

CONSUMER COLORS WORKSHEET



2010 Fall International Conference
Portland, Oregon, USA
November 5 - 9, 2010

BENEFIT FROM THIS DYNAMIC PROCESS

- **Participate** in stimulating and informative MIXED-INDUSTRY Workshops with other color professionals
- **Interpret** Drivers that influence color choices, product design and product development
- **Establish** the movement of color over time by determining what colors are coming **NEXT**
- **Immediately** take valuable information back to your job for profitable color decisions

Where is color going NEXT?

That is the fundamental question that will be determined at the CMG Fall International Conference in Portland, Oregon. Are colors becoming warmer? Cooler? More saturated? Lower or higher values? Which hues are receding? And which are advancing?

The search for what's NEXT in color begins with your research and experiences, as well as the NEXT colors as determined at the CMG 2010 Spring International Conference in Brooklyn, NY. Those NEXT Colors from the Spring Conference may simply become the NOW colors at the Fall Conference - or perhaps may be dropped altogether. However! Those NEXT colors from the 2010 Spring Conference which people feel are still yet to arrive in the marketplace, may move into the discussion in Color Workshops at the 2010 Fall Conference in Portland, Oregon. Theoretically, a color forecast as a NEXT color could take several meetings to actually arrive in the market and become NOW colors.

Because colors are introduced at different rates for different industries, 'NEXT' has no time lines. In one industry 'NEXT' could be next month, in another industry 'NEXT' could be next year. We are not trying to determine a time line for our color trends. We are establishing the movement of color over time - trends!

Doing this twice a year gives CMG color professionals a more valuable look at how colors change. As professional color designers and trend watchers, we are aware and conversant about what is happening with color in the marketplace at large. All of the contributions of CMG members are valid well beyond specific product ranges or industries.

It is because of this continuous search for what is NEXT and the consolidation of the CMG membership insights that our color trend report becomes more valuable.

Consumer Colors Committee

Note: You are eligible to participate in this Inter-Industry Workshop based on the information you have given to CMG. If you have a question concerning your category, please contact CMG at 703.647.4730 to discuss the appropriateness of your Workshop placement.



CONSUMER COLORS WORKSHEET

COLOR WORKSHOP EXPERIENCE

The goal of the Color Workshop is to determine colors that are yet to be established in the marketplace. These are NEXT colors. CMG wants to know what colors you see in the future and what colors you see for your products in the future. At the end of the 2010 Fall Conference in Portland, **a total of 12 NEXT Colors will be defined**, along with the influences and drivers of color, providing CMG membership with valuable trend information.

DEFINITIONS

NOW COLORS

Colors in use by you or your company now and are not new colors. These colors are easy to define and are limited in providing new information.

NEXT COLORS

Colors that you see coming or are anticipated to be in your product or market. These are the colors that form CMG forecast colors.

WORKSHEET INSTRUCTIONS AND WORKSHEET AGENDA

The goal of the color Workshops is to discuss and consolidate NEXT Colors that CMG Color professionals anticipate to be in the market. With that in mind, assemble by hue, the colors you see coming NEXT on pages 3 thru 7, along with key influences and drivers. Please bring your swatches, images and any supporting data to your Color Workshop. Ideally, any images or photographs you bring should be copyright-free, meaning you own the copyright, or you can authorize CMG to reproduce the images. If you do not own the images, they are still valid in your NEXT colors presentation. You will have an opportunity to present your NEXT colors as described in the Workshop Agenda below.

- 1. Introductions.** Beginning with the Facilitator, go around the table and have each person introduce themselves, who they work for, what they do and something about themselves, such as what brought them to CMG. The Workshop Facilitator selects a Co-Facilitator to write down key words during the discussions, and who said them. As Key Words come up, write them down on a small piece of paper and affix them on a separate board to aid in the consolidation of the colors from the Workshop.
- 2. Presentations.** Each person presents the following to the Workshop:
 - Influences and drivers to color
 - Their colors showing how the drivers influenced their color selection
 - Put your colors on the Workshop board. Visuals from Magazines, Web, etc.
- 3. Identify Drivers and Influences.** After all Presentations have been made and Key Words assembled:
 - i) Discuss the Drivers to Color
 - ii) Isolate 3 or 4 major Drivers and Influences
 - iii) Identify Key Words with these major topics
 - iv) Decide what other key words illustrate the major drivers.
- 4. Vote on NOW colors.** Today's NOW colors are those that are in use in the marketplace now and are selected from the NEXT colors as determined at the CMG 2010 Spring International Conference in Brooklyn, NY. Discuss which of these colors are actually in the marketplace now. Those that did not show up should be dropped. Those that the group feel are still viable, but are yet to arrive, will move on and be discussed with the NEXT colors. NOW color samples are available in the Workshop Facilitator packets (and from the CMG web site). The selection of NOW colors should be a relatively quick conversation, given they are currently in the marketplace and are not new to CMG color professionals.
- 5. Select NEXT Colors** by starting with a hue, say RED, then begin to consolidate colors in that hue until the Workshop is satisfied it has determined the appropriate number of NEXT Colors for that particular hue. It's perfectly fine to have an extra color or two as the consolidation process happens. However, at the end of consolidation, there should only be 12 NEXT Colors on the board, supported by the workshop notes and report-back.
- 6. Organize colors** around Themes (Drivers)
- 7. Illustrate Boards** with key words and visuals.
- 8. Assemble Report Back** for Steering on Monday. Include Drivers and Key Words for each color as well as noting which market segment (interior home for example) and specific industries supported which colors. Also hand in notes taken. Explain the transition of colors from the NOW palette.



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INFLUENCES AND DRIVERS OF **NEXT** COLORS

1. What are the major Influences and Drivers to your **NEXT** colors?

2. What trends are you currently tracking or forecasting that will affect your product's color? Write your comments below and bring physical examples (products, photos, collages, drawings, ads, etc.) that support these trends and your color choices.



NEXT COLORS

Colors that you see coming or are anticipated to be in your product or market.

RED

INFLUENCES AND DRIVERS ON COLOR TRENDS

ORANGE

INFLUENCES AND DRIVERS ON COLOR TRENDS



NEXT COLORS

Colors that you see coming or are anticipated to be in your product or market.

YELLOW

INFLUENCES AND DRIVERS ON COLOR TRENDS

GREEN

INFLUENCES AND DRIVERS ON COLOR TRENDS



NEXT COLORS

Colors that you see coming or are anticipated to be in your product or market.

BLUE

INFLUENCES AND DRIVERS ON COLOR TRENDS

PURPLE

INFLUENCES AND DRIVERS ON COLOR TRENDS

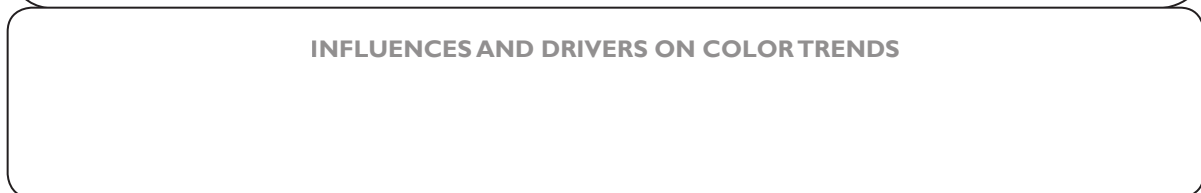
NEXT COLORS

Colors that you see coming or are anticipated to be in your product or market.

**BEIGE /
BROWN**



INFLUENCES AND DRIVERS ON COLOR TRENDS



**NEUTRAL
/ GRAY**



INFLUENCES AND DRIVERS ON COLOR TRENDS

