

# Color Marketing Group

## THE MAINSTREAMING OF ENVIRONMENTALISM

What colors will hold center stage in 2007? If you're thinking fluorescent colors, think again. From fabrics to food mixers, furnishings to appliances, pillows to paint, next year's key colors are coming down to earth.

According to Color Marketing Group (CMG), a leading international association of color design professionals, the most powerful color trends for 2007 are driven by concern for the environment. CMG, founded in 1962, is an international not-for-profit association of 1,100 color designers who forecast color directions one to three years in advance for all industries, manufactured products and services.

"Our members specify color for everything from Cadillacs to Kleenex boxes," said Jaime Stephens, executive director of CMG, "and they tell us that the mainstreaming of environmentalism is the key to this year's colors."

Specifically, CMG predicts these trends:

### "Green" Rules!

The idea of "green" means the color green, too. But look for softer, more botanical greens inspired by nature.

### Blues from Nature

The color of the sky, the color of water, true blues from nature will be everywhere.

### New Natural Neutrals

The newest neutrals, especially medium to dark browns, are soul-satisfying. Beiges, browns and tans will be more earthy and grounded, reflecting the colors of rock and stone and soil.

### Rich, Ethnic Accents

Lighter, neutral settings will be punctuated by warmed-up accent colors from a rich mix of countries and cultures. Deep, rich ethnic reds and warm, glowing oranges are the "punch" colors for 2007.



Wall color — Benjamin Moore #697  
"Scenic Drive" with green and black accents



Atrium Wallcoverings Inc. —  
Harmony — "Canyon"



burton + BURTON — 982849 —  
"Copper Brown with distressed gold foil application"