

Color Predictions









A robotic and static world,
but warped at the same time.
Colours of this range reflect the
cold light of pixels and deformed
effects. Unusual combinations re-
mind us of new forms of of mime-
tism. Iron grey cuts these colours
and makes them matchable, while
deep yellow inflames them of a
dazzling light with psychedelic
effects.

COLOUR CONSIDERATION

CASUAL

CONSIDERAZIONI SUI COLORI

CUBE

PANTONE® TPX 15-1912



0.35% SELLA® FAST Red RTN

GRATE

PANTONE® TPX 16-5109



0.4% SELLA® FAST Gren GM
0.25% SELLA® FAST Green 2B

NET

PANTONE® TPX 17-1544



1.0% SELLA® FAST Orange GSN
2.0% SELLA® FAST Brown HC

RING

PANTONE® TPX 18-0940



3.0% SELLA® FAST Brown OV
0.25% SELLA® STAR Tobacco

BRICK

PANTONE® TPX 16-5924



0.1% SELLA® FAST Yellow
1.1% SELLA® FAST Green GM

BIT

PANTONE® TPX 14-0725



3.5% SELLA® FAST Yellow
0.4% SELLA® FAST Yellow R

DICE

PANTONE® TPX 19-0000



4.0% SELLA® FAST Black HBR new

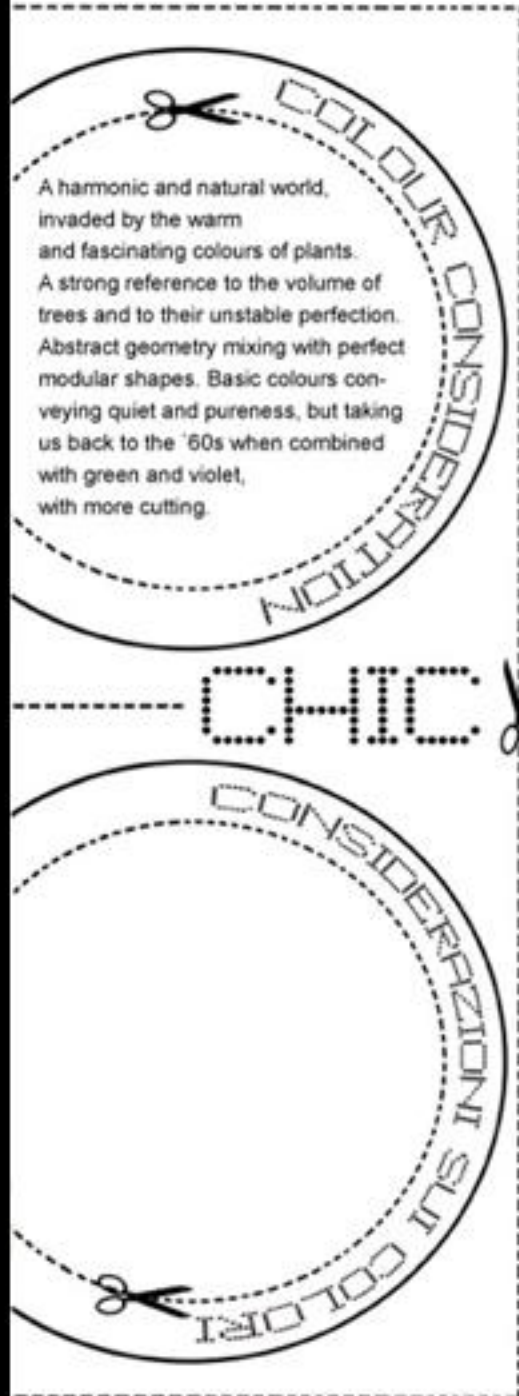
BOX

PANTONE® TPX 15-4003



0.25% SELLA® FAST Beige GL
0.15% SELLA® FAST Grey N

SELLA® Dyes



BEAD

PANTONE® TPX 19-2434



3.3% SELLA® FAST Red 2B
0.4% SELLA® FAST F

SPHERE

PANTONE® TPX 16-0954



2.2% SELLASET® Yellow H
0.4% SELLA® FAST Olive 2G

DISK

PANTONE® TPX 16-0235



3.0% SELLASET® Yellow 4GL
0.5% SELLA® FAST Green GM

SPIRAL

PANTONE® TPX 18-0950



1.4% SELLA® STAR Havana
0.9% SELLA® FAST Tobacco

POINT

PANTONE® TPX 15-0522



1.2% SELLA® FAST Beige GL
0.5% SELLA® FAST Olive 2G

CIRCLE

PANTONE® TPX 16-1443



1.2% SELLA® FAST Orange GSN
0.7% SELLA® STAR Copper

WHEEL

PANTONE® TPX 16-1054



3.5% SELLA® FAST Orange 2GC
0.5% SELLA® FAST Brown HH 150%

BALL

PANTONE® TPX 18-1441



2.0% SELLA® STAR Copper
0.5% SELLA® FAST Bordeaux RVN



LINE

PANTONE® TPX 19-4050

2.9% SELLA® FAST Blue BBN
1.1% SELLA® FA

RULER

PANTONE® TPX 18-1660

2.2% SELLA® FAST Red CN
2.0% SELLA® FAST Red RTN

ROW

PANTONE® TPX 19-1218

3.0% SELLA® STAR Coffee
0.5% SELLA® STAR Olive

STAVE

PANTONE® TPX 15-5919

0.4% SELLA® FAST Yellow 4GL
0.7% SELLA® FAST Green GM

STRIPED

PANTONE® TPX 15-1661

3.4% SELLA® FAST Orange GSN
0.6% SELLA® FAST Red CN

HYPHEN

PANTONE® TPX 13-0939

0.6% SELLA® FAST Yellow 4GL
2.0% SELLA® FAST Orange 2GC

BAR

PANTONE® TPX 18-4417

1.1% SELLA® FAST Navy G



SIDE

PANTONE® TPX 13-0908

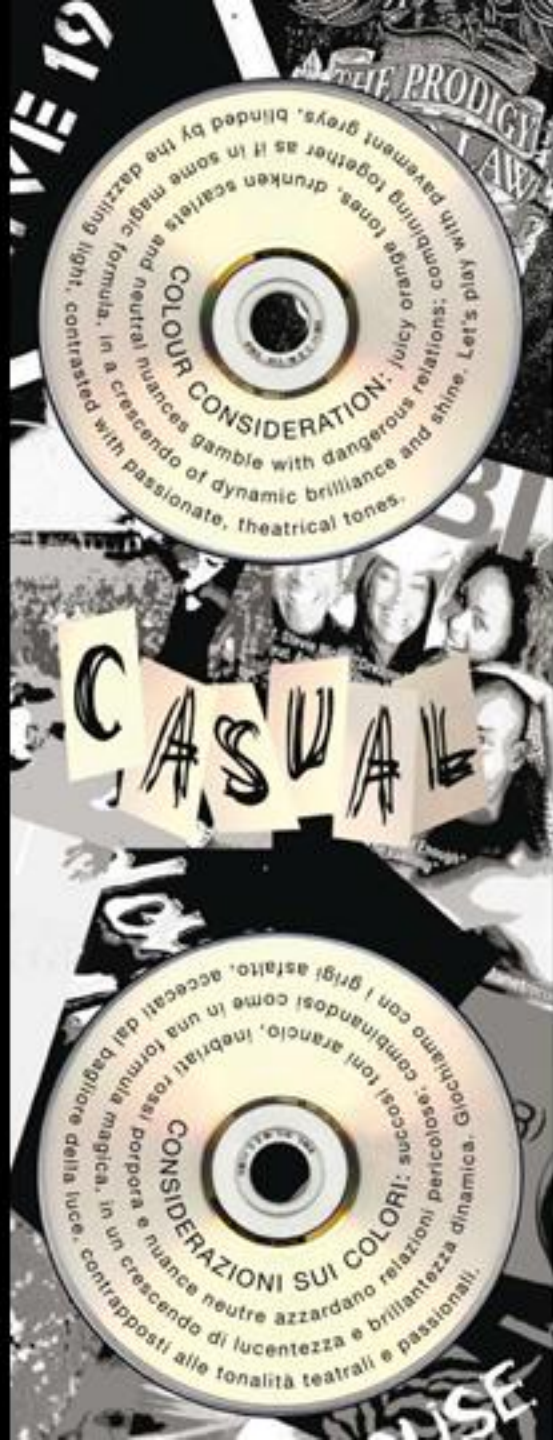
0.5% SELLA® FAST Beige E

COLOUR CONSIDERATION

A world deeply inspired by colours of the Mediterranean beaches, where the strong appeal of the sea combines with the period of figurative arts. Flaming and almost primary colours convey strength and energy, but drive us towards a measured chromatic indiscipline through creative and post-futuristic combinations, daring with creative couplings.

CLASSIC

CONSIDERATION I COLORI



SELLA® DYES

RODA® eosin pigments

PHUTURE

Patent® TRX 19-1940

3.0 % SELLA® FAST Bordeaux PWK
1.0 % SELLA® FAST Brown DB



White C 15.2 Brown E 0.7
Black 0.9 Bordeaux 82.1

ENIGMA

Patent® TRX 16-1346

0.75 % SELLA® STAR Copper
0.75 % SELLA® FAST Orange GSN



White C 21.9 Brown E 2.3
Ochre 25.5 Eco Tangerine 19.3

BODYROX

Patent® TRX 18-2203

0.40 % SELLA® FAST Brown DS
0.75 % SELLA® FAST Black HMI



White C 77.9 Ochre 7.1
Black 13.5 Brown E 1.5

SCOOTER

Patent® TRX 17-1005

0.10 % SELLA® FAST Brown DZ 1306
0.32 % SELLA® FAST Grey N



White C 86.4 Ochre 4.8
Black 2.9 Red Bl. 2.9

ORBITAL

Patent® TRX 16-1643

1.0 % SELLA® FAST Red RDN
3.0 % SELLA® FAST Bordeaux BWN



White C 25.9 Brown E 15.7
Ochre 22.9 Red Bl. 34.3

FLUYDO

Patent® TRX 15-1308

0.20 % SELLA® FAST Brown CR
0.05 % SELLA® FAST Brown DV

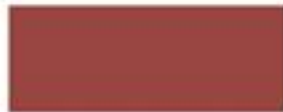


White C 89.3 Ochre 7.7
Black 0.7 Brown E 2.3

KRISMA

Patent® TRX 16-1540

2.0 % SELLA® FAST Brown HC
0.5 % SELLA® FAST Bordeaux MFW



White C 23.0 Brown E 23.4
Ochre 13.0 Red Bl. 9.6

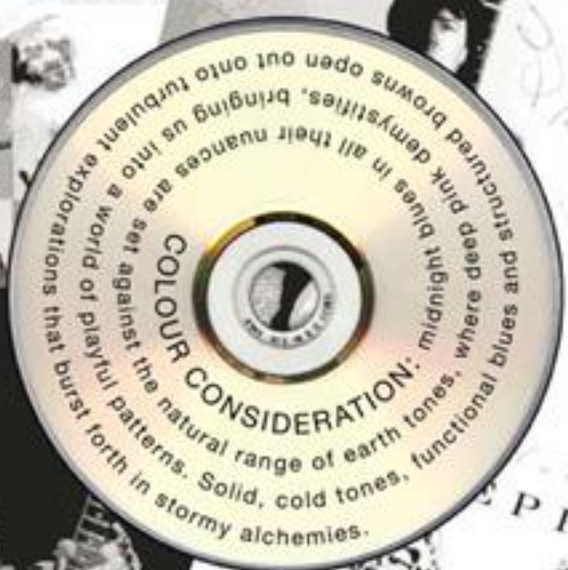
GREDEL

Patent® TRX 19-2022

2.3 % SELLA® FAST Violet BL
0.5 % SELLA® FAST Bordeaux MFW



White C 13.4 Red Violet Conc. 22.7
Red Bl. 31.6 Blue Dye 42.3



SELLA® DYES

WHO

Pantone® TFX 18-1244

0.5 % SELLA® STAR Tobacco
2.3 % SELLA® STAR Copper

GENESIS

Pantone® TFX 19-4024

1.0 % SELLA® FAST Black HBR New
3.0 % SELLA® FAST Navy E

ANIMALS

Pantone® TFX 19-1436

3.0 % SELLA® FAST Brown CR

KISS

Pantone® TFX 17-2031

1.2 % SELLA® FAST Red 2R
0.5 % SELLA® FAST Red 67H

POLICE

Pantone® TFX 17-1328

1.0 % SELLA® FAST Brown G1

TRAFFIC

Pantone® TFX 18-4217

0.8 % SELLA® FAST Grey H
0.4 % SELLA® FAST Navy G

YES

Pantone® TFX 19-0822

2.2 % SELLA® FAST Brown G0B
0.4 % SELLA® FAST Black HM
0.2 % SELLA® FAST Green GDN

RODA® cosi pigments



White C	8.5	Ochre	51.3
Black	1.2	Brown E	39.0



Black	0.5	Night Blue	81.6
Brown E	5.1	Tempera 300 Bl.	12.8



White C	22.9	Ochre	6.7
Black	7.2	Brown E	62.1



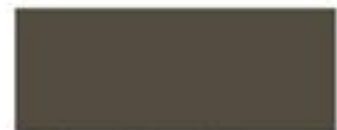
White C	53.5	Fuchsia	21.5
Brown E	1.5	Red Bl.	22.3



White C	49.8	Ochre	39.6
Black	0.9	Brown E	9.7



White C	79.9	Red Bl.	6.0
Black	5.8	Tempera 306 Bl.	8.3



White C	21.8	Ochre	11.1
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RODA®, SELLA® - registered trademarks of TFL Leubach GmbH, Weil am Rhein, Germany

COLOUR CONSIDERATION: clean, which tone down the classic combinations. Brown and green tones mix together, contrasting them with a more technological image.

CLASSIC

CONSIDER...
...di mistero con il grigio e le tonalità anebbate, che spengono gli abbinam...
...LORI: colori teresi e puliti che diventano curiosi verdi si...
...diffondono o con una voglia di sperimentazione. Toni marroni e verdi si...
...ologica.

SELLA® DYES

BAKER

Pantone® TPX 15-0743

1,0% SELLA® FAST Yellow 4 GL
0,5% SELLASET® Yellow H
0,3% SELLA® FAST Olive 2G



SINATRA

Pantone® TPX 18-0640

3,0 % SELLA® FAST Brown OV
1,0 % SELLA® FAST Brown OM



BASIE

Pantone® TPX 16-5803

0,45 % SELLA® FAST Gray N
0,15 % SELLA® FAST Brown C/G



ELLINGTON

Pantone® TPX 18-0430

5,0 % SELLA® FAST Olive 2 G
0,2 % SELLA® FAST Navy G



JOPLIN

Pantone® TPX 19-1016

1,8 % SELLA® FAST Brown DZ 150%
1,2 % SELLA® FAST Brown G08
1,8 % SELLA® FAST Black HM



ARMSTRONG

Pantone® TPX 18-5616

2,0 % SELLA® FAST Green ODN



MILLER

Pantone® TPX 18-0928

1,3 % SELLA® STAR Coffee
0,8 % SELLA® STAR Olive



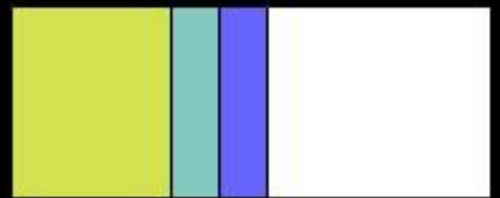
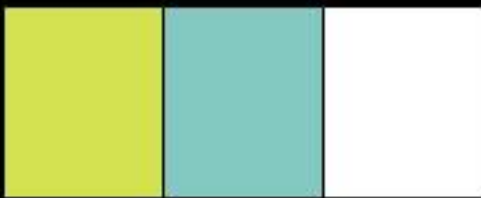
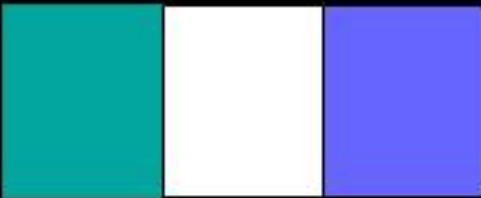
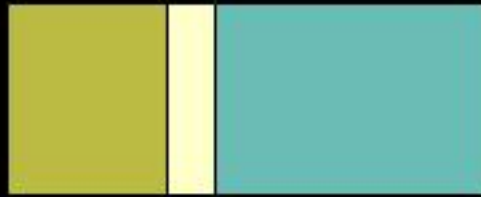
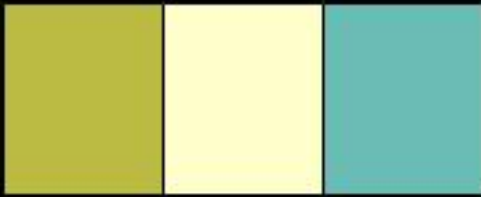
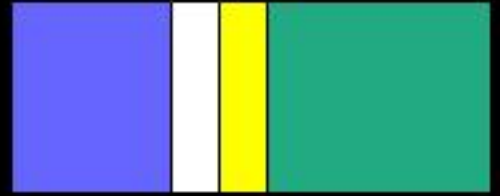
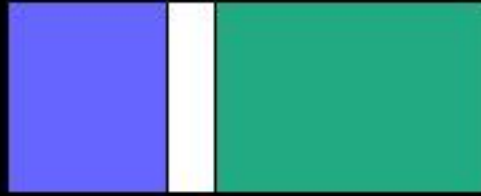
Color for Design

- Science with predictable outcomes
- Names change but don't be fooled
- Subjective (cultural)
- What are you trying to achieve?
- What makes you feel good?

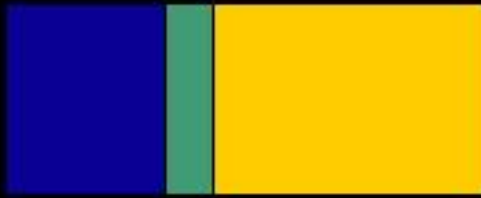
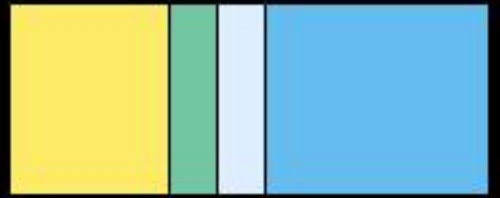
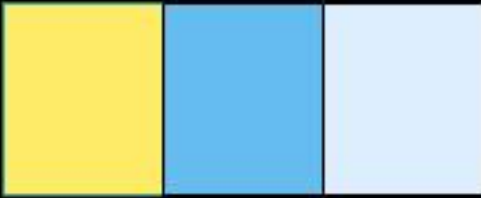
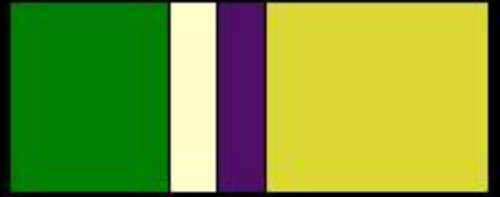
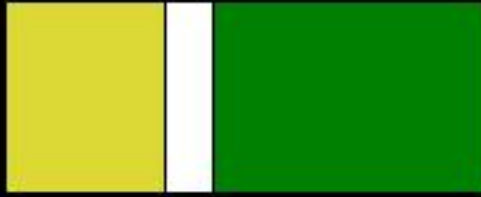
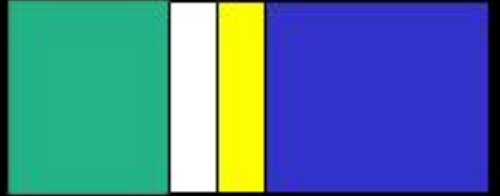
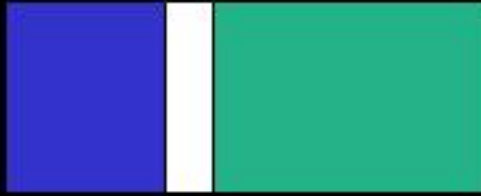
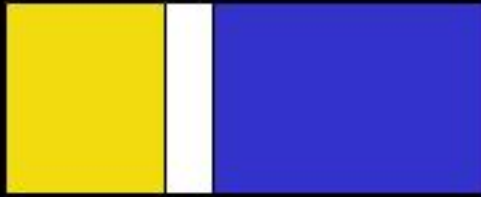
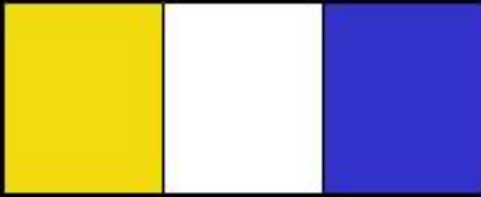
Choosing Colors

- Know your space
- Know your colors
- Know your purpose
- Background first
- Shades before hues
- Vary the shades
- Use compatible hues
- Limit the number
- Use vivid colors sparingly
- Use gray, black, white for harmony, balance
- Use familiar colors
- Use natural colors
- Have fun

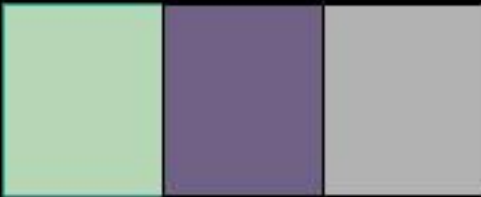
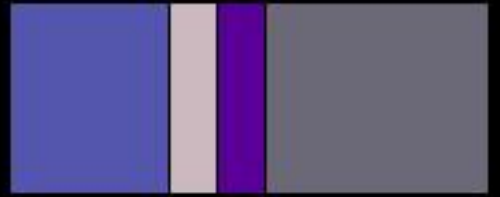
Fresh



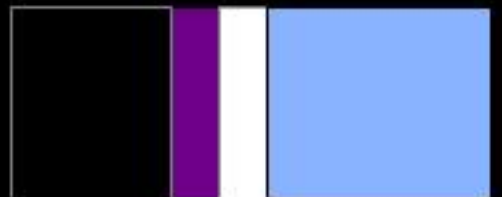
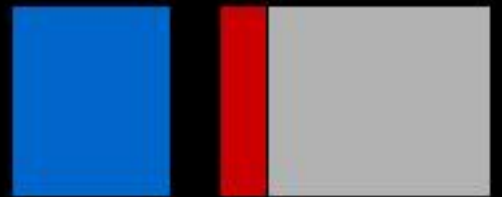
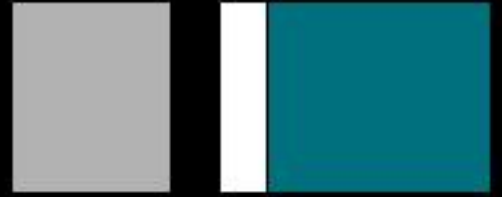
Youthful



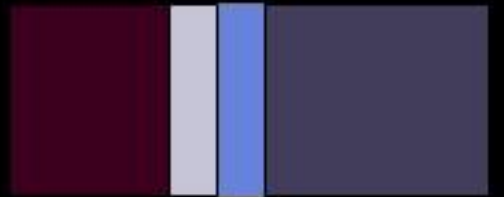
Cool



URBANE



Resolute



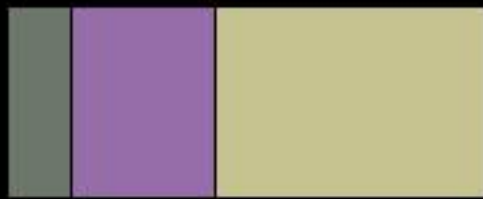
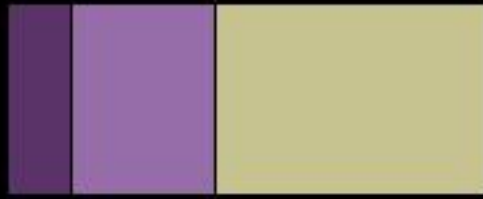
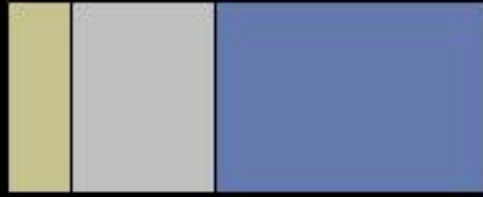
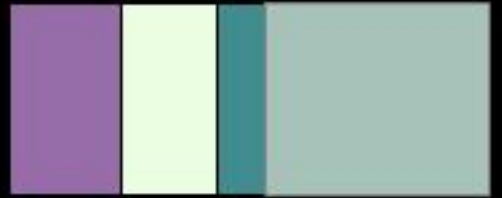
Earthy



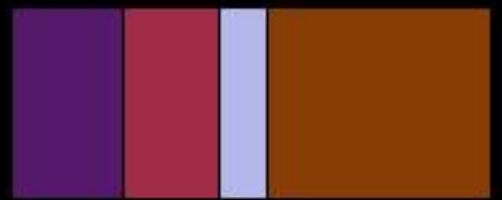
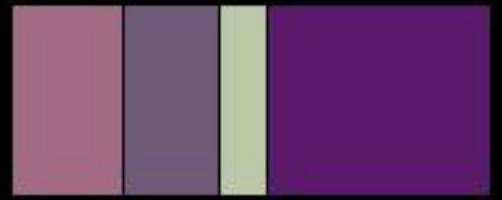
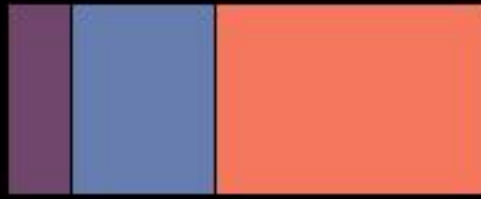
SENSIBLE



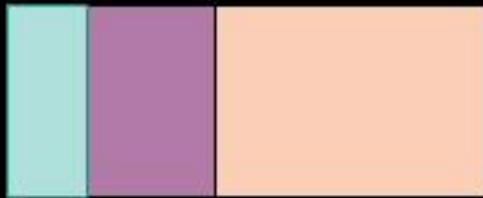
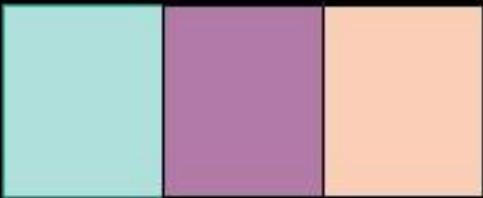
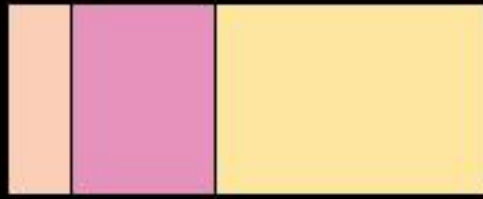
TENDER



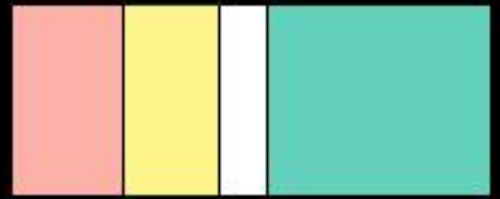
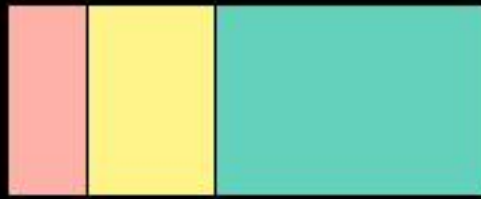
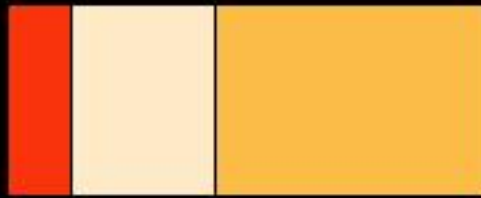
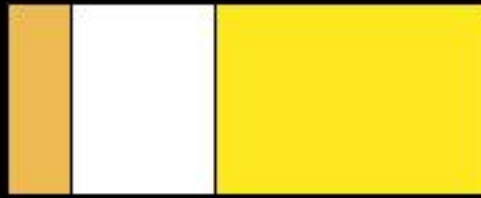
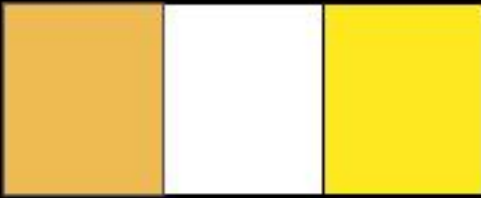
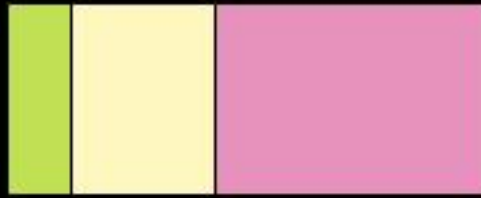
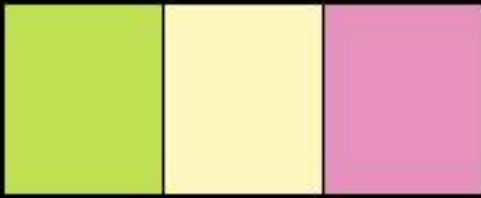
Alluring



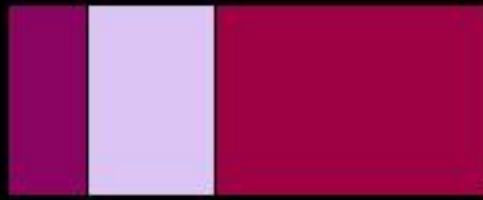
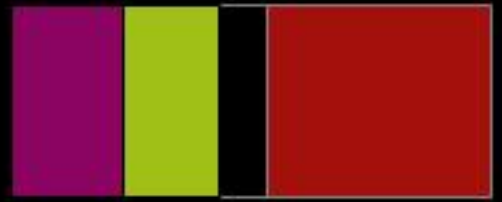
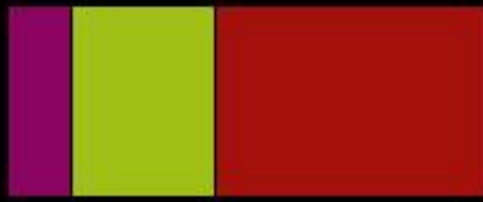
Dreamy



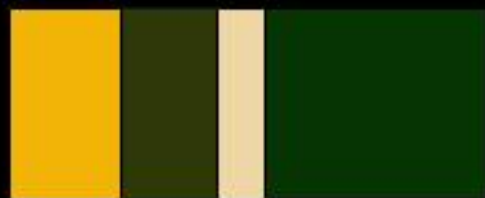
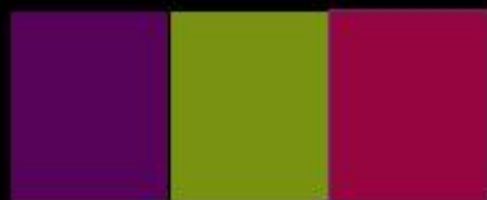
Sweet



Luxurious



Folksy



Dynamic

