

BE
WILD

RECLAIMING POWER,
INFUSING NEW ENERGIES,
MOVING LINES AND SHARING
FORWARD-LOOKING VALUES

REGENERATION / RESILIENCE
HOPE / COURAGE / DEDICATION
CREATIVITY / HUMOR

ACTIVATING
OPTIMISM



MOOD

Embracing joy, the “Be Wild” direction has a mood-boosting mindset.

KEY ELEMENTS

The design elements are playful and express a bold and creative individuality.

COLOR PALETTE

The palette exhibits confidence and a positive attitude by mixing energetic colors and grounding neutrals in an inspiring way.

Cerise
PPG17-11

Pacific Pearl
PPG1011-1

Mediterranean
Blue
PPG1236-7

Dynamo
PPG17-22

Fresh Lemonade
PPG1216-5

Delicate White
PPG1001-1

Mercurial
PPG1006-4

Aqua Fiesta
PPG1147-4

Transcend
PPG1079-4

Blackberry Jam
PPG1178-6

Black Magic
PPG1001-7

Blue Odyssey
PPG1166-6

French Lilac
PPG1246-4

Granada
PPG17-12