



artesanías de colombia




PALETA DE COLOR

EXPOARTESANÍAS 2015

SUBGERENCIA DE DESARROLLO



			
PANTONE BLUE	PANTONE TURQUOISE	PANTONE GREEN	PANTONE YELLOW
+ TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE	SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED	FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH	BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT
- COLDNESS, FEAR, MASCULINITY	ENVY, FEMININITY	ENVY, JEALOUSY, GUILT	IRRESPONSIBLE, UNSTABLE
			
PANTONE PURPLE	PANTONE PINK	PANTONE RED	PANTONE ORANGE
+ ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH	HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL	LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE	COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS
- MYSTERY, MOODINESS	WEAK, FEMININITY, IMMATUREITY	ANGER, DANGER, WARNING	IGNORANCE, SLUGGISHNESS

			
PANTONE BROWN	PANTONE TAN	PANTONE GOLD	PANTONE SILVER
+ FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE	DEPENDABLE, FLEXIBLE, CRISP, CONSERVATIVE	WEALTH, WISDOM, PROSPERITY, VALUABLE, TRADITIONAL	GLAMOROUS, HIGH TECH, GRACEFUL, SLEEK
- DOGMATIC, CONSERVATIVE	DULL, BORING, CONSERVATIVE	EGOTISTICAL, SELF-RIGHTEOUS	INDECISIVE, DULL, NON-COMMITAL
			
PANTONE WHITE	PANTONE GRAY	PANTONE BLACK	
+ GOODNESS, INNOCENCE, PURITY, FRESH, EASY, CLEAN	SECURITY, RELIABILITY, INTELLIGENCE, SOLID	PROTECTION, ELEGANCE, DRAMATIC, CLASSY, FORMALITY	
- ISOLATION, PRISTINE, EMPTINESS	GLOOMY, SAD, CONSERVATIVE	DEATH, EVIL, MYSTERY	

SIGNIFICADO DEL COLOR

Pantone

DOMINANTES

Crudos- Naturaleza de la materia prima



Caribe



Pacífico



Centro Oriente



Eje cafetero



Centro Sur

ACENTOS

Paleta de color por región



Caribe



Pacífico



Centro Oriente



Eje cafetero



Centro Sur

PALETA DE COLOR 2015



CREST (EARTHEN NEUTRALS)



SUNCAST (FADED MIDTONES)



RELIC (JEWEL TONES)



KEEN (BRIGHTS)



PEAK (METALLICS)



**HOME
SPRING / SUMMER 17**

Due to variances in computer monitors, PANTONE® colors displayed here may appear different in person and within the confines of natural light. Please consult PANTONE® Color Publications for accurate color matching to this forecast.



**VISIONARY
EARLY COLOR FORECAST**



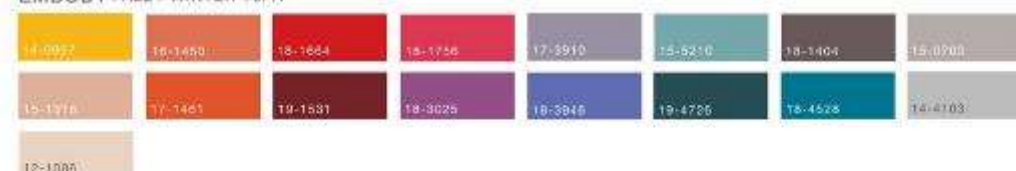
DISCOVER PRE-FALL 16



ROOTS FALL / WINTER 16/17



EMBODY FALL / WINTER 16/17



SOLSTICE FALL / WINTER 16/17



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PALETA DE COLOR 2015





DOMINANTES



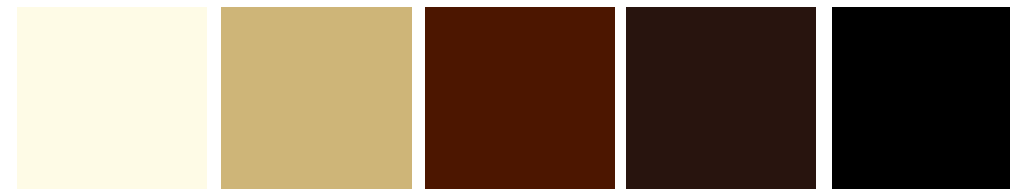
ACENTOS

Paleta Keen

REGIÓN CARIBE



PALETA DE COLOR 2015



DOMINANTES



ACENTOS

Paleta Roots

REGIÓN SUR OCCIDENTE

PALETA DE COLOR 2015





DOMINANTES



ACENTOS

Paleta Solstice

REGIÓN CENTRO ORIENTE

PALETA DE COLOR 2015



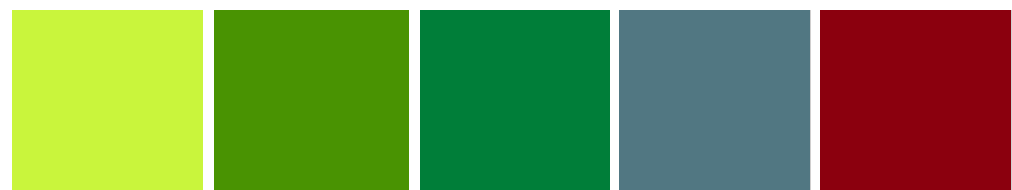


PALETA DE COLOR 2015





DOMINANTES



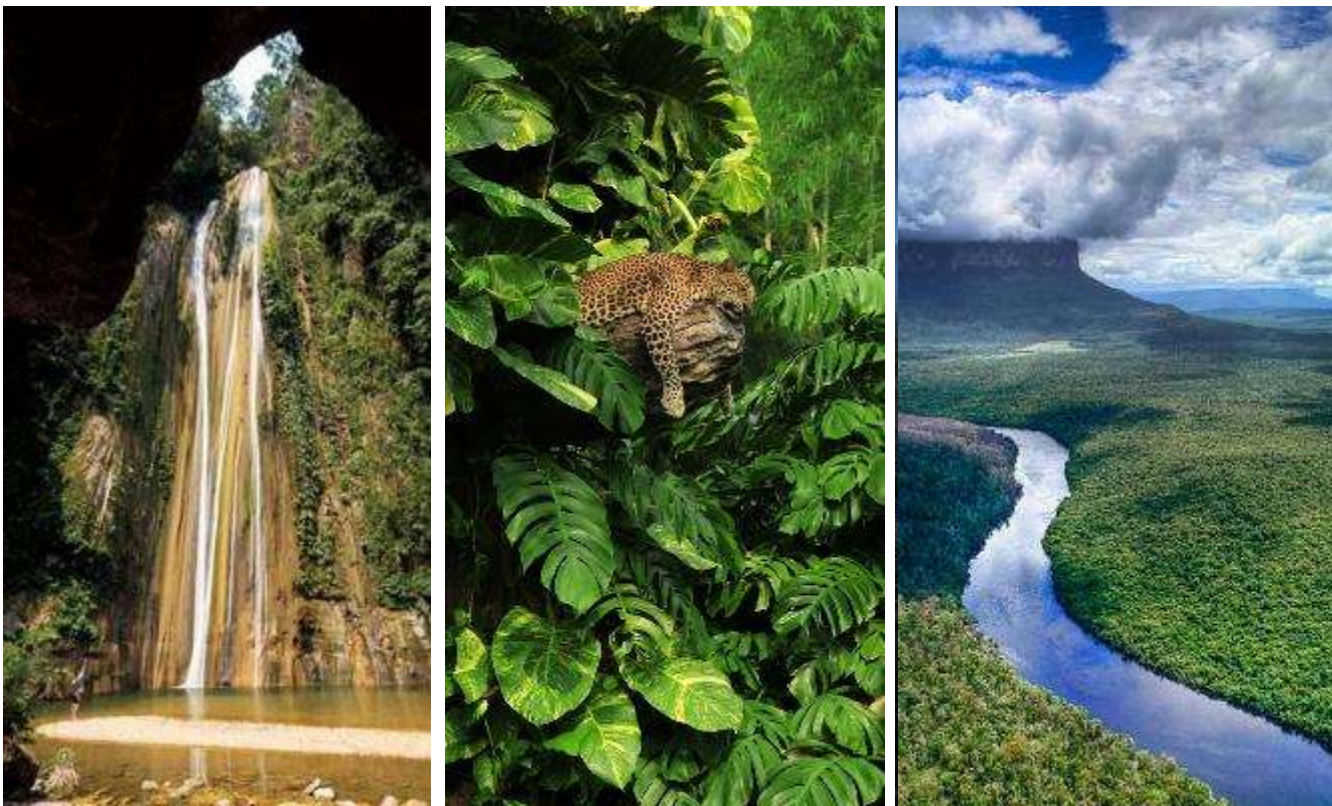
ACENTOS

Paleta Keen

REGIÓN EJE CAFETERO



PALETA DE COLOR 2015



REGIÓN CENTRO SUR



DOMINANTES



ACENTOS

Paleta Solstice