



LATIN AMERICA REPORTBACK

COLOR MARKETING GROUP
Color Sells, and the “Right” Colors Sell Better

Contributing Countries

Latin America



- Mexico
- Colombia
- Brazil
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama





MEXICO



"Frida Kahlo Museum"

COLOMBIA. land of many colors.

Population: 48 176 561



coffee
flowers
clearwater
beaches
mountains
colonial towns
modern
architecture
all seasons
year round
breathtaking landscapes
natural
diversity
friendly people
ecotourism



Brazil

indio - futebol - pelourinho - onça pintada



amazonia - carnaval - oscar niemeyr - rio de janeiro



El Salvador



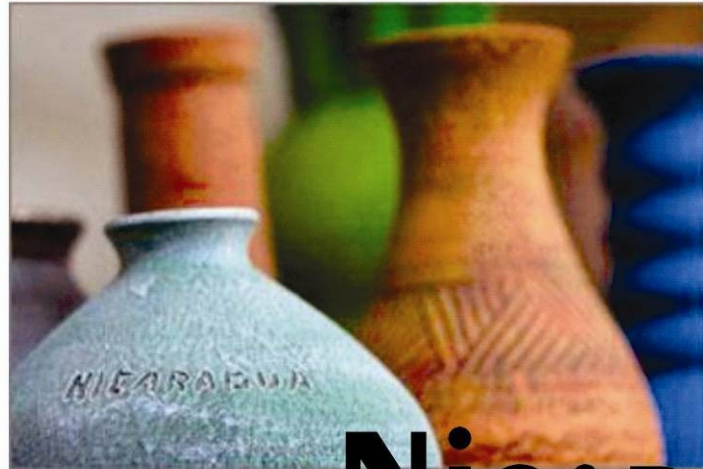
HONDURAS

COSTA RICA



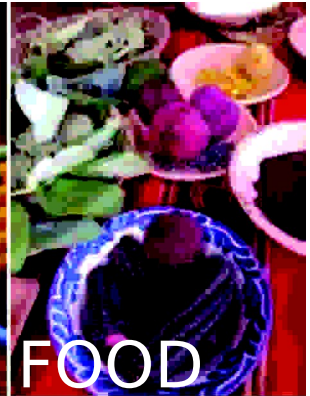
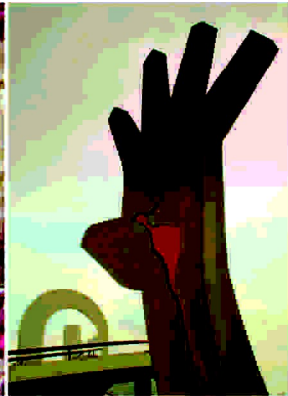
GUATEMALA

PANAMÁ



NICARAGUA

CULTURAL HERITAGE influences



influences

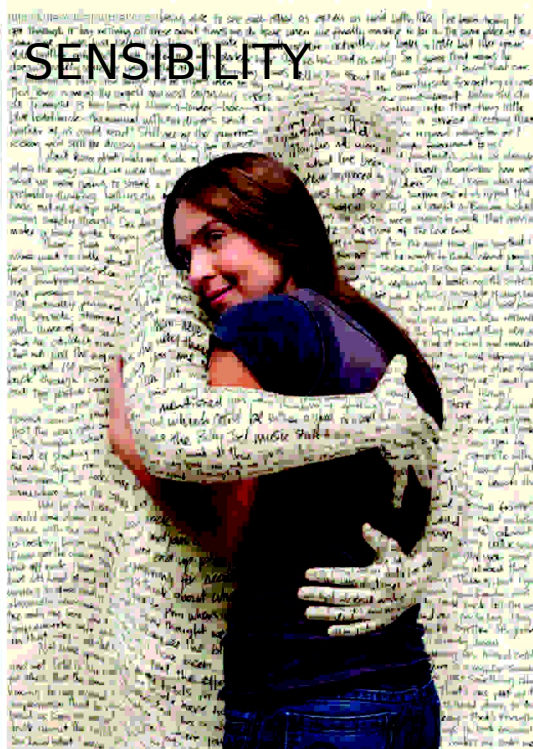
RECLAIM THE PAST TO DESIGN THE FUTURE



DESIGN

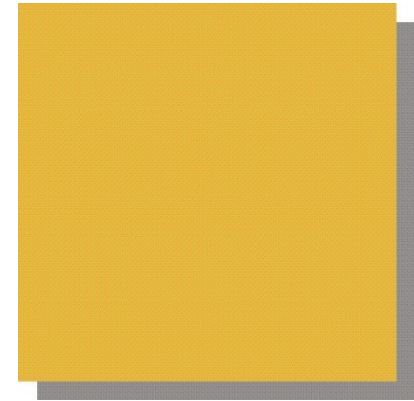
Parallel Reality

influences



colors

Incienso



INCIENSO

Munsell: 2.5Y 7/8

Pantone TPX: 14-0846 TPX

NCS: S-1050-Y10R

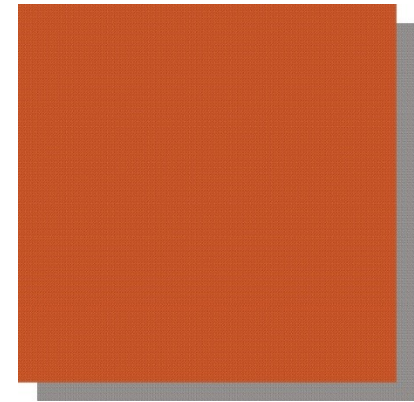
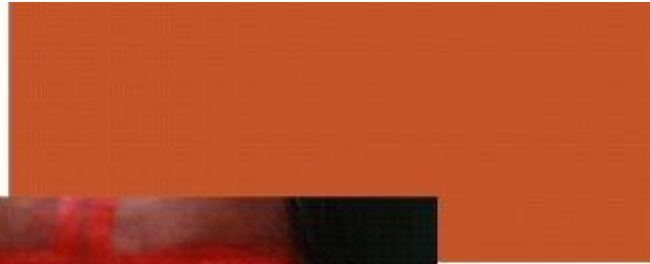
LAB: 76.9, 10.9, 60.6

RGB: 229, 183, 62

“Incienso” - the dried sap was burned by early Spanish Missions in the New World as incense. An earthy yellow key support color for this palette, which represents freedom and nobility. Can be found in many American landscapes, such as shrubs, flowers, plants, woods, etc.

colors

Étnico



ÉTNICO

Munsell: 10R 5/10

Pantone TPX: 17-1353 TPX

NCS: S-2070-Y70R

LAB: 51.4, 47.1, 46.9

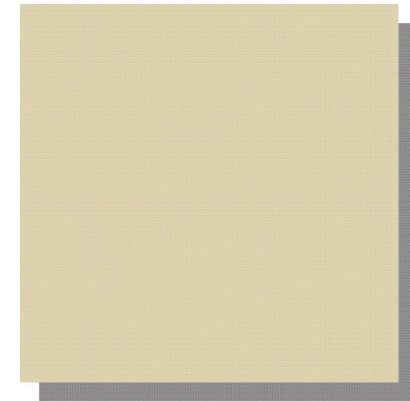
RGB: 198, 84, 41

Refers to heritage, roots, origin , legacy.....an orange color that represents nations and ethnicities of the people from Latin America.

Taguá



colors



TAGUÁ

Munsell: 5Y 8/2

Pantone TPX: 13-0613 TPX

NCS: S-1510-Y10R

LAB: 83.8, 0.8, 17.6

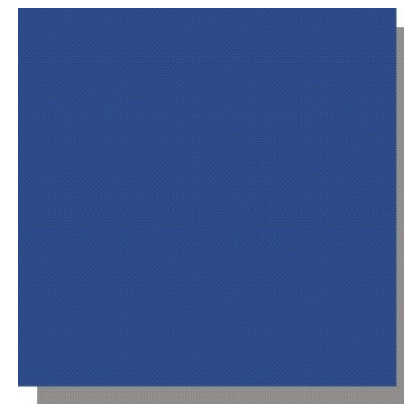
RGB: 222, 210, 176

A neutral organic color, connected to nature, derived from the land.

Tagua is a kind of nut originally from Colombia, also known as vegetable ivory, it is used to produce bracelets and collars. Evokes the

colors

Noche Estrellada



NOCHE ESTRELLADA

Munsell: 7.5PB 3/6

Pantone TPX: 19-3950 TPX

NCS: S-4050-R80B

LAB: 33.4, 3.9, -37.3

RGB: 46, 75, 137

A deep and intense blue that reflects the immensity of the universe and the beauty revealed by the night.

colors

Malagueta



MALAGUETA

Munsell: 5R 4/12

Pantone TPX: 18-1550 TPX

NCS: S-2070-R

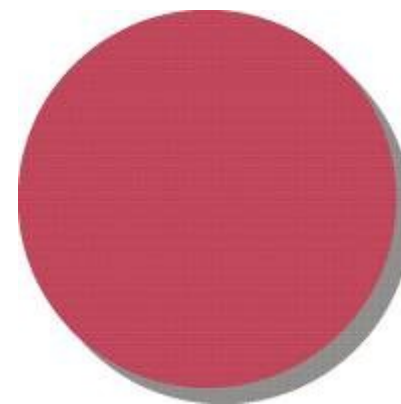
LAB: 44.6, 54.2, 27.3

RGB: 183, 52, 58

A warm color, which refers to the authentic Latin spirit with all its vitality, sensuality and energy. Also refers to the fruits, vegetables and flowers found in many Latin countries.

colors

Apasionado



APASIONADO

Munsell: 2.5R 5/10

Pantone TPX: 17-1740 TPX

NCS: S-2080-R10B

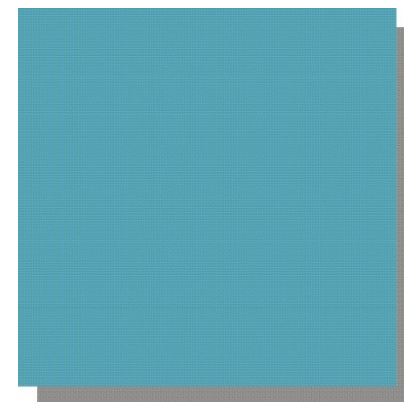
LAB: 49.9, 50.3, 15.4

RGB: 194, 71, 92

A sweet and fascinating color, which is inspired by sweet and romantic memories. Reflects the emotional and passionate temper of the Latin people.

colors

Paraíso



PARAÍSO

Munsell: 5B 6/ 6

Pantone TPX: 16-4525 TPX

NCS: S-2040-B20G

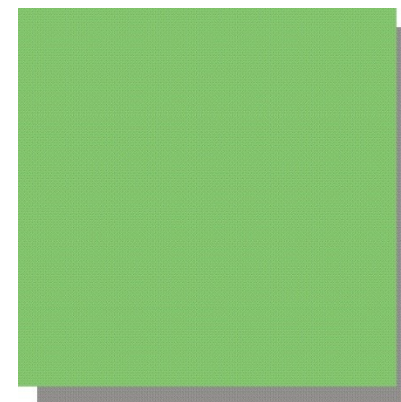
LAB: 61.5, -23.6, -17.9

RGB: 86,162, 181

A refreshing blue color that transports us to paradisiacal landscapes of the Latin American beaches. The crystal water sea comforts, brings us serenity and tranquility.

colors

Limón



LIMÓN

Munsell: 10GY 7/8

Pantone TPX: 15-6437 TPX

NCS: S-1050-G20Y

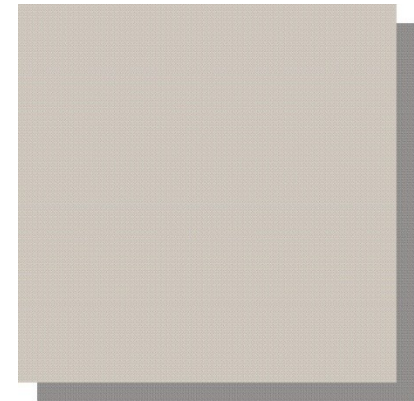
LAB: 71.4, -36.3, 32.7

RGB: 131, 196, 110

A bright green, with a hint of freshness and youth. A color that connects us with a natural but also technological world.

colors

Alpaca



ALPACA

Munsell: 10YR

Pantone TPX: 13-5304 TPX

NCS: S-2002-Y50R

LAB: 80.5, 1.2, 4.8

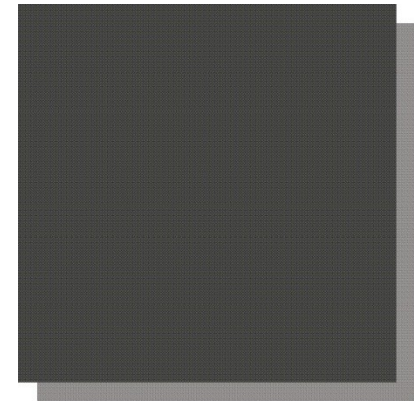
RGB: 206, 199, 190

A neutral gray, which serves as a background for other colors of the palette. Synthesizes the return of the usage of natural elements, our connection with the environment, while living a metropolitan life. It can be warm and cool at the same time.

The Alpaca is a natural fiber from the Peruvian Andes.

colors

Mineral



MINERAL

Munsell: N2.75

Pantone TPX: 19-3906 TPX

NCS: S-7500-N

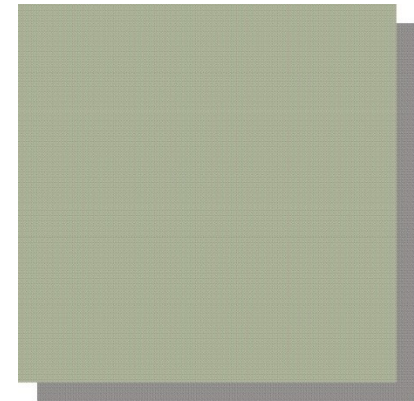
LAB: 32.4, -1.0, 1.1

RGB: 68, 69, 67

A dark gray color that reflects solidity and strength, refers to life in large urban centers, the strength of rough stones that were used to build the city. Also refers to metallic finishings and coating used on trains, subways and

colors

Fundamental



FUNDAMENTAL

Munsell: 5GY 7/2

Pantone TPX: 15-6310 TPX

NCS: S-3010-G50Y

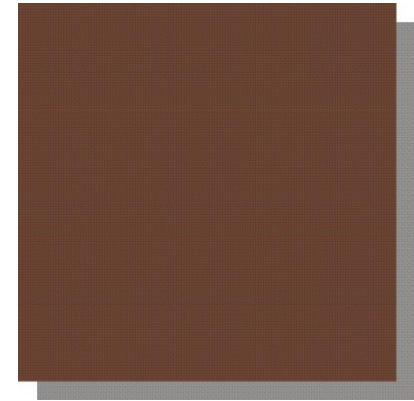
LAB: 70.2, -5.5, 10.9

RGB: 170, 176, 151

A grayish green color , peaceful and serene, warm as a blanket wrapping the soft delicate skin of a baby, embracing as a hug to ward off the impersonality of our days, where the virtual

colors

Rústico



RÚSTICO

Munsell: 2.5YR 3/4

Pantone TPX: 19-1230 TPX

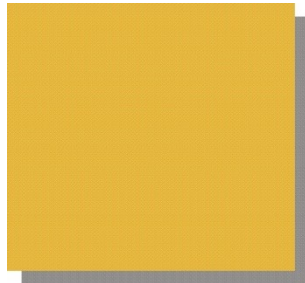
NCS: S-6020-Y70R

LAB: 33.4, 16.2, 16.2

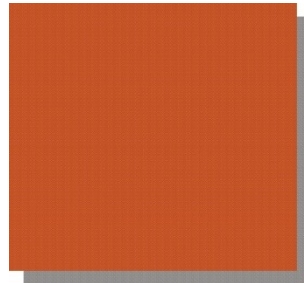
RGB: 104, 67, 51

A strong, intense brown color, inspired by natural elements such as wood of the immense rainforest trees and the land, excellent for growing food. The scarcity of water still worries, but from now on, food shortages will be a very

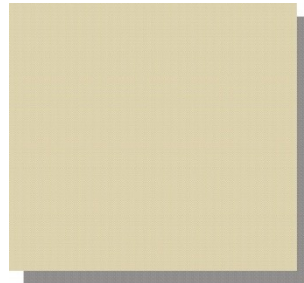
next palette



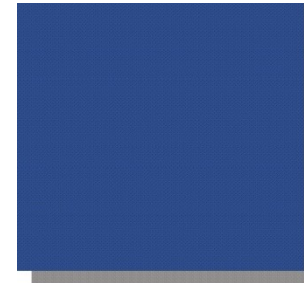
Incienso



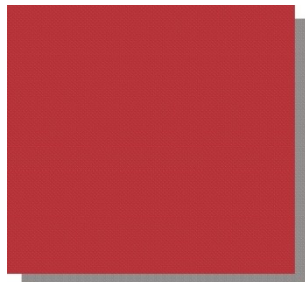
Étnico



Taguá



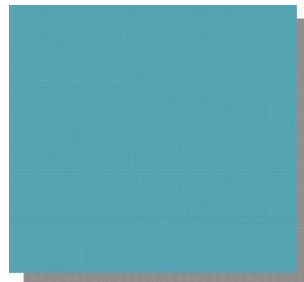
*Noche
Estrellada*



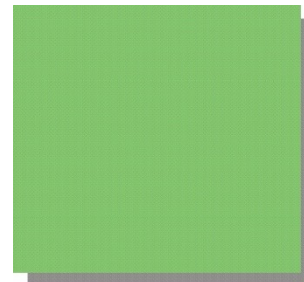
Malagueta



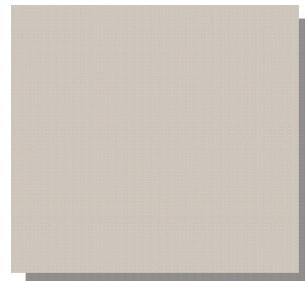
Apasionado



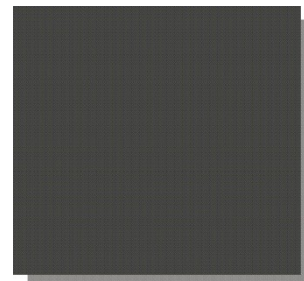
Paraíso



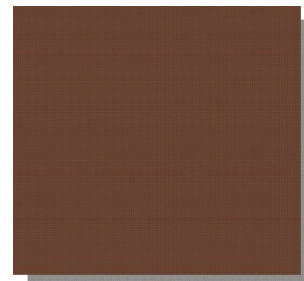
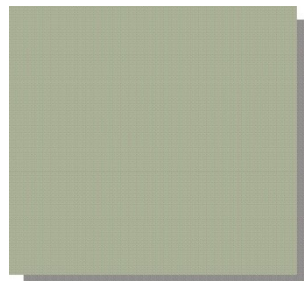
Limón



Alpaca



Míneral Fundamental



Rústico

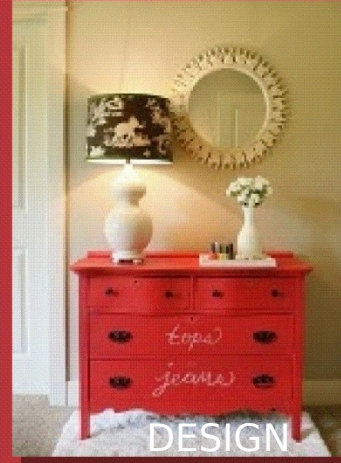
Malagueta

KEY COLOR

The color with the highest incidence in the Latin American palettes . It is associated with vitality, strength, boldness and sensuality. Very present in the regional nature and cuisine.



VITALITY



DESIGN



NATURE



TYPICAL



CULTURAL
HERITAGE

