

key colors

Latin America key color for 2016+



“maiz”



Color Marketing Group announces “Maiz” as the Latin American key color for 2016+.

“Maiz” reflects the basics of life and the power of cultures moving forward.

Latin life begins with corn in the Andean countries and “Maiz” represents the fertile nature of Latin America, the strong roots of culture and growth towards a stable future. A symbol of fertility and birth, it represents the beginning of life and its many hues echo the variety of races. As we have many colors of races, we have many colors of corn.

A slightly softened, yellow hue, Maiz will emerge as an important color in fashion and home. Though predicted to be used as an accent color, the hue will energize spaces and wardrobes with its important, positive, glowing appeal. For fashion, a key jacket, perhaps, or bold accessory, and for interiors, a statement piece of furniture or room color.

An ideal coordinate to other emerging colors in Latin America’s “Wonders” story, it will pair well with hot pink, watery turquoise and a nature driven green. Together, they tell the story of exciting cultures moving forward. At the root of the story though, is the key color of “Maiz;” a part of life from beginning to end.

