



**COLOR  
MARKETING  
GROUP**

THE PREMIER  
INTERNATIONAL  
ASSOCIATION FOR  
COLOR DESIGN  
PROFESSIONALS



# Latin American ChromaZone Forecast

AS DETERMINED  
**OCTOBER 2013**

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**COLOR MARKETING GROUP**

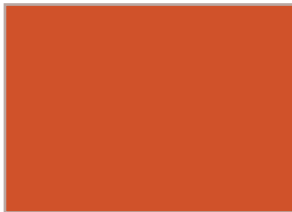
1908 MOUNT VERNON AVENUE, 3RD FLOOR  
ALEXANDRIA, VA 22301 USA  
PHONE: 703.329.8500  
E-MAIL: [SGRIFFIS@COLORMARKETING.ORG](mailto:SGRIFFIS@COLORMARKETING.ORG)

# Latin American, ChromaZone Forecast

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## New Introduction Colors



**Etnico**

Munsell: 10R 5/10  
Pantone F&H: 17-1353 TPX  
NCS: S 2070-Y70R  
LAB: 51.4, 47.1, 46.9  
sRGB: 198, 84, 41



**Malagueta**

Munsell: 5R 4/12  
Pantone F&H: 18-1550 TPX  
NCS: S 2070-R  
LAB: 44.6, 54.2, 27.3  
sRGB: 183, 52, 58



**Apasionado**

Munsell: 2.5R 5/10  
Pantone F&H: 17-1740 TPX  
NCS: S 2080-R10B  
LAB: 49.9, 50.3, 15.4  
sRGB: 194, 71, 92



**Incienso**

Munsell: 2.5Y 7/8  
Pantone F&H: 14-0846 TPX  
NCS: S 1050-Y10R  
LAB: 76.9, 10.9, 60.6  
sRGB: 229, 183, 62



**Limon**

Munsell: 10GY 7/8  
Pantone F&H: 15-6437 TPX  
NCS: S 1050-G20Y  
LAB: 71.4, -36.3, 32.7  
sRGB: 131, 196, 110



**Noche Estrellada  
(Sea Rule)**

Munsell: 7.5PB 3/6  
Pantone F&H: 19-3950 TPX  
NCS: S 4050-R80B  
LAB: 33.4, 3.9, -37.3  
sRGB: 46, 75, 137



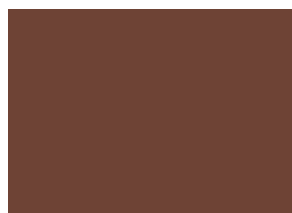
**Paraiso**

Munsell: 5B 6/6  
Pantone F&H: 16-4525 TPX  
NCS: S 2040-B20G  
LAB: 61.5, -23.6, -17.9  
sRGB: 86, 162, 181



**Alpaca**

Munsell: 10YR 8/1  
Pantone F&H: 13-5304 TPX  
NCS: S 2002-Y50R  
LAB: 80.5, 1.2, 4.8  
sRGB: 206, 199, 190



**Rustico  
(Smoked Copper)**

Munsell: 2.5YR 3/4  
Pantone F&H: 19-1230 TPX  
NCS: S 6020-Y70R  
LAB: 33.4, 16.2, 16.2  
sRGB: 104, 67, 51



**Mineral**

Munsell: N2.75  
Pantone F&H: 19-3906 TPX  
NCS: S 7500-N  
LAB: 32.4, -1.0, 1.1  
sRGB: 68, 69, 67



**Tagua**

Munsell: 5Y 8/2  
Pantone F&H: 13-0613 TPX  
NCS: S 1510-Y10R  
LAB: 83.8, 0.8, 17.6  
sRGB: 222, 210, 176



**Fundamental**

Munsell: 5GY 7/2  
Pantone F&H: 15-6310 TPX  
NCS: S 3010-G50Y  
LAB: 70.2, -5.5, 10.9  
sRGB: 170, 176, 151