Whirley
DrinkWorks!™
2015
Color & Graphic
Inspiration

2015 Color Trends

Color is a powerful marketing tool. The colors shown in this book will be familiar to your customers when they enter your store, and they will be drawn to them.

We study color trends across consumer industries and attend the annual Pantone presentation at the International Housewares Association show to learn about consumer buying behaviors.

Radiant Orchid

2014 Color of the Year

Fun & Bright Tones

Serendipity

Puffin's Bill 166c	Scarlet Sage 201c	Magenta 213c	Spring Crocus 681c	Eggshell Blue 7464c	Tiger's Eye 7504c	Bright Chartreuse 617c	Golden Glow 7730c

Spontaneity

Winsome Orchid 524c	Sunkist Coral 709c	Misty Jade 566c	Canta-loupe 163c	Marigold 150c	Hyacinth 7661c	Violet Quartz 4985c	Kelly Green 7730c

Urban Jungle

Hydro	Bamboo	Adobe	Orange Rust	Taffy	Biscotti	Meteor-ite Black C	Bright White
7699c	7751c	7547c	7580c	7562c	4685c		663c

Abstractions

Rosette	Red Dahlia	Seaport	Crushed Grape	Hazel	Apricot Illusion	Stone-wash	Vineyard Green
7606c	1815c	7707c	5135c	4645c	726c	7667c	5615c

Muted & Bold Tones

Graphic Trends

Fashion

We follow graphic trends in mainstream consumer industries to get the large picture of what is hot in the market.

Sports

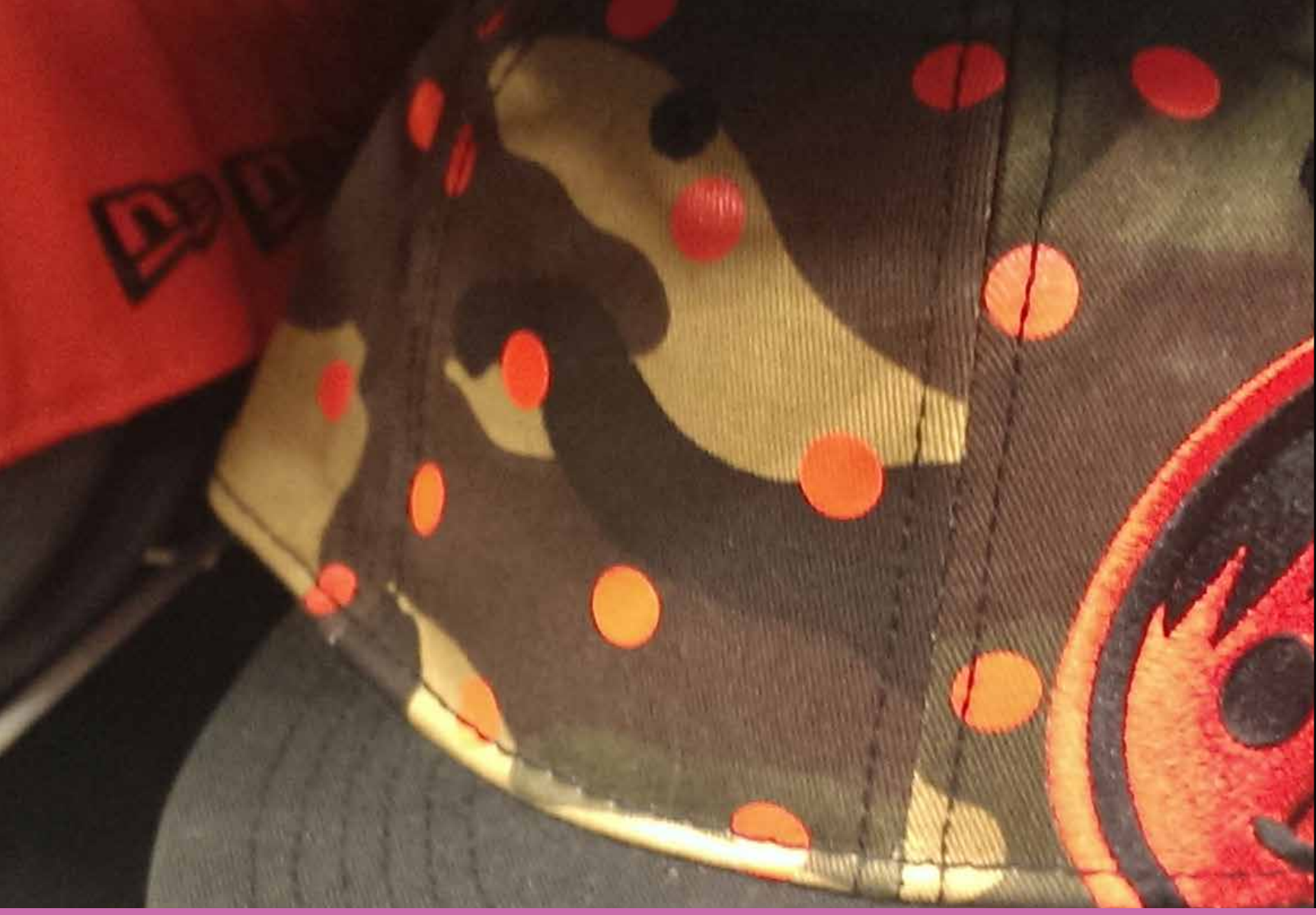
Designs can be bold, bright, or playful. Identifying what is popular helps us translate designs for your brand.

Housewares

Make it edgy or conservative - just remember to focus on what speaks to your target demographic.

Technology

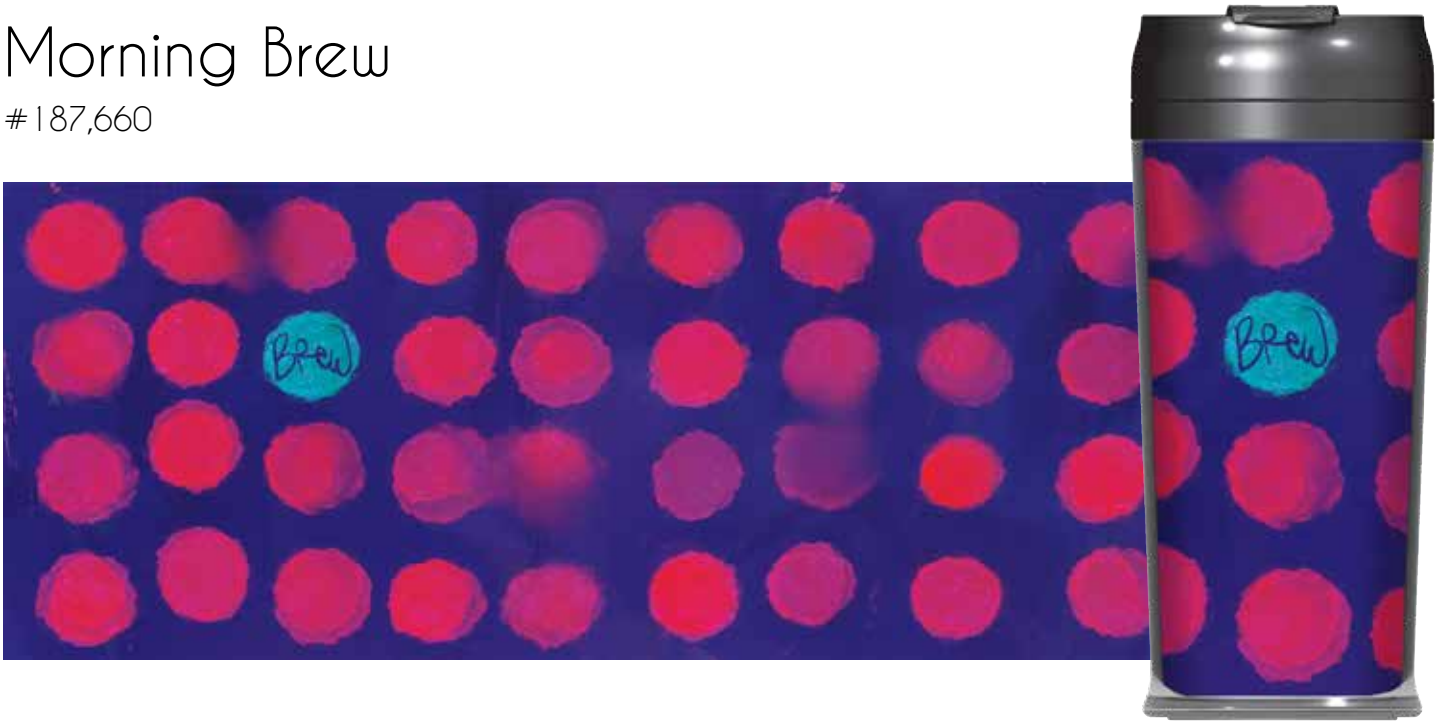
When your customers see a great looking mug, cup, bucket or custom item, they are more likely to grab it right off the shelf!



Coffee Art

Morning Brew

#187,660



Organic Polka Dots

#187,663

Camo Craze

Paint Brush Camo

#187,664

Coffee Blend Camouflage

#187,666

Paint Brush Camo

#187,664

Camo Craze

Tiger Up Your Taste

#187,668

Vintage Camoflauge

#187,667

Chain of Coffee

#187,659

Iced Coffee Sipper

#187,670

Mod Florals

#187,675

Watercolor Blossoms

#187,674

All Natural

#187,710

Have a Heart

#187,712

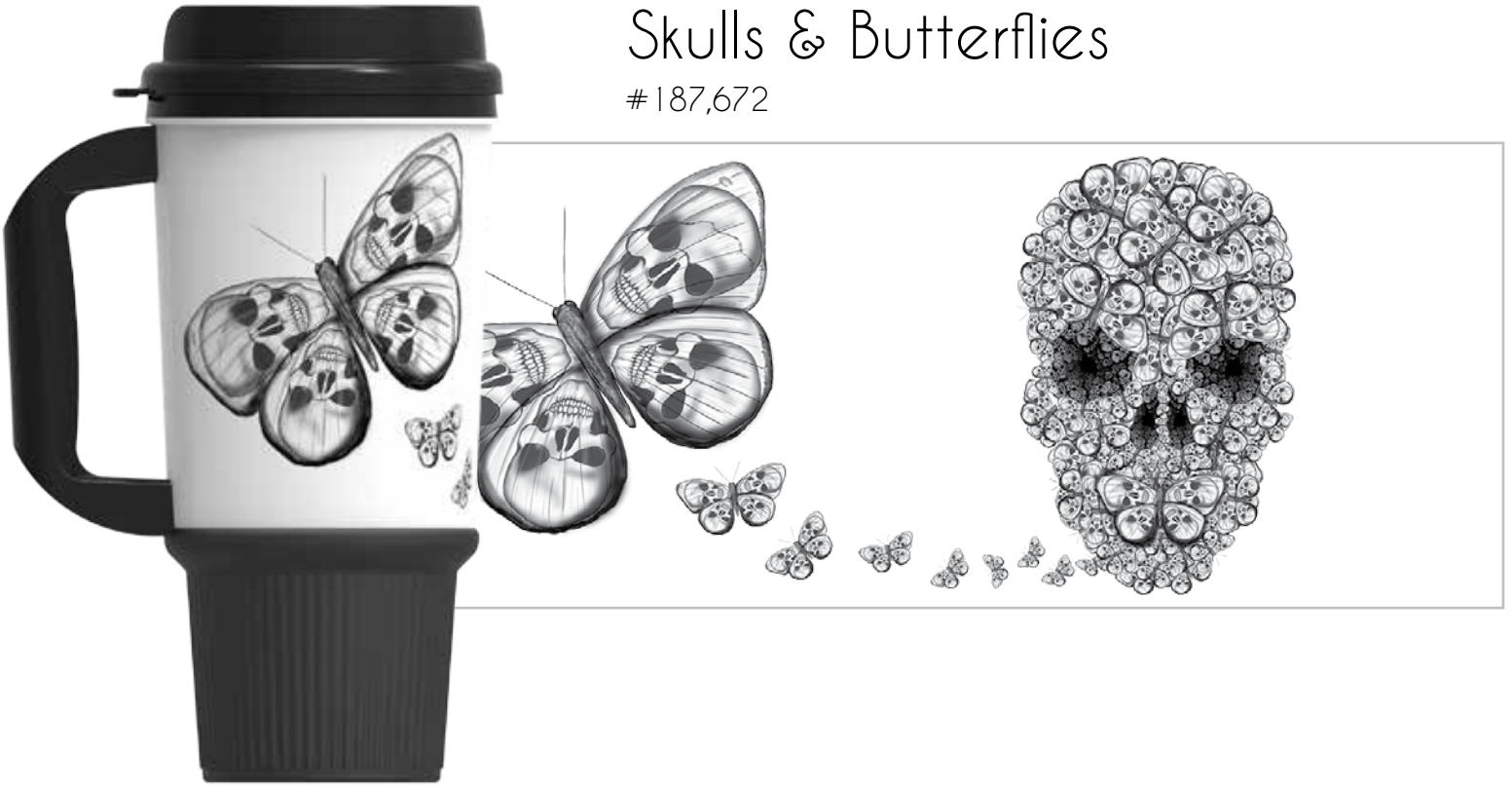
Locally Sourced

Deliciously Vintage

#187,676

Skulls & Butterflies

#187,672



Matisse Study

#187,714

Fresh Cup

#187,718

Brewvy

#187,716

I <3 Bacon

#187,734

Coffee Level Critical

#187,735

LOL

Donut Shop

#187,733

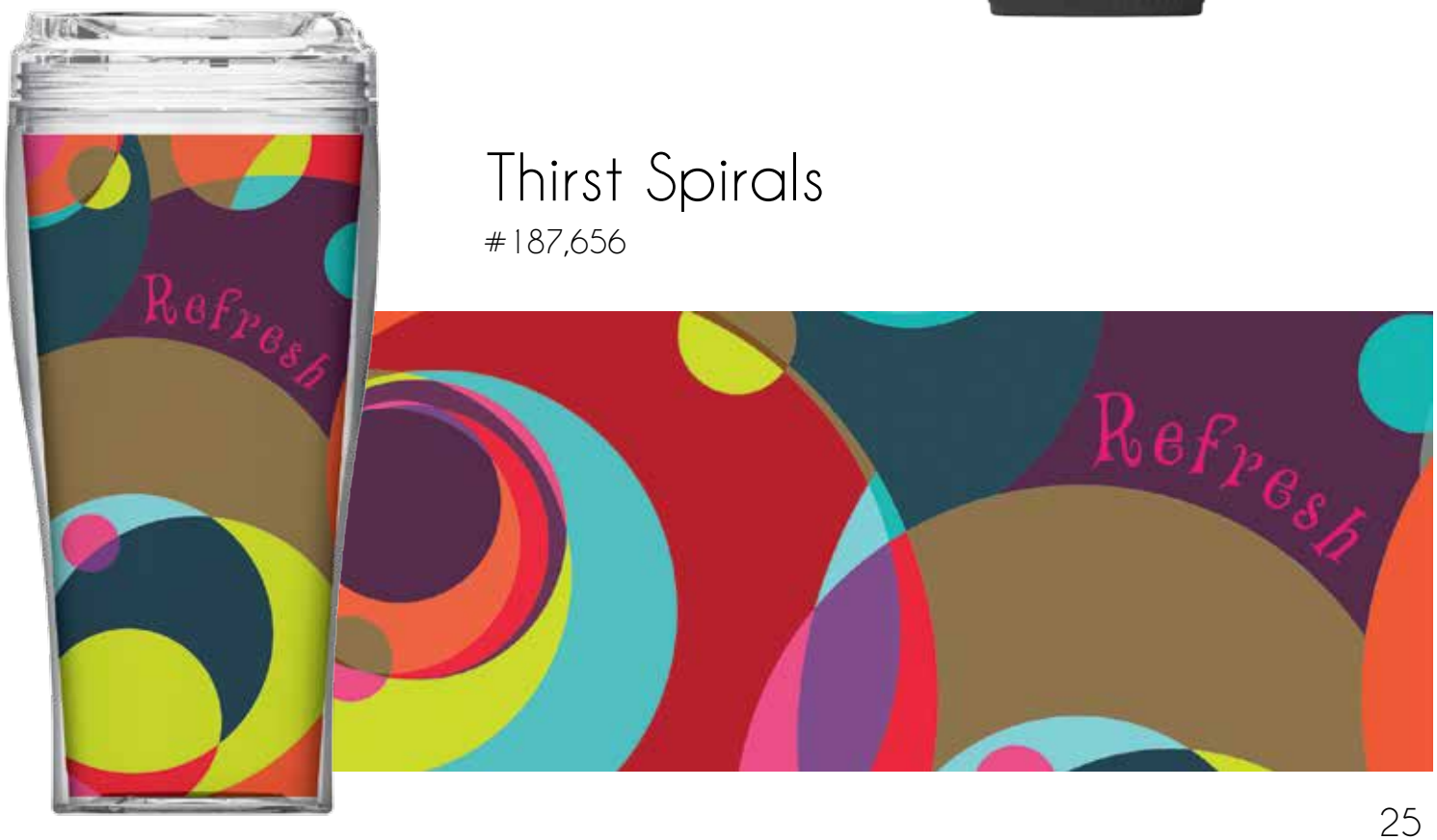
Fountain Art

Southwest Fashion Statement

#187,735

Thirst Spirals

#187,656



Summer Time Sipper

#187,669

Fountain Freeze Splash

#187,653

Candy Dots

#187,661

Spot On Polka Dots

#187,658

Fleur et Pappillons

#187,673

Birds of Feather

#187,665

Grunge Butterfly

#187,671

Camouflage Thirst

#188,423

Abstract

Bean me up!

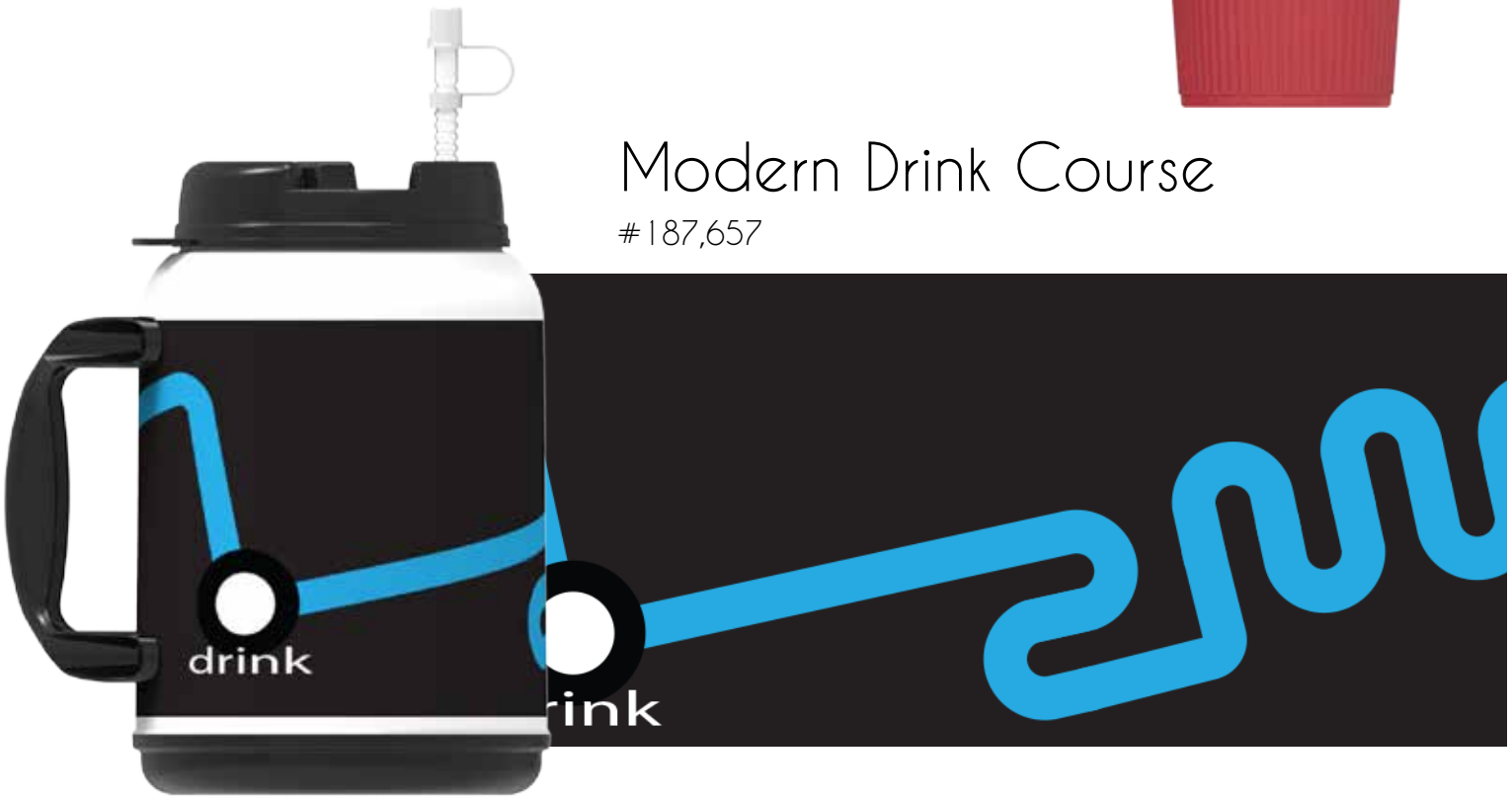
#187,730

Beat The Heat

#187,715

Modern Drink Course

#187,657



Cool Cat

#187,732

Scaredy Cat

#187,736

Enjoy a Refreshing Soda
#187,677

Ice Cold Soda Sold Here
#187,678

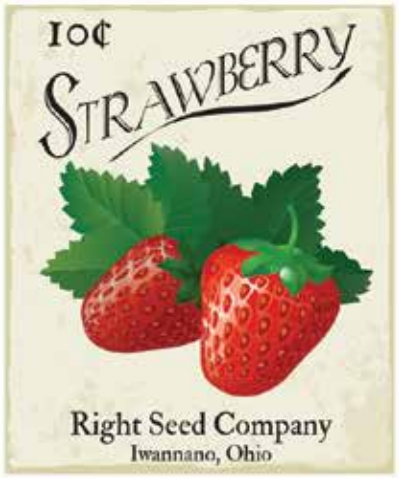
Frozen Art

Old Time Parlor

#187,662

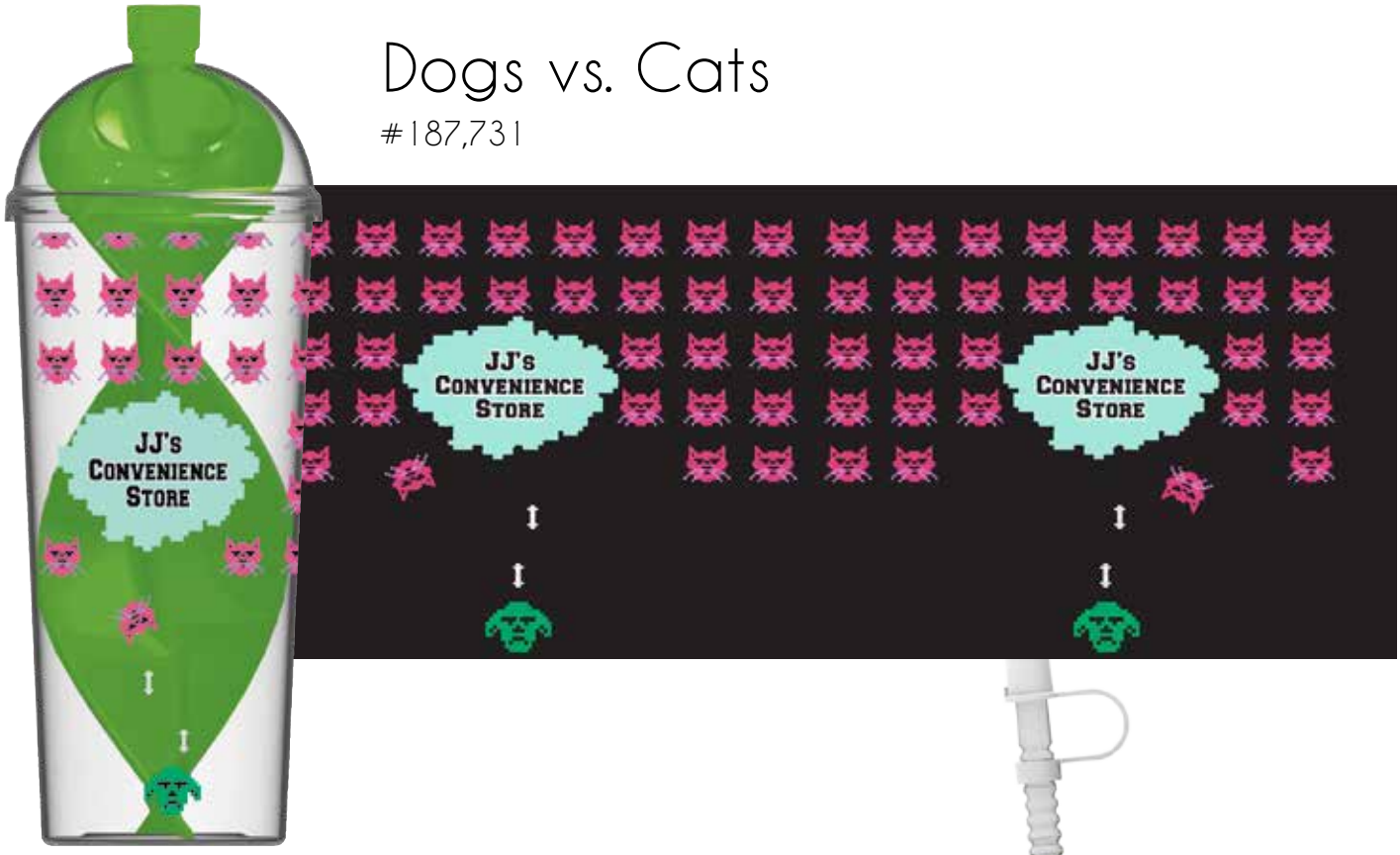
Strawberry Sipper

#187,713



Dogs vs. Cats

#187,731



Batik Bubbles

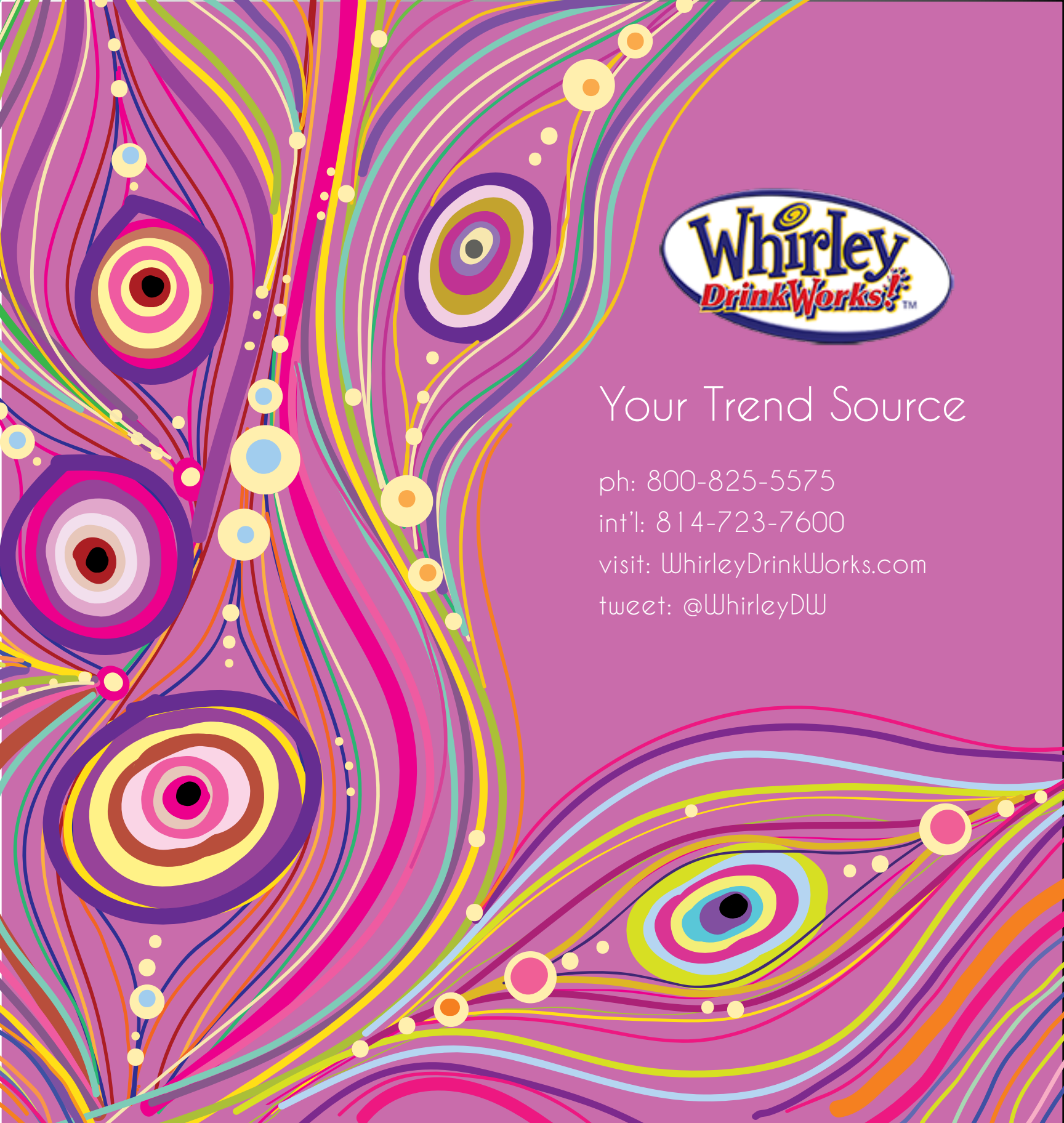
#187,729

Sprinkles

#187,655

Crazy Chiller

#187,744



Your Trend Source

ph: 800-825-5575
int'l: 814-723-7600
visit: WhirleyDrinkWorks.com
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