



**CMG**



The Premier International  
Association for  
Color Design Professionals

**COLOR  
MARKETING  
GROUP**

**2017+  
WORLD  
COLOR  
FORECAST**



## **2017+ Latin American Forecast**

DETERMINED SEPTEMBER 2015  
LATIN AMERICAN CONFERENCE IN SÃO PAULO

The 2017+ Latin American Forecast will be part of Color Marketing Group's **2017+ World Color Forecast**, to be released at the 2015 CMG International Summit in San Diego, November 13-15, 2015.

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# CMG 2017+ LATIN AMERICAN FORECAST



As determined at the Latin American Conference in São Paulo, Brazil, September 2015.

The 2017+ Latin American Forecast is part of the Color Marketing Group 2017+ World Color Forecast.



**BRILHO INTERIOR**  
*Key Color - Metallic*

Munsell: 10R 4/2  
Pantone F&H: 18-1314 TPX  
NCS: S 5020-Y90R  
RAL: 030 40 20  
LAB: 45.8, 11.9, 9.7  
sRGB: 130, 101, 93



**ORVALHO**

Munsell: 5GY 7/2  
Pantone F&H: 16-0110 TPX  
NCS: S 3010-G50Y  
RAL: 120 70 10  
LAB: 69.4, -5.5, 11.2  
sRGB: 169, 171, 148



**NÉVOA**

Munsell: 5Y 6/1  
Pantone F&H: 14-0002 TPX  
NCS: S 2002-Y50R  
RAL: 080 80 05  
LAB: 76.8, 0.7, 5.5  
sRGB: 193, 190, 178



**CAPIM SANTO**

Munsell: 7.5Y 7/8  
Pantone F&H: 15-0548 TPX  
NCS: S 2060-G90Y  
RAL: 095 70 70  
LAB: 71.2, -5.3, 69.8  
sRGB: 197, 167, 21



**CORAGEM**

Munsell: 5R 4/8  
Pantone F&H: 19-1759 TPX  
NCS: S 3050-R  
RAL: 460-5  
LAB: 40.8, 45.9, 20.4  
sRGB: 156, 61, 67



**TRAVESSIA**

Munsell: 6.25YR 6/12  
Pantone F&H: 15-1150 TPX  
NCS: S 1080-Y40R  
RAL: 060 60 70  
LAB: 60.7, 34.2, 73.7  
sRGB: 212, 114, 0



**SORTE**

Munsell: 2.5G 5/6  
Pantone F&H: 18-6022 TPX  
NCS: S 3050-G10Y  
RAL: 150 50 40  
LAB: 52.1, -33.0, 17.0  
sRGB: 81, 137, 91



**CAMINHO**

Munsell: 10GY 4/1  
Pantone F&H: 19-0312 TPX  
NCS: S 6005-G20Y  
RAL: 160 50 05  
LAB: 42.4, -4.0, 4.5  
sRGB: 98, 102, 92



**PENUMBRA**

Munsell: N 1.75  
Pantone F&H: 19-4205 TPX  
NCS: S 8502-B  
RAL: 790-3  
LAB: 22.5, -0.1, -1.3  
sRGB: 53, 55, 56



**NÔMADE**

Munsell: 5RP 3/6  
Pantone F&H: 19-2430 TPX  
NCS: S 5030-R20B  
RAL: 360 30 25  
LAB: 33.1, 30.6, -2.6  
sRGB: 113, 60, 85



**HOLISTICO**

Munsell: 3.75Y 8/14  
Pantone F&H: 13-0752 TPX  
NCS: S 0580-Y  
RAL: 080 80 80  
LAB: 81.8, 9.7, 91.1  
sRGB: 251, 185, 0



**REFÚGIO**

Munsell: 2.5Y 7/4  
Pantone F&H: 15-1119 TPX  
NCS: S 3020-Y10R  
RAL: 075 70 20  
LAB: 71.3, 4.5, 23.7  
sRGB: 195, 168, 131



**SINTONIA**

Munsell: 2.5B 4/8  
Pantone F&H: 18-4733 TPX  
NCS: S 3050-B20G  
RAL: 210 50 30  
LAB: 43.8, -32.3, -21.8  
sRGB: 0, 126, 135



**ENCONTRO**

Munsell: 7.5PB 3/6  
Pantone F&H: 19-4044 TPX  
NCS: S 5040-R80B  
RAL: 270 30 30  
LAB: 28.3, 2.6, -33.0  
sRGB: 32, 74, 119



**INTUIÇÃO**

Munsell: 2.5P 5/4  
Pantone F&H: 18-3710 TPX  
NCS: S 4020-R50B  
RAL: 310 50 15  
LAB: 51.7, 8.3, -11.3  
sRGB: 128, 122, 144



**PICARRAS**

Munsell: 5YR 4/1  
Pantone F&H: 18-1306 TPX  
NCS: S 6005-Y80R  
RAL: 040 50 05  
LAB: 44.3, 2.9, 3.3  
sRGB: 111, 103, 100