

# key colors

Europe key color for 2016+



Color Marketing Group introduces "Brave" as the European key color for 2016+.

"Brave's" red burns with the passion of taking a stand.

As humanity rushes forward in new directions, its people are insisting on taking a stand against oppression and inequality, but with a positive energy and outcomes. The energy of "Brave's" red suggests the passion that drives us to fight the good fight.

Whether in fashion and accessories, designed environments or graphic design, it can be fired up with purpose or represent the beating heart that propels us forward with blood surging through our veins.

A color that has a life of its own, it will be enhanced further with glossy sheens and metallic glow that speak of "Brave's" fire from within. Whether on automotive finishes, wood stains or the matte of a fabric, this red will lift the spirit of everything it caresses.

It is, through it all, a positive hue. It is the love of doing something that drives passion and creates the energy to recapture our selves. It is a new era a truth with youth culture embracing and mature generations rediscovering their passions. The passion of self expands to the passion for many and the protests that may occur are driven by the love and passion that people feel.



## "BRAVE"

