



LATIN AMERICA MEETING  
AUGUST. 15. MEXICO D.F.

COLOR MARKETING GROUP

Color Sells, and the “Right” Colors Sell Better





## Attendee Countries

- Colombia
- Ecuador
- Mexico
- United States
- Venezuela





# MEXICO CITY





# Attendee Industries

- Packaging
- Food
- Architecture
- Fashion
- Printed media
- Wood laminates
- Textiles
- Academic
- Advertising
- Interior Design
- Pigments
- Retailers





# Influences

- Nature: Latin America is known for its biodiversity, a fact that gives a colorful vision to the rest of the world.
- Economic Crisis: Currently the recession has been more marked in Latin American because this political-social problem that everyone has busy.
- Games: The Olympics and World Cup Fut ball are next to be held in Latin America.



# CMG MEXICO

## SEBASTIAN ENRIQUE CARBAJAL (SCULPTURE)



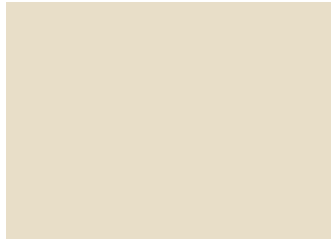
- Geometry as a way of expression that works at a distance and can attract attention in a fast moving life. Uses primary colors to serve this purpose (red, yellow, blue), saturated and luminous.
- Urban sculpture is monochromatic, and color varies depending on the light it receives and surrounding color influences.
- Colors that can be transformed, creating unique experiences. 3 key elements: Topology (space transformation), Cristalography (symmetry axis), Poetic sentiment (individual expression).
- Color as surprising, illusion element. Juxtaposition of color in different form transformation.
- Color selection: color theory + personalized color pallet (bright colors inspired by nature and his life experience) + Geometry as self-expression.
- In the creation process, the first thing is form, but color is what gives emotion to the artwork.

# Forecasting Process





# NEXT PALETTE



Cancún



Cantera Urbana



Cielito Lindo



Ciudad Capital



Hechizo



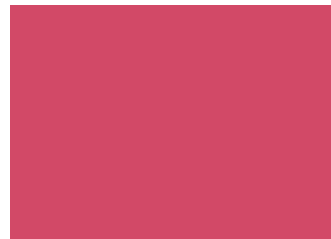
Grillo



Monarca



Picante



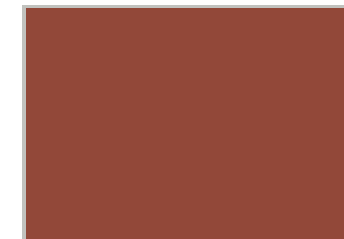
Piñata



Habanero



Pacífico

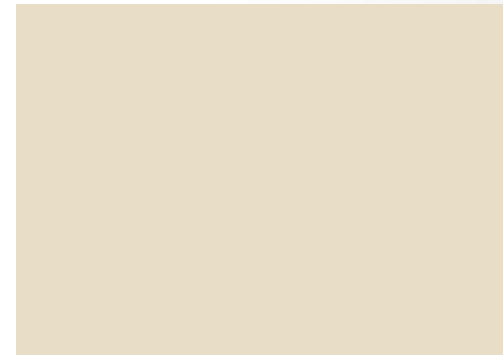


Tierra Mojada

# Cancún



Beach



Cancún

Munsell: 5Y 8/1  
Pantone TPX: 12-0703 TPX  
NCS: S-1005-Y20R  
LAB: 89.2, 0.3, 11.8  
sRGB: 233,222,201

- It is a neutral color that evokes the beaches of the Caribbean Sea, gives a balance, relaxation and tranquility.

# Cantera Urbana



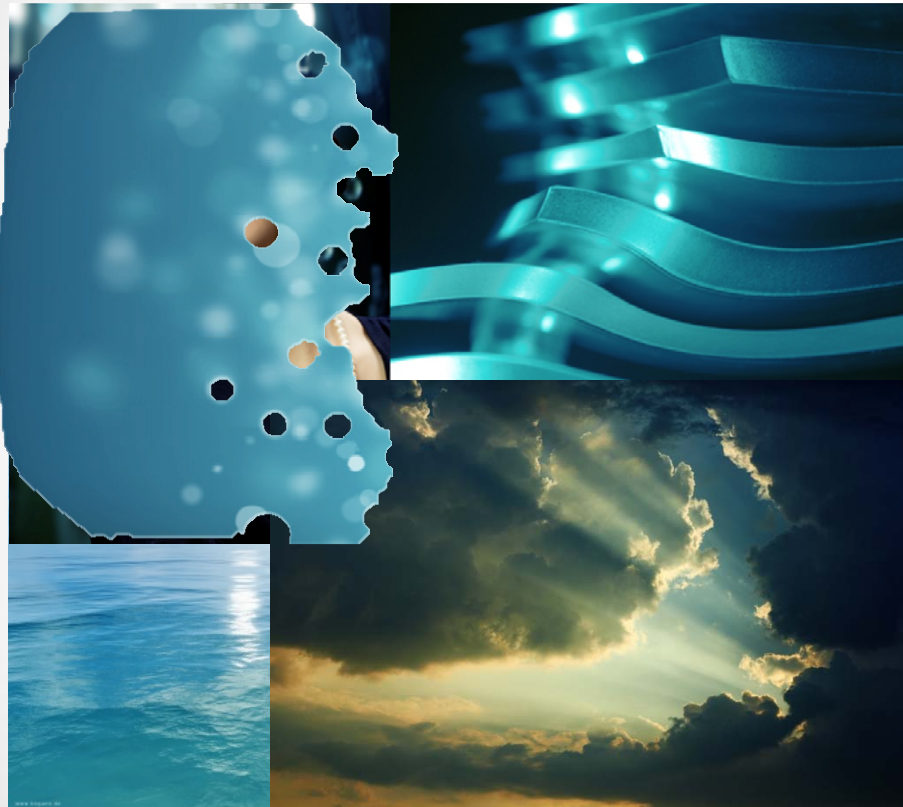
**Cantera Urbana**

Munsell: 5Y 5/1  
Pantone TPX: 16-0806 TPX  
NCS: S-3005-Y50R  
LAB: 65.7, 0.5, 6.7  
sRGB: 165, 158, 148



- It is a dark gray, communicates the urbanity of the big cities.

# Cielito Lindo



**Cielito Lindo**

Munsell: 2.5B 7/4  
Pantone TPX: 15-4715 TPX  
NCS: S-2030-B40G  
LAB: 66.7, -19.5, -8.5  
sRGB: 119, 175, 176

- This color takes us softness and tranquility that provides water and sky. KEY COLOR

# Ciudad Capital



**Ciudad Capital**

Munsell: 7.5B 7/2

Pantone TPX: 16-4411 TPX

NCS: S-3010-B10G

sRGB: 149, 170, 171



- This gray-blue sky invites projecting Latinoamericanas large cities, where by external environmental otragan this hue.

# Hechizo



Hechizo

Munsell: 2.5P 6/6  
Pantone TPX: 17-3725 TPX  
NCS: S-2040-R60B  
LAB: 59.7, 14.2, -22.3  
sRGB: 149, 141, 185

- This color and transmits and proposed harmonization, spirituality and transmutation.

# Grillo



Grillo

Munsell: 2.5GY 7/8  
Pantone TPX: 14-0445 TPX  
NCS: S-1070-G50Y  
LAB: 70.0, -16.7, 61.4  
sRGB: 175, 172, 43



- Bright tone that resembles nature once it starts growing, the beginning.

# Monarca



Monarca

Munsell: 3.75YR 6/12  
Pantone TPX: 16-1257 TPX  
NCS: S-1060-Y40R  
LAB: 67.1, 37.1, 58.0  
sGRB: 232, 131, 56

- Fruits of Latin America, traditional costumes of ethnic groups, energy.



# Picante



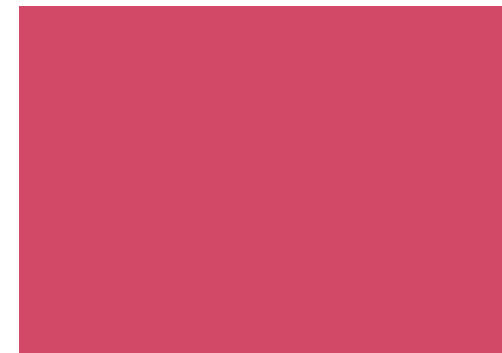
Picante

Munsell: 6.25R 5/12  
Pantone TPX: 17-1558 TPX  
NCS: S-0508-Y90R  
LAB:50.7, 61.0, 40.2  
sRGB: 204, 65, 58



- This color denotes confidence, strength and vigor.

# Piñata



Piñata

Munsell: 10RP 5/12  
Pantone TPX: 17-1740 TPX  
NCS:S-1070-R10B  
LAB: 51.7, 55.5, 13.5  
sRGB: 196, 79, 104

- This color resembles the variety of flowers and fruits that exist in Latin America.

# Habanero



**Habanero**

Munsell: 2.5Y 7/8  
Pantone TPX: 14-0846 TPX  
NCS: S-1050-Y10R  
LAB: 75.6, 11.8, 60.6  
sRGB: 230, 170, 68



- Like the Latin mood, this color offers joy, hugging sun Latin world also inspires think the Olympics in Brazil.

KEY COLOR

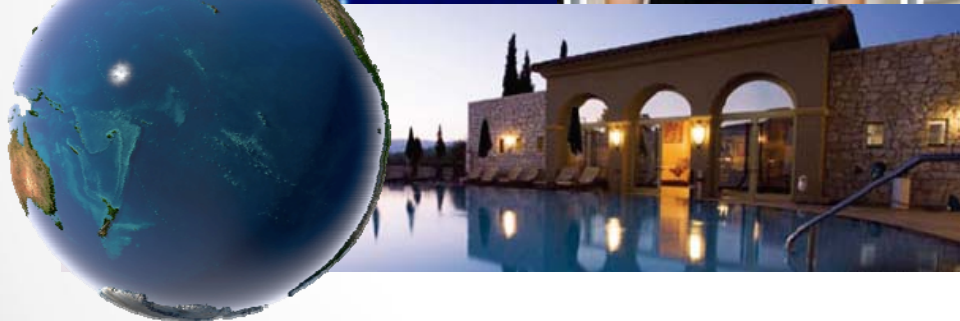


# Pacífico



Pacífico

Munsell: 7.5PB 3/6  
Pantone TPX: 19-4044 TPX  
NCS: S-5040-R80B  
LAB: 29.5, 3.0, -31.7  
sRGB: 39, 76, 122



- Similar to masculinity, the intense side of the sea, also partnered with one of the oldest professions in the world and given current economic support of many Latin countries, fisheries.

# Tierra Mojada



Tierra Mojada

Munsell: 10R 4/6  
Pantone TPX: 19-1245 TPX  
NCS: S-4040-Y80R  
LAB: 39.9, 30.0, 23.5  
sRGB: 139, 72, 58



- Red tile shingles roofs represent the first Latino communities. Too many houses are built with brick base inspiration for this color.