

the **CMG** advantage

“Color Sells... and the ‘Right’ Colors Sell Better.”

That’s the motto of the Color Marketing Group (CMG), and keeping up with the current trends in color and décor will help you select the right moulding, matboard, and artwork to make sales for the coming year. The CMG prepares yearly reports on Commercial Color Directions. If you learn about colors in commercial design, it will be an excellent opportunity to sell your existing clients and impress new ones with your ability to stay on top of trends.

The Color Marketing Group is a nonprofit international organization of 1,300 color designers involved in the use of color as it applies to the profitable marketing of goods and services. CMG provides information on all phases of color marketing, including color trends and combinations, design influences, merchandising and sales, and education and industry contacts. The CMG designers interpret, create, forecast, and select colors to enhance the function and salability and quality of a product.

The Commercial Color Directions Report is available to CMG members. By joining CMG you will have access to important information that can translate into dollars and cents. Members are mailed color charts and palettes of the custom mixed paint chips for the latest Color Directions forecasts. Color notations for Pantone, CMYK, RGB, RAL, and other color systems are also included. These color chips will



The decor in the office building entrance shows vibrant colors from those shown in the CMG Commercial Color Directions forecast for 2006.

Photo courtesy of the Sherwin-Williams Company

enable you to work with customers to provide just the right decorative atmosphere.

Production framers and designers can also team up with each other through the members only directory to find work on projects in hospitals, offices, hotels, and more.

The CMG website, www.colormarketing.org, contains press releases about contract color and consumer color reports for 2005 and 2006. CMG concentrates its Commercial Color Directions on contract environments including offices, health care, hospitality, institutional/public space, and many other categories.

In addition, the CMG hosts two international conferences for members only. These conferences are also the venue where the CMG designers forecast Color Directions one to three years in advance. Presentations, panels, and workshops at the conferences also help members stay on top of trends and how they affect individual commercial applications. The Spring Conference will be held April 29-May 3 in Baltimore, MD. The Fall Conference will be held in Vancouver, British Columbia, Canada, October 14-18.

For more information about membership, call 703-329-8500. Applications can also be downloaded from the website. Yearly membership costs \$715. ■



CMG Color Directions are used by decorators to create room designs. Here is a sitting area designed by the Toronto-based firm Kraehling Interior Design using PARA Paints' Sugarcane P2605-4.



The donut shop displays some of the CMG's Commercial Color Directions forecast colors for 2006.

Photo courtesy of the Sherwin-Williams Company