


Composing Your Color Story

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#paperspecs








www.neenahpaper.com



Jack Bredenfoerder
Director of BV Color Strategy





Landor







CONTEXT is what determines color meaning.



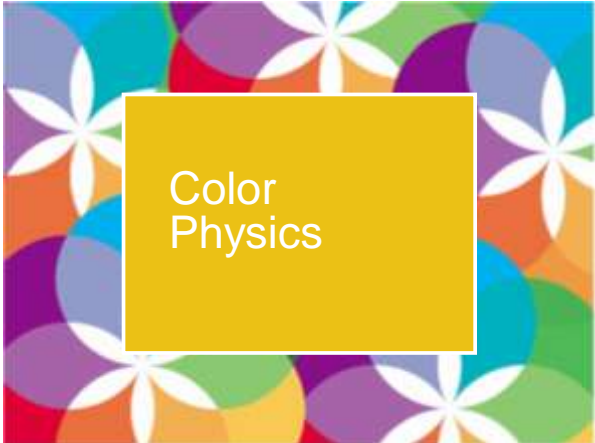


Color Strategy

The Five Elements
of a Successful Color Strategy

- Color physics
- Color and culture
- Color psychology
- Color fads, trends and cycles
- Color influences and forecasting





Color
Physics

Color Essentials

- An Object
- A Light Source
- An Observer





Colors and Culture

- Colors of State
Identify specific national and political groups
- Colors of Religion
- Color Conventions
- Colors of Groups
Sports teams, Corporations, Organizations, Schools
- Colors of Holidays and Celebrations


 A collage of logos and flags, including the "bicolorstrategy" logo, the Union Jack, and various national flags.



Colors Psychology

The psychological aspects of color are often distorted and over simplified by the color academia. Mass generalizations are often made about what a color means. Beware of getting into these conversations when you build your color rationale!

There are many color experts that will comment on the meaning of color. While color meaning has merit as a design consideration, color meaning needs to be equated from a more holistic approach. CONTEXT IS THE KEY TO ANY COLOR MEANING!



Red

Love, Passion, Life, Luscious, Ripe, Spicy, Hot



Red

Stop, Carnage, Anger, Alert, Danger



Yellow

Sunshine, Happy, Bright, Awake, Fresh



Yellow

Danger, Caution, Attention



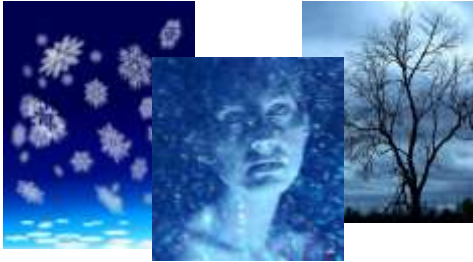
Blue

Clear, Clean, Fresh, Open, Expansive, Wet, Calm



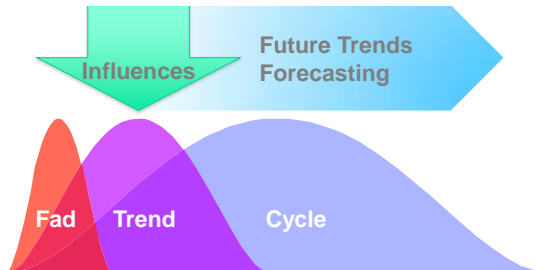
Blue

Cold, Clammy, Unhealthy, Boring, Depressed





Color Fads, Trends and Cycles



Fad

Gaga Yellow Hair



Harvest Gold



Avocado



Mauve



The Green Movement



Yves Klein International Blue



Simple Honest White





Social Media



Economic Unrest



Fashion Runways



Aggressive Politics



Celebrities



Political Action and Protest







2009-2010 Global Color Directions



WarPaint



2013 Colors of the Year



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Color Palettes Expressions and Stories

2013 Colors of the Year



CONTEXT is what determines color meaning.



The art of color expression.









Brand Stories



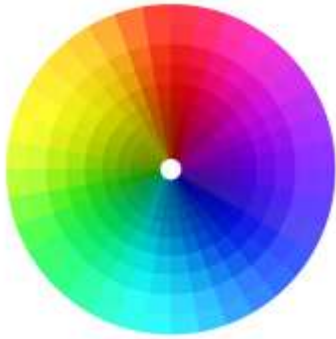
Collect, Sort,
Arrange and Edit



Visualization



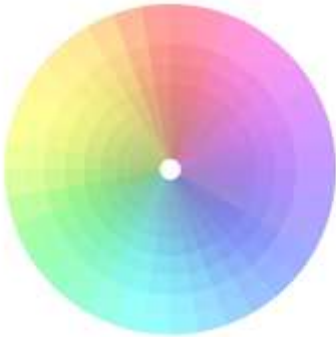


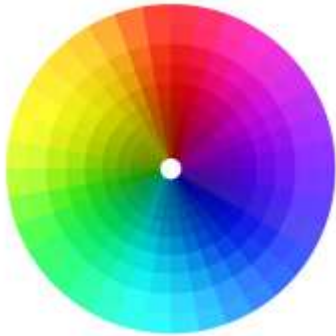




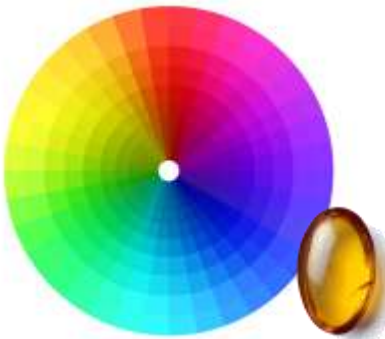


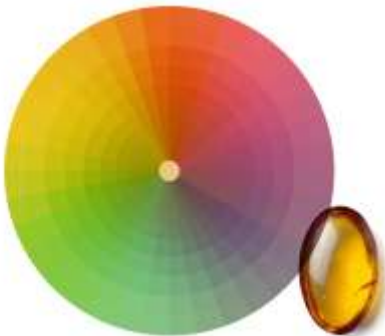


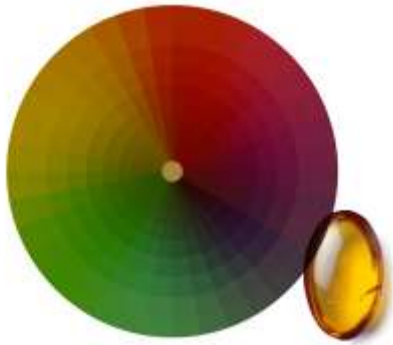




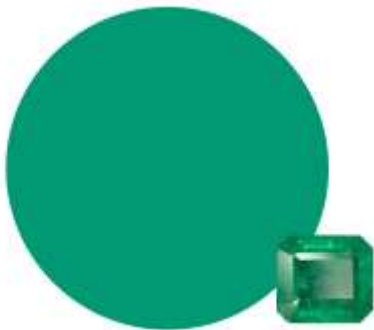


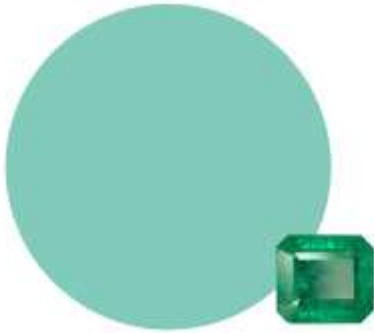


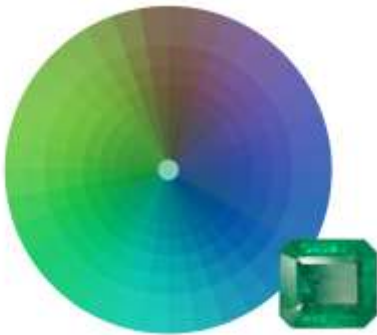


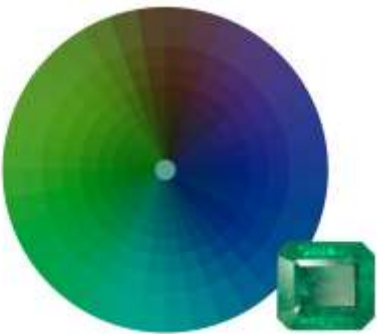




















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A series of horizontal lines for writing, arranged in three groups of five lines each, spanning the right side of the page.







Simple Palettes



Proportioned Palettes





Wine - flavor notes

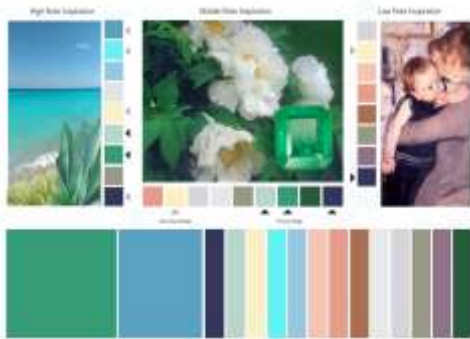
















Color Palettes
Expressions and
Stories



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Q&A Session

Please submit your questions to our speaker using the "chat" box on your console.

