



## 2021+ Color Evolution

As the world looks to the future, Badger Color Concentrates seeks out the societal trends to imagine the colors yet to be. The palette for 2021+ demonstrates our commitment to embracing the use of post-consumer resin as a eco-friendly way to reduce the plastics industry's carbon footprint.

The palettes encompass three-color stories - Elicit Tech, eNsuing Creation, and Dream Beyond. These trends manifest our human need for endurance with physical, mental, emotional, and intellectual well-being. Softly expressive hues bring calmness to colors drenched in saturation, creating a feeling of urgency while offering balance to mind and body.

### eNsuing Creation

As a society, its time to acknowledge as Greta Thunberg states, "our house is on fire" and that we have to make changes to slow the destruction of our only home. Our pace of consumption of this planet's finite raw materials is out of control. We are failing in our role as Earth's protectors. Everyone's combined efforts will be needed to protect Earth's physical existence. We need to change our way of thinking that resources are infinite. The four colors seen in eNsuing Creation are preservation of Earth.

**Terre-Rose**, a complex grayed yellow-red with a soft disposition, the name is derived from Terre (french meaning Earth) and rose as a symbol of purity. It is finding the hidden beauty of what earth offers in its purest form.

**Wash** a soft greenish-gray with a grainy finish, is a versatile color that can present in many mediums. This cleansing color is symbolic of the water crisis that humanity is facing.

**Dregs** is a mid-khaki black metallic with gold sparkle and a punch of green, inspired by leftover sediment. Once thought to be useless dregs is now being seen as an undervalued material that can enrich our earth in small ways.

**Hemp** is a fresh yellow-based green as we look to photosynthesis from a trending movement to a science-based sustainability building block, as seen with Hemp, Algae, and Moss. This warm, welcoming green adds life to the eNsuing creation Story.



# Elicit Tech

We are living in the digital age with The Internet of Things dictating our next move even before we know it. Its time for technology use to be intentional, not habitual, for humanity to come before technology. The feeling of never being turned off, the constant go, there must be a release. The four colors in Elicit Tech speak to that intentional use of technology. Embracing technology to extend our time not to consume it.

**Surface** a pastel white, indicative of the reflection on a counter or a light reflecting off a black screen from a phone or tablet. Surface is an open space that gives breath to a fresh slate of emotional well-being.

**Just Red** a saturated red that is a symbolic warning to one's self that attention is needed. How will you respond? With bold, concise, focused actions or a cluttered, disorganized reaction?

**Rouse** a shadowed red-blue that emits the feeling of sleep but easily awakened when needed to be a passive touch of color. Made from a serene blue and an emotional, intense red this color balances our need for the mental separation of being connected to being free.

**Whisper** a glossy metallic silver that alludes to the feeling of movement as we embark upon a world of touchless interaction. Emotionally we yearn for a tactile connection to help center us in our fast-paced scrolling lives.



# Dream Beyond

As we look to the future, our dreams rise and fall with more than just the Sun, Moon, and Stars. The development of Artificial Intelligence and autonomous gadgets bring with them an unprecedented amount of free time for creativity, education, and self-care. It's a time to be selfish and instant gratification seeking. Your time is now. The four colors of Dream Beyond push the envelope of time, space, and gratification.

**Nebula** is a pastel yellow with a green undertone representing beams of light from the future, driving the Alphas to keep asking more of the world at lightning speeds.

**Infinity** a dark blue influenced by green trying to be black. The blue shadowed infinity is interrupted by a smoky dark green undertone bringing reflection to an infinite potential.

**Vega** a powerful purple with high saturation and low luminosity, setting a baseline to give direction when the possibilities are more than just a dream but a selfish need.

**Eureka** is a bright green infused with a punch of yellow that demands attention. This color inspires creativity and pulses with energy to move beyond what is expected to what is wanted.

