



# FOREVER-GREEN

*Harmony • Balance • Eternal*

Venture into a new, dark, lush hue that evokes the tranquility and mystery of dense, shaded woodlands. A rich, near-black hue with a yellow-green influence, it is both strikingly calm and sophisticated with its depth and feels new and directional. It is a bold colour statement of the eco-world, suggesting nature, strength, resilience, and power.

Forever-Green, the CMG North American Main Key colour for 2025, was predicted two years ago for its emergence as a hue that promotes harmony and balance from a place of eternal strength. Representing life at its most captivating and intense, it takes its broad influences from the deep forest as well as mineral deposits. The colour is one of nature at its most rich and enduring.

However, for products and the designed space, Forever-Green is a hue that transcends the somewhat predictable conversation of green intimating the forest, vegetable garden, or precious stone. This hue releases the depth of the colour's soul. Yes, it easily stands for the perpetuity of the planet's flora and the riches found in the soil, but those classic tropes step aside as Forever-Green emerges as a bold, modern hue to represent the future of nature's best.

Being embraced globally, Forever-Green, in addition to some variations, are already used for appliances large and small, bringing bits of nature into residential and commercial spaces. It is a classic hue for a modern transport as it begins to appear on automotive exteriors, think of a new "World Racing Green." As a colour for home, it will be an accent in textiles, small furnishings and architectural coatings. A Forever-Green chair, opulent painted room, or plush series of pillows, are all ways to introduce a modern hue that feels fresh and eternal.

Wander into the depth of Foerever-Green and be embraced by its inherent beauty.

**Color Sells and the "Right" Colors Sell Better®**

Color Marketing Group forecasts colors two years in advance. ColorAlert® serves to provide visual validation for previously predicted colors as currently seen in both contract and consumer markets.

