

Chroma<sup>TM</sup>  
ZONE



LATINAMERICAN

Color Forecasting  
WORKSHOP

— 2014 —



*Latin American Palette  
for 2016+  
from Quito, Ecuador*

# Chomazone Quito, Ecuador



*Virgen de Quito*



*Palacio Carondelet*



*Catedral Metropolitana*



*La mitad del mundo*



*Obelisco*



*Basilica del Voto Nacional*

# Chomazone Quito, Ecuador



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LATINAMERICAN CHROMAZONE

# Chomazone Quito, Ecuador





# Expression *Expresión*

*Multi-Cultural, Sentimientos, Emociones, Visionario,  
Comunicación, Individualismo, Espontaneo, Visual, Sonrisa,  
Se tu mismo, Mente abierta, Libertad.*



# Expression Expression



Centro Garza Sada, Monterrey, México

Paloma, Nimes France

Tadao Ando

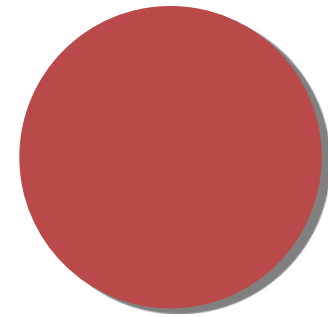
Tetrarc Architects



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# Expression *Expresión*



RUBOR

Munsell: 5R 5/10

Pantone TPX: 17-1545 TPX

NCS: S-2060-R

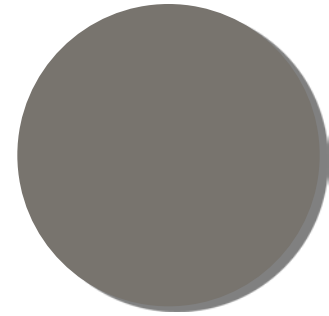
LAB: 49.1,46.9,24.0

RGB: 186, 74, 73

Handwritten text in a stylized, decorative font, possibly representing a brand name or slogan, overlaid on a background of faint, repeating text.



# Expression *Expresión*



SILENCIO

Munsell: NS

Pantone TPX: 17-1500 TPX

NCS: S-5502-Y

LAB: 55.7,-0.5,2.3

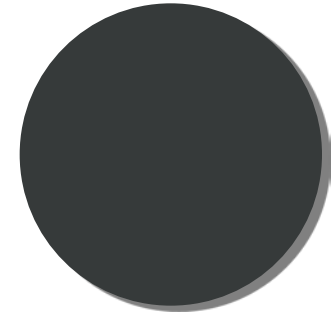
RGB: 120, 116, 110

✎

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# Expression *Expresión*



TORMENTO

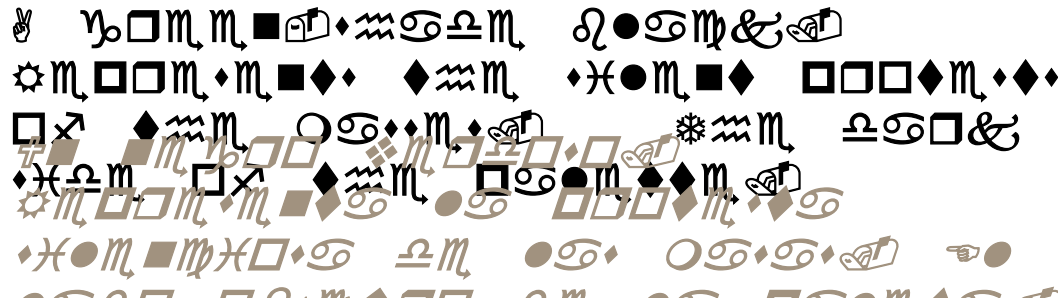
Munsell: N2.25

Pantone TPX: 119-0508 TPX

NCS: S-8000-N

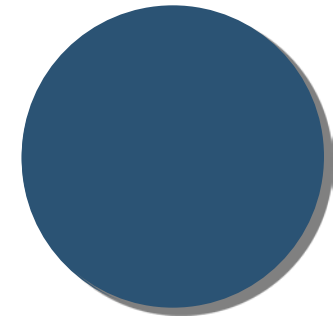
LAB: 26.5,-1,6,-1,2

RGB: 61, 64, 65





# Expression *Expresión*



PROFUNDO

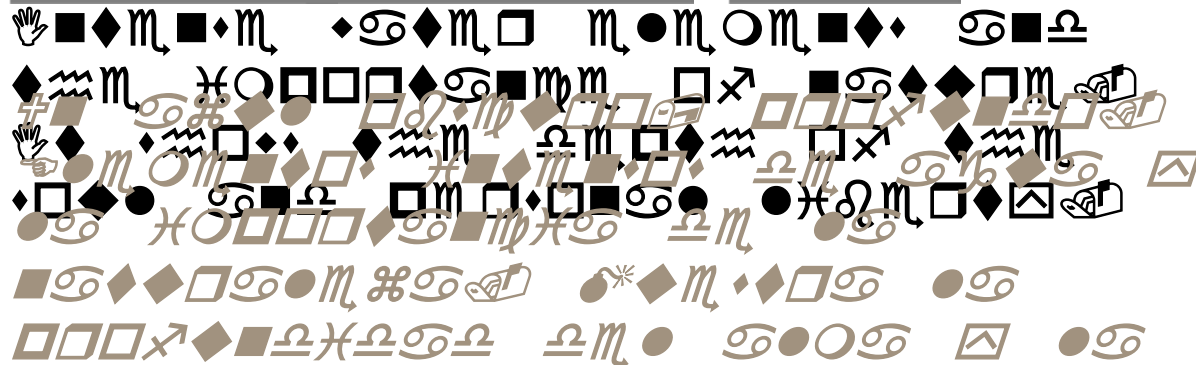
Munsell: 5 PB 3/6

Pantone TPX: 19-4035 TPX

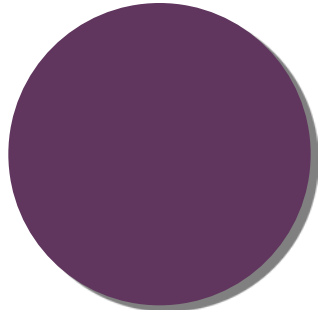
NCS: S-5030-R90B

LAB: 30.5, -3.5, -28.8

RGB: 43, 83, 116



# Expression *Expresión*



MÍSTICO

Munsell: 7.5P 3/8

Pantone TPX: 19-3540 TPX

NCS: S-4050-R20B

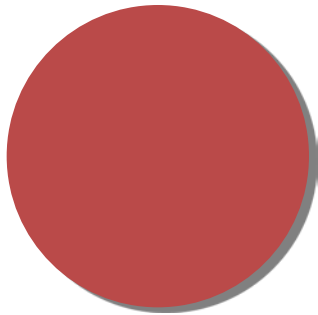
LAB: 32.1,17.4,-20.8

RGB: 96, 54, 94

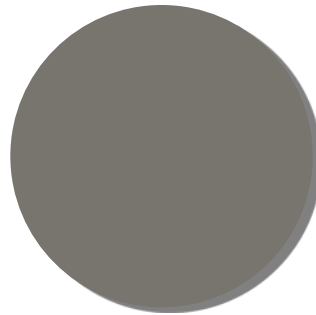


# Expression *Expresión*

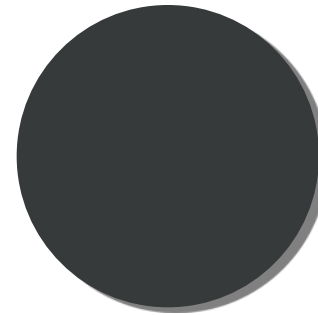
*Rabor*



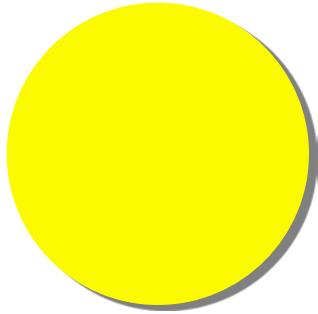
*Silencio*



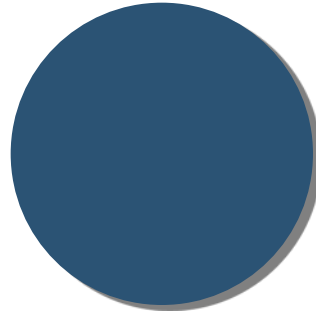
*Tormento*



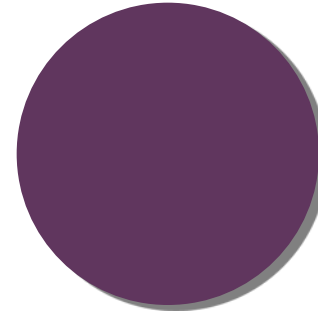
*Intensidad*



*Profundo*



*Mistico*



# Wonders *Maravillas*

*Depth. Grandiose. Smile. Contemplation.  
Connection. Light. Immense. Andean Spirit.  
Country. Art. Enchanted. Biodiversity.  
Unique. WOW. Earth.*

*Profundidad. Grandioso. Sonrisa.  
Contemplación. Conexión. Luz. Inmenso.  
Espíritu Andino. País. Arte. Hechizado.  
Biodiversidad. Único. Guau. Tierra.*









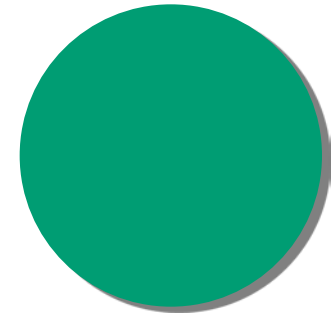
# Wonders Maravillas



Bocas Del Toro - Panamá



Bonito - Brasil



ESMERALDA

Munsell: 10G 5/10

Pantone TPX: 17-5641 TPX

NCS: S-2060-B90G

LAB: 52.9,-52.1,4.4

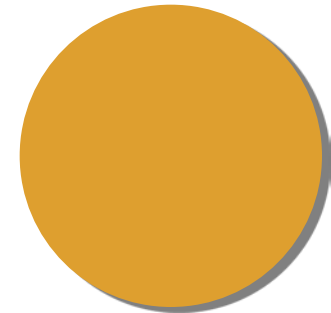
RGB: 0, 157, 115



# Wonders Maravillas



Comida Típica - Hornado



MAÍZ

Munsell: 10YR 7/8

Pantone TPX: 15-1046 TPX

NCS: S-4040-G90Y

LAB: 69.3,15.7,57.4

RGB: 222, 159, 47

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# Wonders Maravillas



Iglesia de la Compañía de Jesus



Igreja do Pilar – Ouro Preto



ORO

Munsell: 5Y 5/6

Pantone TPX: 17-0836 TPX

NCS: S04040-G80Y

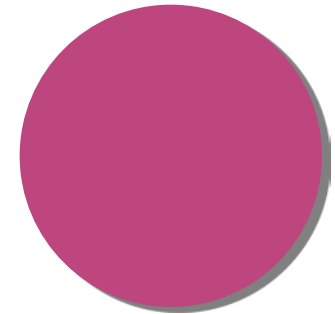
LAB: 52.8,3.1,37.0

RGB: NO MATCH





# Wonders Maravillas



BUGAN KITTY

Munsell: 3.75 RP 5/12

Pantone TPX: 18-2333 TPX

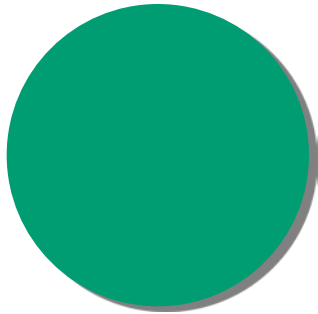
NCS: S1080-R30B

LAB: 52.9,53.9,-6.1

RGB: 189, 70, 127

# Wonders *Maravillas*

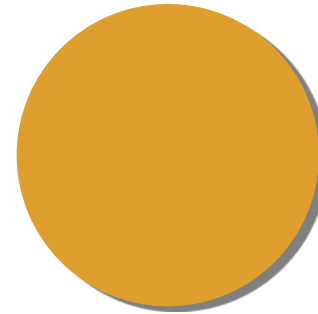
*Esmeralda*



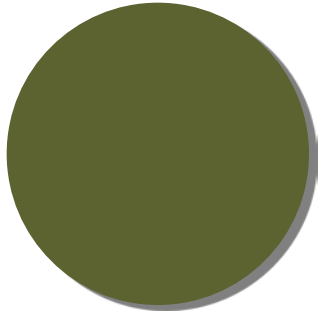
*Oro*



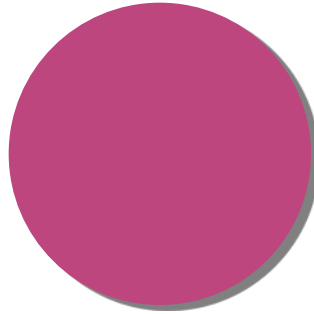
*Maíz*



*Selva*



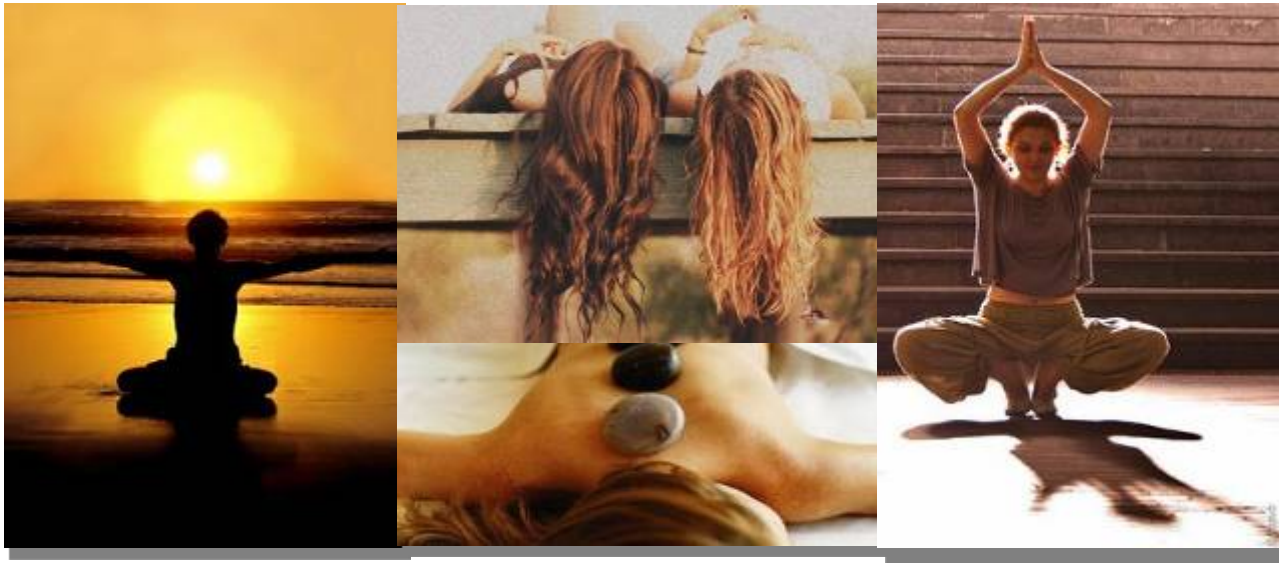
*Bugan Kitty*



# Well-being *Bienestar*

*Calm. Zen. Tranquility. Relax. Peace.  
Life. Happiness. Awakening. Balance of  
being. Spirituality. Mindful. Complete.  
Comfort. Community. Coziness. Warmth.  
Health. Authentic. Original.*

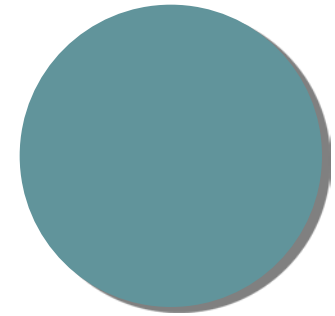
*Calma. Zen. Tranquilidad. Relajación.  
Paz. Vida. Felicidad. Despertar.  
Equilibrio del ser. Espiritualidad.  
Consciente. Completo. Confort. Comunidad.  
Comodidad. Calidez. Salud. Auténtico.  
Original.*







# Well-being *Bienestar*



OHM

Munsell: 10BG 6/6

Pantone TPX: 16-4719 TPX

NCS: S-3030-B40G

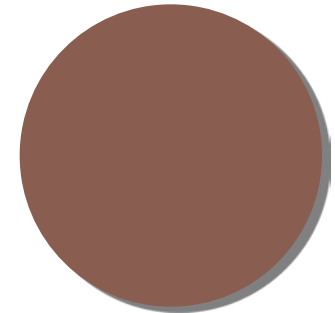
LAB: 62.0,-29.9,-15.2

RGB: 97, 148, 155

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# Well-being *Bienestar*



ESENCIA

Munsell: 5YR 5/4

Pantone TPX: 17-1422 TPX

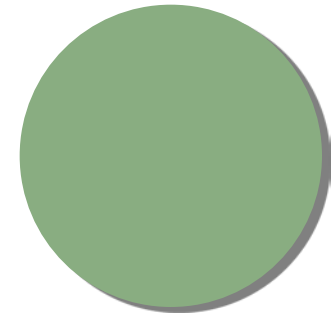
NCS: S-5020-Y70R

LAB: 48.1,12.7,14.9

RGB: 137, 93, 80



# Well-being *Bienestar*



ESPERANZA

Munsell: 10GY 6/4

Pantone TPX: 15-6316 TPX

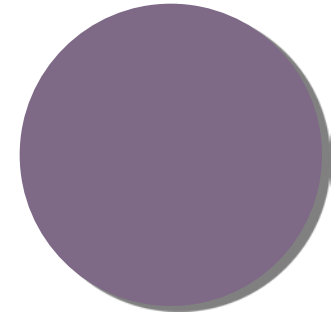
NCS: S-2030-G20Y

LAB: 66.1,-19.6,16.7

RGB: 137, 173, 129



# Well-being *Bienestar*



ENSUEÑO

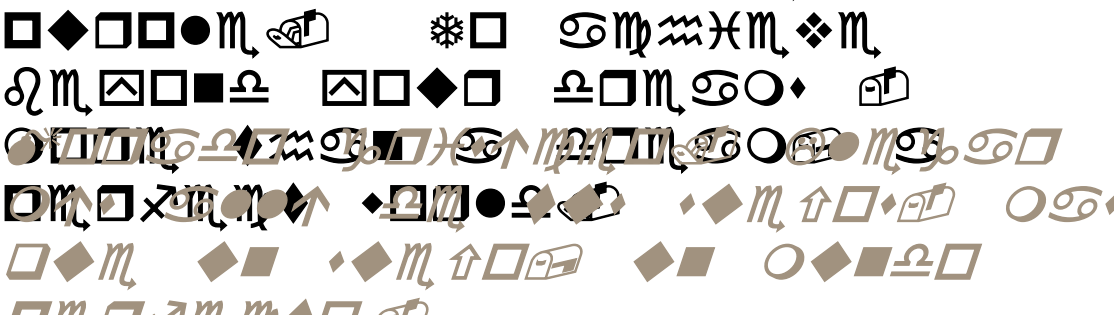
Munsell: 5P 5/4

Pantone TPX: 18-3211 TPX

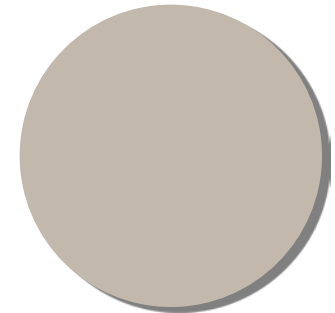
NCS: S5020-R40B

LAB: 47.5,12.5,-12.2

RGB: 126, 106, 134



# Well-being *Bienestar*



ZEN

Munsell: 5Y 6/1

Pantone TPX: 14-4504 TPX

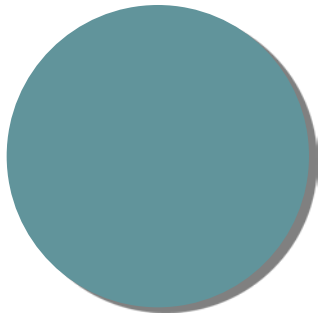
NCS: S-2005-Y50R

LAB: 74.9,1.2,7.6

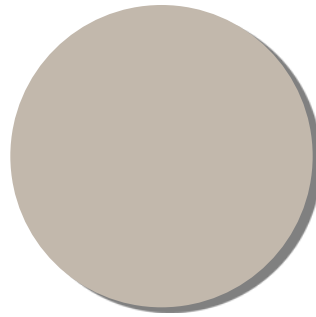
RGB: 194, 184, 172

# Well-being *Bienestar*

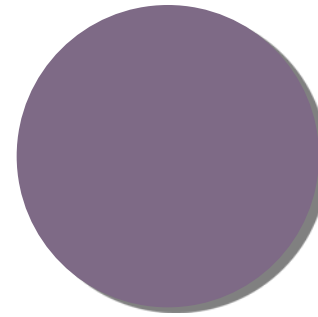
*Olivo*



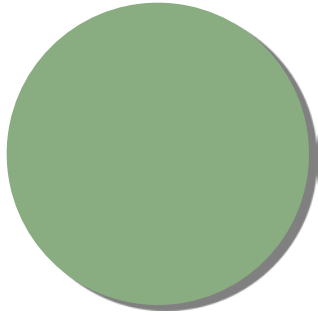
*Zen*



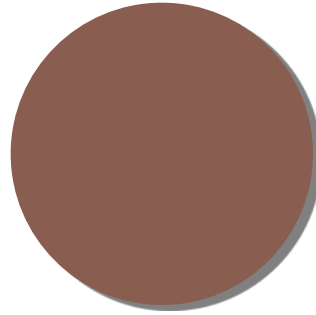
*Ensueño*



*Esperanza*

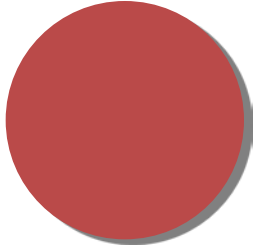


*Esencia*

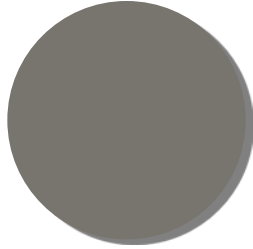


# Next Palette

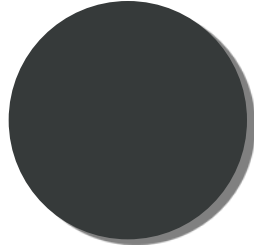
*Rubor*



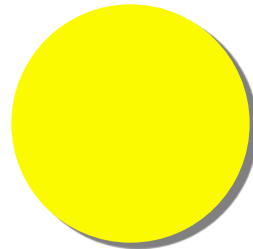
*Silencio*



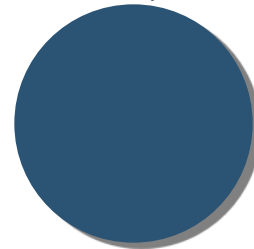
*Tormento*



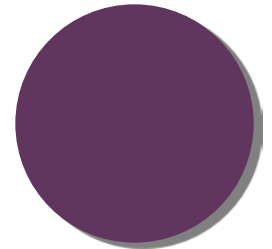
*Intensidad*



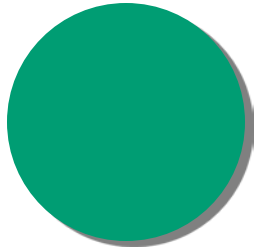
*Profundo*



*Mistico*



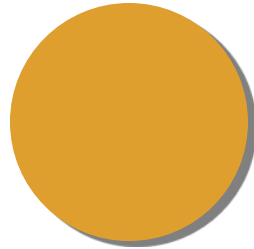
*Esmeralda*



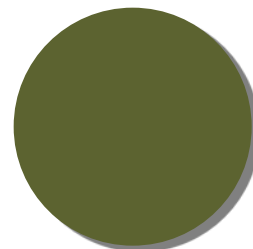
*Oro*



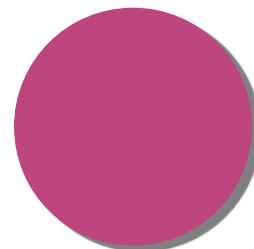
*Maiz*



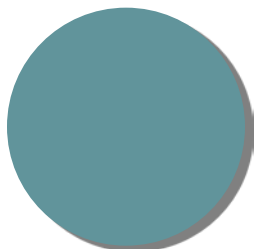
*Selva*



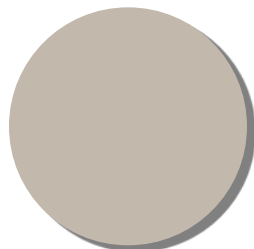
*Bugan Kitty*



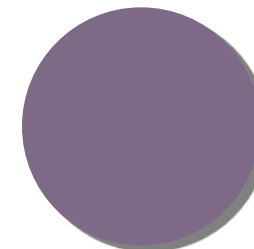
*Ohm*



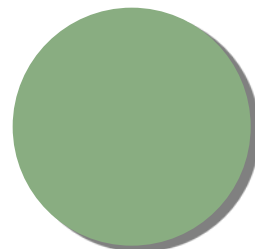
*Zen*



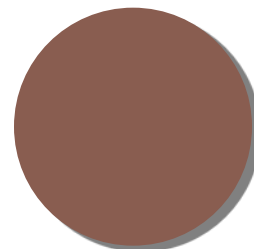
*Ensueño*



*Esperanza*



*Esencia*





Key Color

Color Clave

Maiz



Geometric patterns and symbols arranged in a grid-like structure at the bottom of the page.

