

CONSUMER COLORS WORKSHEET



2009 Fall International Conference
New Orleans, Louisiana, USA
November 13 - 17, 2009

BENEFIT FROM THIS DYNAMIC PROCESS

- **Participate** in stimulating and informative MIXED-INDUSTRY Workshops with other color professionals
- **Interpret** Trends that influence color choices, product design and product development
- **Verify** what's happening **NOW** with color in your markets and what's coming **NEXT**
- **Immediately** take valuable information back to your job for profitable color decisions

The CMG Color Workshops have been completely redesigned for the Fall 2009 conference to reflect our fast-paced, changing marketplaces and reduced product development cycles.

CMG members will be able to discuss what's happening **NOW** with color and what's coming **NEXT** at every International Conference. It is up to each member to bring our knowledge and experience to these interactive Workshops.

The Goal of the CMG Color Workshops remains primarily the same: Bring together, through a dynamic Workshop experience, a diverse mix of Design, Marketing, Technical and Academic professionals to explore and exchange information about color.

Workshops will begin with a discussion of the trends and influences driving color choices. Workshop participants will present and review colors relevant to their industry segment determining which colors are **NOW** and which colors are coming **NEXT**. Each Workshop will reach a consensus of **NOW** and **NEXT** colors, which will be consolidated into a final color card representing all of the individual Workshops and detailing the importance of particular color families and changes in color directions. Driving Influences and information on color stories will be captured in the final Report Back.

Please read the instructions on page 2 carefully before filling in this worksheet.

Information from the CMG Color Workshops can be used immediately by Color Professionals as a comparative guide. Digital versions of the final color cards will be produced On-Site and will be available at the end of the conference. The Report Back will be available on the CMG web site immediately following the conference.

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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

INSTRUCTIONS

WORKSHEET AND WORKSHOP GOALS

In order to identify color usage trends and relative importance, the goal is to compare the colors you are using **NOW** and the colors you will be using **NEXT**. These will be reviewed at your Consumer Colors Workshop in New Orleans. In addition, if there are brand new colors to be included in the **NEXT** palette, you will have the opportunity to present those colors in your workshop.

DEFINITIONS

NOW COLORS

Colors in use by your company now.

NEXT COLORS

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

INSTRUCTIONS

1. Review the Colors Current - New Introductions and Color Directions colors as determined at the Spring 2009 conference in Seattle and circle those that are in use **NOW** by your company on pages 4-7. If you have colors that are not from these CMG palettes and you feel are significant, bring in the color sample for discussion at your Workshop. All the **NOW** Colors marked on worksheets will be tallied and voted on at the beginning of the Workshop to determine your Workshop's **NOW** Colors.
2. Determine the top six colors that you or your company see coming or are anticipated to be in your product or market. These are Colors that are coming **NEXT** and may or may not be CMG colors.
Note: Your final worksheet should have a total of six NEXT Colors. Although eight color families are shown, each box does not need to have a chip if the color is not important to your product and color line. You may have more than one chip per color family, if that better reflects your color and product line. However, if you are in an industry where the top-selling colors are six shades of off-white, please bring the top colors within color families (Red/Pink, Orange, Yellow, Green, Gray and Neutral, Blue/Purple and Brown).
3. Assemble samples of your **NEXT** Colors (you will need 2 chips of each - 2" x 2" maximum size) and attach the chips of your **NEXT** Colors in the appropriate color hue boxes on pages 4 - 7.
Note: Color samples should be a flat color. Any Special Effects can be placed within any particular color family for discussion, however, the Color Expressions workshops on Monday allow for a more in-depth presentation and discussion.
4. Fill in INFLUENCES AND TRENDS DRIVING COLOR on Page 3. CMG is most interested in the directions in which color is moving in order to identify the trends in color and the influences to those trends. For example, are greens becoming bluer? Are yellows becoming more orange? Please give these thoughtful consideration. The more time you spend on this prior to the Workshop, the more valuable the input will be for the final palettes and Report-Backs.
5. Please bring your completed worksheet with you to the Fall Conference where you will have an opportunity to present your palette and the influences driving color trends.



CONSUMER COLORS WORKSHEET

NOW COLORS

Colors in use by your company now.

NEXT COLORS

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

RED

Haute (Current, N.I.)
Sockeye (Current, N.I.)
Tahiti (D)
Pomodoro (D)
Nostalgia (D)



INFLUENCES ON COLORTRENDS

ORANGE

Darlin' Clementine (Current, N.I.)
Wonderlust (D)



INFLUENCES ON COLORTRENDS



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NOW COLORS

Colors in use by your company now.

NEXT COLORS

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

YELLOW

Hello, Yellow (Current, N.I.)
Caramelite (Current, N.I.)
Squash Blossom (D)



INFLUENCES ON COLORTRENDS

GREEN

Chicagro (Current, N.I.)
Utopiary (D)



INFLUENCES ON COLORTRENDS



CONSUMER COLORS WORKSHEET

NOW COLORS

Colors in use by your company now.

NEXT COLORS

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

BLUE

Legacy (Current, N.I.)
Bainbridge Blue (Current, N.I.)
Trusted Energy (D)
Urban Exposure (D)
Voltaic (D)



INFLUENCES ON COLOR TRENDS

PURPLE

Plum's The Word (Current, N.I.)
Ancient Aubergine (D)
Poudre (D)



INFLUENCES ON COLOR TRENDS



CONSUMER COLORS WORKSHEET

NOW COLORS

Colors in use by your company now.

NEXT COLORS

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

**BEIGE /
BROWN**

Glow (D)



INFLUENCES ON COLORTRENDS

**NEUTRAL
/ GRAY**

Steelhead (Current, N.I.)
Seattle Mist (Current, N.I.)
Pavement (D)
Darjeeling (D)
Timepiece (D)
After Hours (D)
Alchemy (D)



INFLUENCES ON COLORTRENDS

