001 - Ralph Lauren Collection

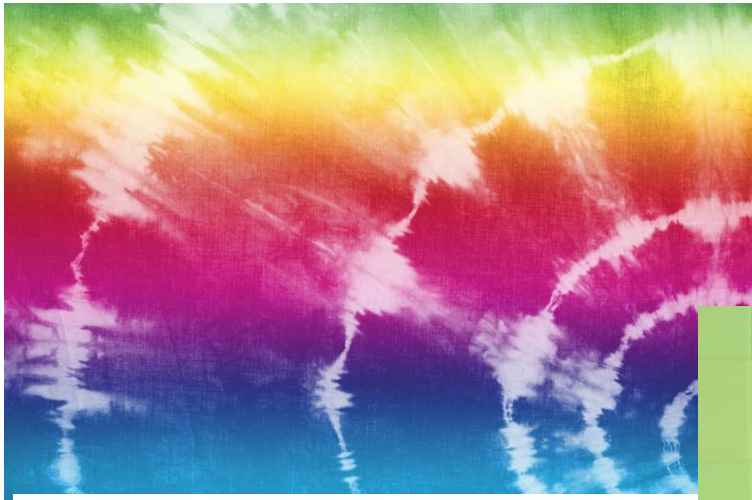


The Fifties



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Flower Power



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Harvest Gold



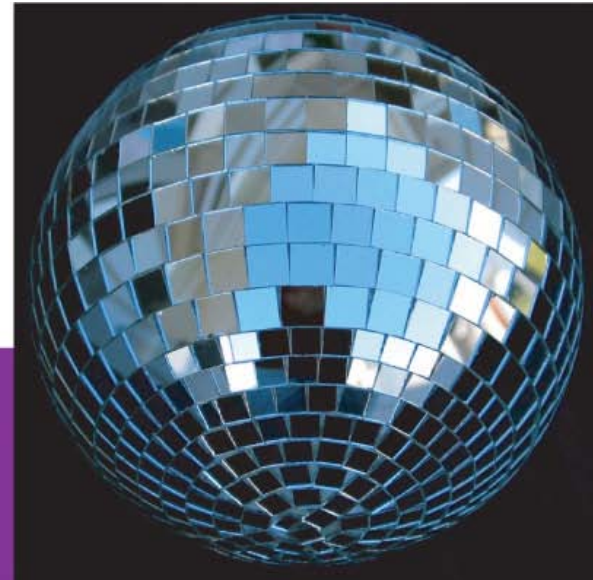
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Avocado



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Disco Lights



Jewel Colors



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Desert Colors



Mauve



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Technology Teal



Millennial Orange



The Green Movement



Yves Klein International Blue



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Simple Honest White



Fiery Action Reds



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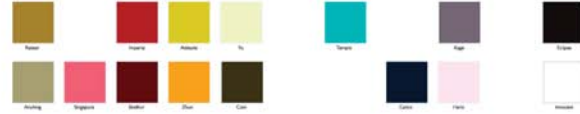


Color Palettes



2009-2010 Global Color Directions

Asia/Pacific Color Directions® AS DETERMINED AT THE SPRING 2007 ASIA/PACIFIC REGIONAL MEETING IN SINGAPORE, SINGAPORE



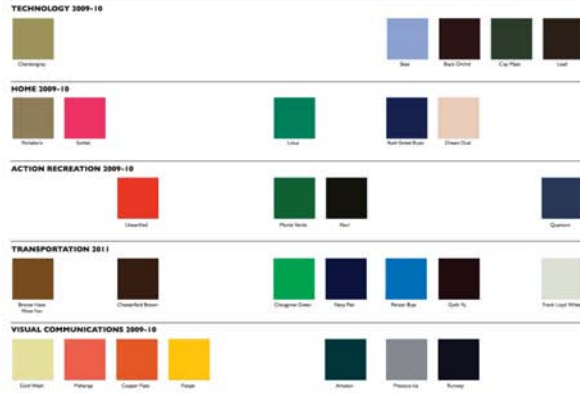
European Color Directions® AS DETERMINED AT THE SPRING 2007 EUROPEAN REGIONAL MEETING IN BERLIN, GERMANY



Latin American Insights AS SUPPLIED BY CAROL DEVOY SHERWIN-WILLIAMS LATIN AMERICA



Consumer Color Directions® AS DETERMINED AT THE SPRING 2007 INTERNATIONAL CONFERENCE IN CHICAGO, ILLINOIS, USA



Contract Color Directions® AS DETERMINED AT THE FALL 2006 INTERNATIONAL CONFERENCE IN ATLANTA, GEORGIA, USA



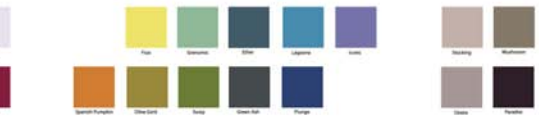
Asia/Pacific Color Directions® AS DETERMINED AT THE SPRING 2008 ASIA/PACIFIC REGIONAL MEETING IN JAIPUR, INDIA



India Color Directions® AS DETERMINED AT THE SUMMER 2008 COLORS INDIA REGIONAL MEETING IN MUMBAI, INDIA



European Color Directions® AS DETERMINED AT THE SUMMER 2008 EUROPEAN REGIONAL MEETING IN BILBAO, SPAIN



Latin American Color Directions® AS DETERMINED AT THE SUMMER 2008 LATIN AMERICAN REGIONAL MEETING IN BUENOS AIRES, ARGENTINA

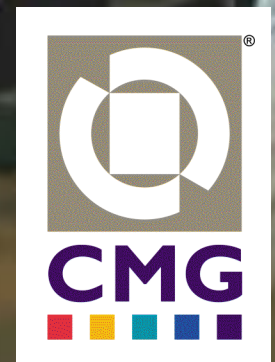


Consumer Color Directions® AS DETERMINED AT THE SPRING 2008 INTERNATIONAL CONFERENCE IN MONTRÉAL, QUÉBEC, CANADA



Contract Color Directions® AS DETERMINED AT THE FALL 2007 INTERNATIONAL CONFERENCE IN TAMPA, FLORIDA, USA





The Influences



Workshop I



Fashion Runways



Fashion Runways



Fashion Runways



Fashion Runways



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Interior Design



Automotive

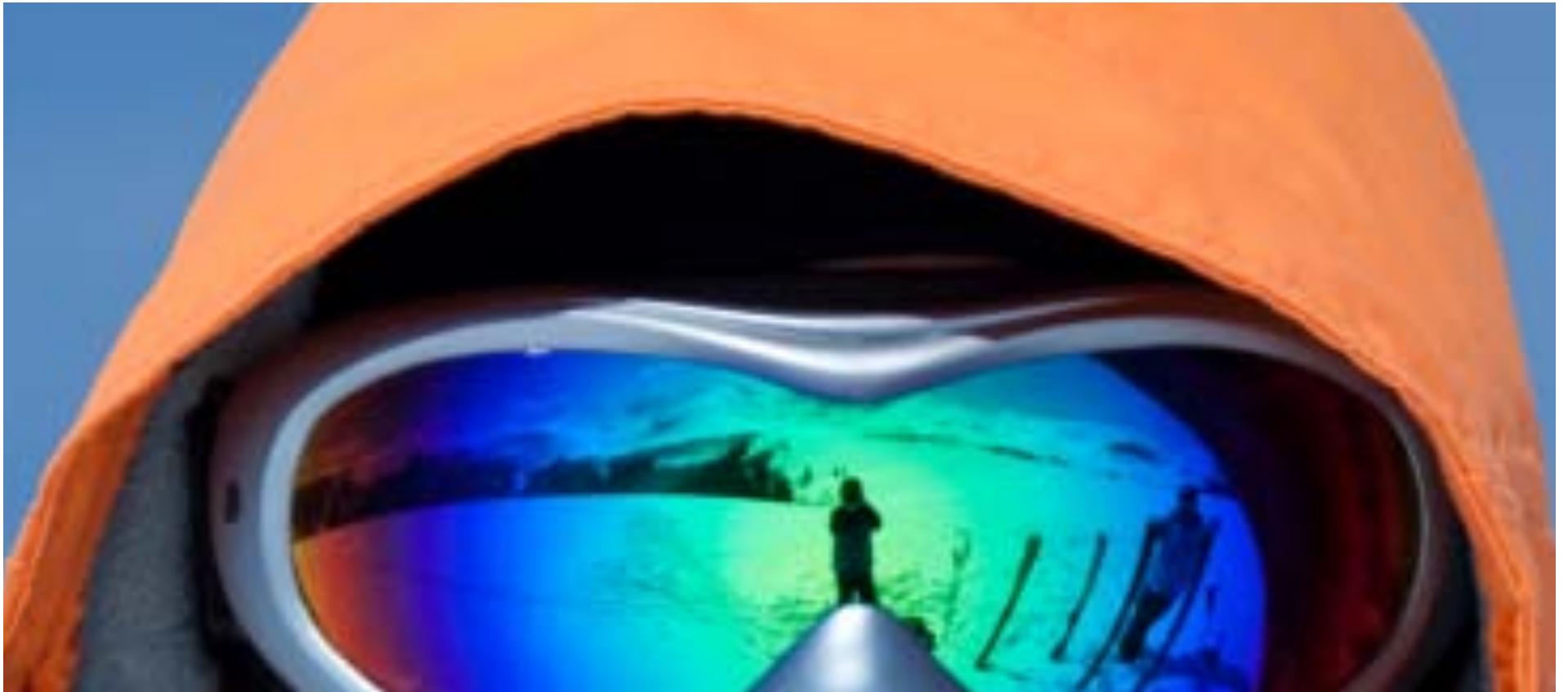


Technology



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Sports and Recreation



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Celebrities



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Influences

Social Media



Protection and Trust



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Endings and Beginnings



Economic Unrest



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Dirty Aggressive Politics



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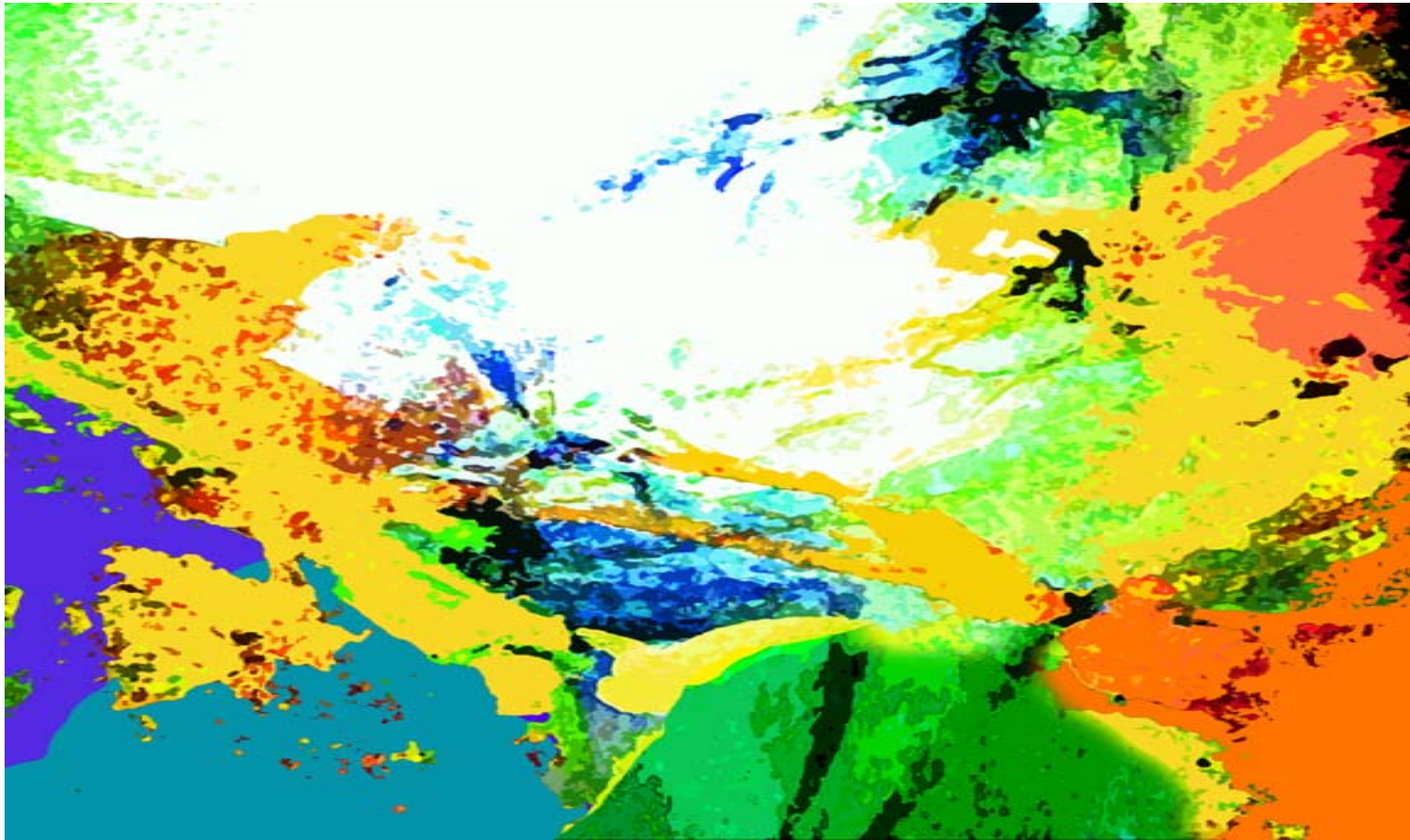
Political Action and Protest





2012
Forecast
WarPaint

WarPaint



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Battling Brights



concordance purple	R84 G41 B227
shout it out orange	R252 G113 B64
show me the green	R9 G198 B84
listen up yellow	R248 G216 B36
perfectly clear aqua	R35 G156 B164
proclaim it pink	R222 G91 B131
obviously orchid	R190 G0 B234
make it right red	R240 G14 B25
liberation blue	R0 G81 B245



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Seeing the Lights



compassion	R144 G175 B248
returning sunshine	R237 G238 B135
dream cycle	R240 G180 B139
clear vision	R152 G222 B225
new idea	R186 G222 B131
in touch	R253 G174 B170



No Longer Neutrals

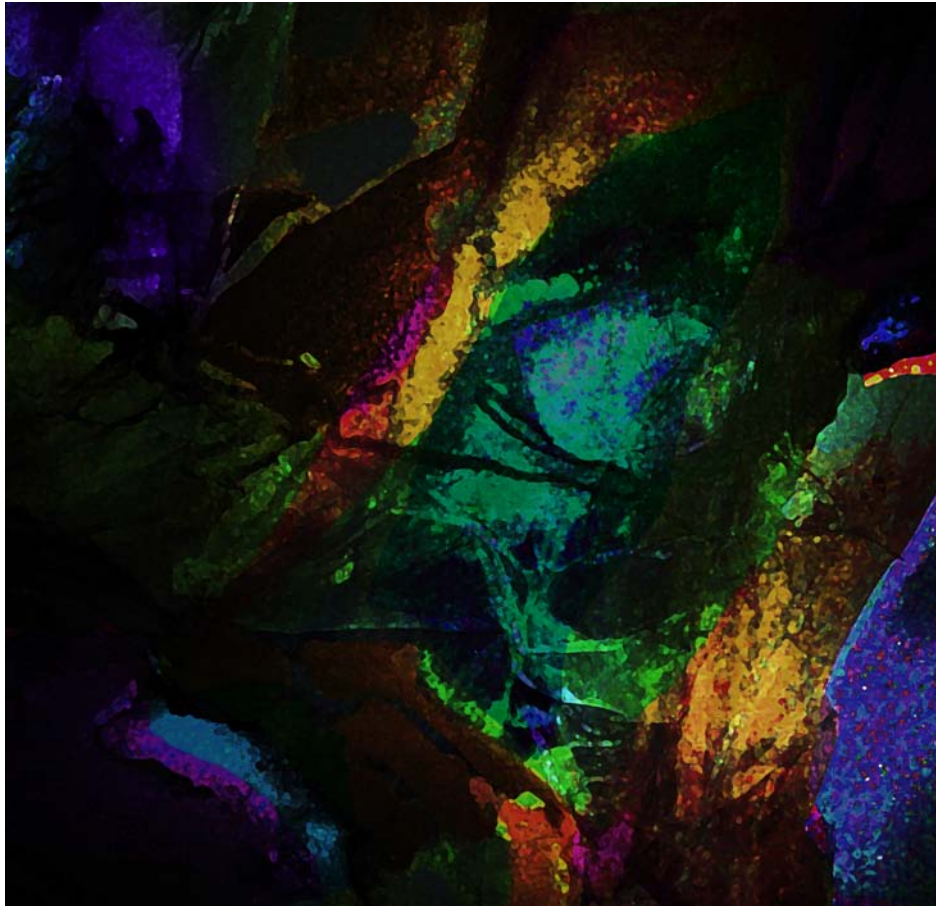


borderline lavender	R157 G159 B181
grabbing the gold	R185 G166 B105
taking it teal	R120 G160 B170
giving green	R138 G178 B141
saving pennies	R196 G120 B83



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Defined Deeps



loyalty	R37 G10 B98
true blood	R154 G44 B48
native land	R65 G100 B50
solid gold	R179 G123 B28
conviction	R97 G14 B68





Color Inspirations

High Note Inspiration



Middle Note Inspiration

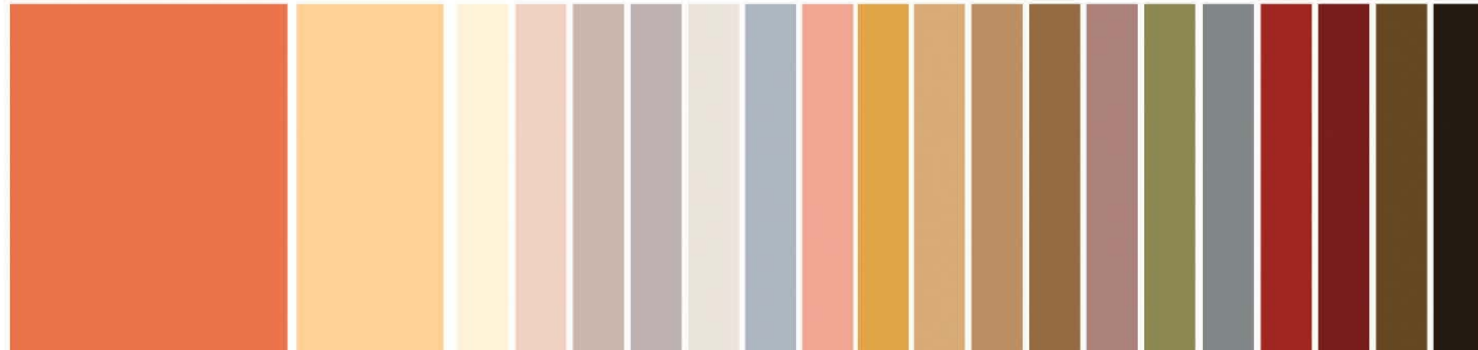


Low Note Inspiration



Secondary Bridge

Primary Bridge



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High Note Inspiration



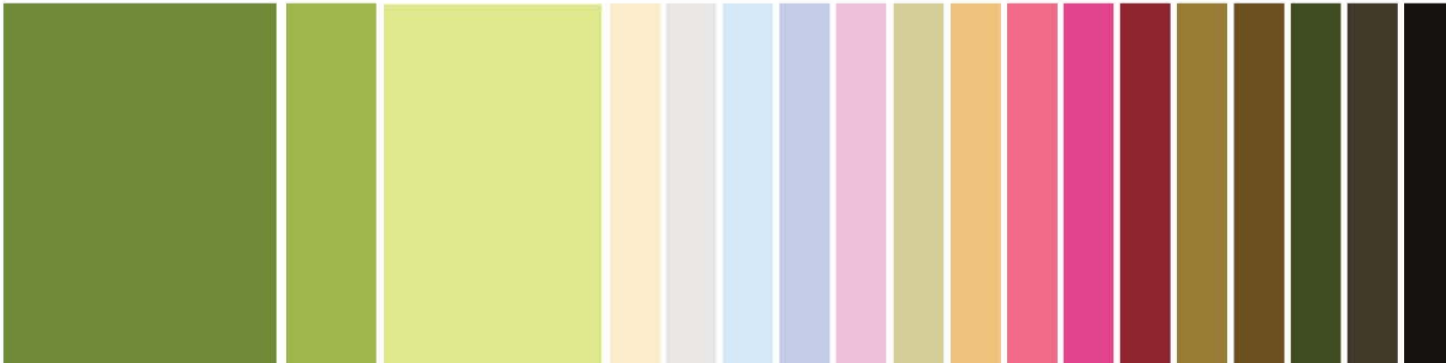
Middle Note Inspiration



Low Note Inspiration



Secondary Bridges Primary Bridge



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Color Strategy

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- Color physics
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