

ColorThink

- What does your brand stand for? What message do you want to convey and how can color help you tell the story?
- Who is the consumer you are targeting?
- Color is the first thing consumers connect to. Color influences 50% - 85% of product purchases. How can you use color to prompt a “buy” response in your targeted consumer?
- Where do trends in color fit in? Do you have all of the information you need to make your color decisions? You need to look relevant or you will get passed by.
- Should you use a more unusual color story? How will the colors you have chosen separate you from your competition? BE UNIQUE!
- Are you creating the in-store experiences which today’s consumers are looking for?
- Should you be using social media to connect to your audience?
- Could you be creating in-store events to create a community?

DESERT SUNSET



PANTONE®
13-0940
Sunset Gold



PANTONE®
17-1547
Emberglow



PANTONE®
17-1937
Hot Pink



PANTONE®
18-1564
Poinciana



PANTONE®
15-1242
Muskmelon



PANTONE®
18-3838
Ultra Violet



PANTONE®
17-3725
Bougainvillea



PANTONE®
16-1325
Copper

Color Harmonies



DESERT SUNSET

Emulating a desert sunset, a dramatic palette of brilliantly heightened warm shades that radiate resplendently across the early evening sky.

FLORAL FANTASIES



PANTONE®
11-0604
Gardenia



PANTONE®
13-3207
Cherry Blossom



PANTONE®
11-0622
Yellow Iris



PANTONE®
18-3838
Ultra Violet



PANTONE®
13-3805
Orchid Hush



PANTONE®
14-1324
Peach Bud



PANTONE®
13-0324
Lettuce Green



PANTONE®
19-3830
Astral Aura

Color Harmonies



FLORAL FANTASIES

Inspired by the colors we see in our surroundings, a combination of soft and sweet pastels with an enchanting Ultra Violet and a deep, dark navy Astral Aura conjures up a summer garden in full bloom.

ATTITUDE



PANTONE®
18-4538
Hawaiian Surf



PANTONE®
18-3838
Ultra Violet



PANTONE®
14-0955
Citrus



PANTONE®
18-1754
Raspberry



PANTONE®
17-1350
Oriole



PANTONE®
17-3420
Bodacious



PANTONE®
14-0740
Bamboo



PANTONE®
16-1341
Butterum

Color Harmonies



ATTITUDE

Exploding with zest and energy, this palette of pure, unadulterated color which screams “look at me” comes together to create a bold statement with feelings of excitement and high voltage effects.

QUIETUDE



PANTONE®
13-1012
Frosted Almond



PANTONE®
18-3838
Ultra Violet



PANTONE®
19-1629
Ruby Wine



PANTONE®
19-1520
Canyon Rose



PANTONE®
17-1516
Burlwood



PANTONE®
16-2215
Cashmere Rose



PANTONE®
15-1516
Peach Beige



PANTONE®
14-1314
Spanish Villa

Color Harmonies



QUIETUDE

Soft and warm, a subtle palette of natural and organic shades accented by a Frosted Almond metallic evokes reassurance and conveys a sense of calm and quiet.

INTRIGUE



PANTONE®
19-4053
Turkish Sea



PANTONE®
17-4328
Blue Moon



PANTONE®
18-3838
Ultra Violet



PANTONE®
18-0324
Calliste Green



PANTONE®
19-3917
Blackened Pearl



PANTONE®
15-0927
Pale Gold



PANTONE®
14-5002
Silver



PANTONE®
14-3949
Xenon Blue

INTRIGUE

Invoking a sense of mystery a palette of nature's blues and greens combined with the unconventional Ultra Violet and a Silver and Pale Gold metallic exudes a quiet strength.

Color Harmonies



DRAMA QUEEN



PANTONE®
15-2718
Fuchsia Pink



PANTONE®
18-3838
Ultra Violet



PANTONE®
18-2045
Pink Peacock



PANTONE®
14-0626
Dried Moss



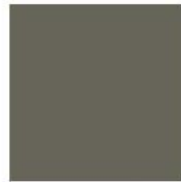
PANTONE®
19-1557
Chili Pepper



PANTONE®
17-0843
Bronze Mist



PANTONE®
18-3331
Hyacinth Violet



PANTONE®
19-0510
Kalamata

Color Harmonies



DRAMA QUEEN

Show stopping saturated color combined with rich and elegant earth tones creates an adventurous mood full of excitement and drama.

KINDRED SPIRITS



PANTONE®
18-3838
Ultra Violet



PANTONE®
19-3336
Sparkling Grape



PANTONE®
17-3014
Mulberry



PANTONE®
17-3930
Jacaranda



PANTONE®
16-3817
Rhapsody



PANTONE®
17-1818
Red Violet



PANTONE®
17-2120
Chateau Rose



PANTONE®
14-2311
Prism Pink

Color Harmonies



KINDRED SPIRITS

Sitting side by side on the color wheel, this palette of like minded hues with their spirited good humor and playful exuberance make for easy and engaging color mixes.

PURPLE HAZE



PANTONE®
14-4506
Ether



PANTONE®
15-0525
Weeping Willow



PANTONE®
15-4307
Tradewinds



PANTONE®
15-3807
Misty Lilac



PANTONE®
16-1707
Deauville Mauve



PANTONE®
17-3313
Dusty Lavender

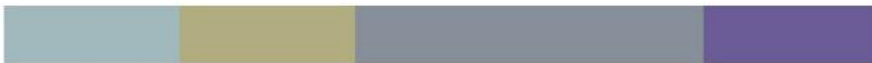


PANTONE®
17-3924
Lavender Violet



PANTONE®
18-3838
Ultra Violet

Color Harmonies



PURPLE HAZE

Embodying calmness a palette of hazy and smoky hues effortlessly come together to create subtle blends and harmonies that are both timeless and time honored.