

## Vitex and Color Guild A global color world

**Color Guild** is the largest International Association of independent paint manufacturers, with 55 partner companies across the world, that predicts and "shapes" color trends for the industry professionals, designers, retailers and consumers globally.

**Vitex** is an **Official Color Guild Partner**.

**Color Guild Colorists** predict and present color trend 12 to 18 months in advance of their entree into the marketplace!



# TREND 2020

THE GLOBAL  
COLOR TRENDS

THE COLOR OF THE YEAR

0864 – **Lioness**

TREND2020 / 2020 / EN / CC / V1



Discover the **1.320** color shades  
of the latest fandeck **Vitex Global Collection**  
at paint stores or at [www.vitex.gr/en/](http://www.vitex.gr/en/)  
by shade code or name

 **Lioness**





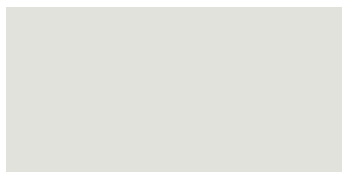
#### COLOR OF THE YEAR 2020

##### 0864 – Lioness

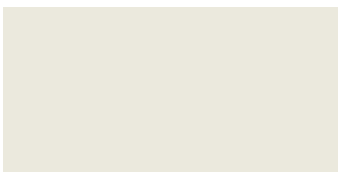
Brave, expansive and openly outspoken, **Lioness 0864 - Color of The Year 2020** - from the **Global Collection** fandeck, exudes independence, generosity and light.

The **Colors of 2020** continue to break boundaries and defy definition, leading us to discover new ways to relate to each other in our constant search for connection. The contrast between our yearning for the past and our desire to resist the ordinary generates the eclectic mix of muted tones and vibrant hues emerging all around us.

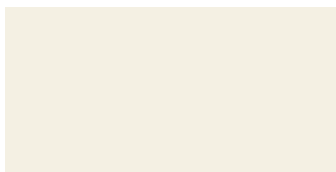
**Lioness 0864 - Color of The Year 2020** - is the leader of this trend! A bold encouraging color that says: Go ahead, roar a little! This color doesn't bite, but it does speak up and say **hello!**



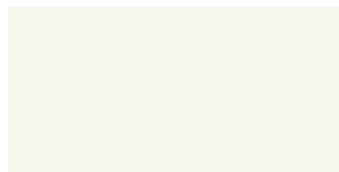
Barely White  
0021



Hint of Vanilla  
0001



Bunny Cake  
0012



Sugar Dust  
0011



Polished Cotton  
0629



Sheepskin  
0566



Soufflé  
0139



Cantera  
0343



Overlook  
1319



Calliope  
0044



Plume Grass  
0414



Philosophically Speaking  
0578



Sizzling Hot  
0045



Apple Crisp  
0247



Big Fish  
0435



Berry Patch  
1152

Printing technique limitations, paint gloss level, lighting as well as the nature of the painted surface, may result in slight color variations. We recommend to apply the original color shade on the surface to be painted.