

key colors

North American key color for 2016+



Color Marketing Group establishes "Uni-blue " as its key color for North America 2016+.

"Uni-blue" is a new, directional blue that celebrates all genders and generations.

Blue, a perennial favorite color, is evolving to tell a broader story of unification, celebration and equality. Emerging from the "@ease" 'Femi-nation' story, "Uni-blue" is the new unisex blue that balances the difference within genders, as well as cultures and generations.

It represents the continuum that connects spaces, people and ideas not only in life, but, in color. Uni-blue is a deep chromatic blue highlighting the transition from cobalt blue to a blue of deeper substance. It recognizes the conversations we will have and the newly even playing field on which we will meet.

The importance of day-to-day ease is alive in this hue. It is expected to evolve in fashion, interior home and hospitality embracing textured fabrics, slick, glossy material finishes and be enhanced with special effects. "Uni-Blue" offers an emphasis on the acceptance of purity, value and saturation, in color as well as design, pattern and style. The unifying mood of this blue will allow it to pair well with colors ranging from dusky to bright, warm to cool and designs from contemporary to traditional.



“uni-Blue”

