

# Reawakened Color

## Spring 2015 Summer

*Spring/Summer 2015 is all about adding fresh color ingredients to your environment.  
The color trends reflect the emotions that the warm seasons evoke...  
Fresh growth, feeling energized, opening the windows to feel the breeze,  
hearing the birds sing, and watching as the days lengthen.*

*All of these sensory feelings are reflected in the colors of the Spring/Summer 2015 Color Palette.  
The notion of balance is seen in the push towards use of trends and counter trends.  
There is always an important color relationship between trends and counter trends...*





# 2015 Spring/Summer Color Trend Palette

The trending colors of Spring and Summer this year are an eclectic collection of vibrant and fresh tones mixed with natural, earth-inspired hues. 2015 color is infused with happiness and health for your space and lifestyle. Think of color like nutrition that sustains your activities and supports your emotions. *Color is so much more than its name...*

This season's go-to color palette inspires a sense of wellness and energy that organizes a space and welcomes you home.

**BRIGHT WHITE + GRAYED WHITE**  
**BOLD BLUE + WORN DENIM BLUE**  
**LEMON CITRUS YELLOW + PALE PASTEL YELLOW**  
**BLOSSOM PINK + SOFTLY SWEET PINK**





# TREND

## Pure Bright White



Pure, fresh, bright white can be paired with virtually any color for a complimentary effect that highlights the color next to it. A crisp, uplifting white that never fades out of style, use this color to brighten any space, highlight an area or room, on ceilings, and much more.

# COUNTER TREND

## Grayed White



Grayed White - bright white's counter trend - offers a mood of introspection unlike the outgoing bright white energy. This side of white is the color of ashes, a palette of grays that hints at watery pastels. Grayed White is more subtle than its pure, fresh side.



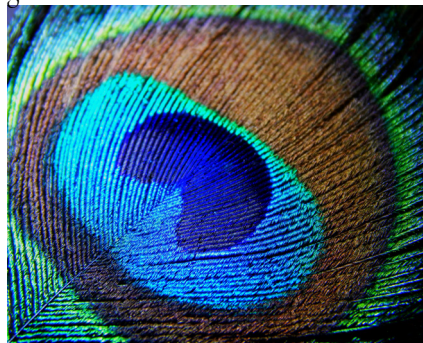


# TREND

*Bold Bright Blue*



'Moody' Blues are headlining this season's trend palettes. Blues of all shades and hues are rejuvenating surrounding colors, adding a sense of adventure and emphasizing diverse cultural elements. Think of the rooftops in Santorini, gem-stones, and tropical waters when you think of this side of the blue trend. Bold, bright, and inspiring, this is a mainstay in the season's go-to color choices.



# COUNTER TREND

*Worn Denim Blue*



Worn Denim Blue is the counter trend to bold bright blue. This is a color that makes you think of warm familiar comfort. Just like a favorite pair of timeless denim jeans, it is a color that you will always revert back to when you need to define a space in a more understated fashion. Unlike bright blue, this is a blue with a gray undertone and subtle character.





# TREND

Lemon Citrus Yellow



Lemon Citrus Yellow is a fresh, bright color that is bold and exciting. Adding a splash of Spring/Summer to any space, this is a color that will foretell Summer and carry you through the Fall.



# COUNTER TREND

Pastel Pale Yellow



Pastel Pale Yellow befriends grays and blues, working to soften the feel of a space and infuse a sense of long light. Pale yellow pairs with virtually all the ascending colors for this season.





# TREND

## Blossom Pink



Blossom Pink is a pink that is alive with happiness and delight. This pink will rejuvenate a space with new energy and sweet optimism. Add white, blue, or soft natural green to the mix for a fresh take on familiar feelings of youthfulness and a hopeful and healthy future.



# COUNTER TREND

## Softly Sweet Pink



Softly Sweet Pink has a hint of gray and an innocent personality. This is a restful color that is soothing and creates a soft background for other pastel colors or deep bright hues as well. This hue pairs sweetly with blues, grayed whites, pure whites and the floral prints of summer- a color of summer sunrises, sunsets and summer lipstick.





# 2015 COLOR

## Spring Summer

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TOGETHER, THESE COLORS MAKE FOR A FLORAL BOUQUET OF HUES THAT DEFINE THE VERY ESSENCE OF SPRING AND SUMMER 2015.

THE ENCHANTING VIBE OF CURRENT COLOR TRENDS MOTIVATES YOU TO TAKE A CHANCE AND TRY SOMETHING NEW.  
NOURISH YOURSELF THIS SEASON WITH COLOR THAT CAN TRANSFORM AND REVITALIZE YOUR LIFESTYLE AND ENVIRONMENT.

COLOR COMMUNICATIONS, INC. AUTUMN 2015 COLOR TRENDS WILL EVOLVE OUT OF THE SPRING/SUMMER COLLECTION.

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Thank you to the contributors and to the greater color industry for inspiring the Spring/Summer 2015 Color Trend Report from Color Communications, Inc.

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