

DISNEY COLOR



THE COLOR
OF INSPIRATION



Every
color
tells
a
story



"Flowers and Trees"



There's magic in color, and no one understood its power more than Walt Disney.

When Technicolor® developed a two-color process for film in 1932, Walt was among the first to grasp what it meant to his storytelling, and he became the first Hollywood producer to use it in his 1932 Academy-Award® winning Silly Symphony Cartoon, "Flowers and Trees".

But it was just the beginning. To create characters and worlds audiences would believe in, Walt and his artists continually evolved and expended their use of color – from the bright hues of early cartoons to the subtle natural tones of *Snow White and the Seven Dwarfs* and the clear, intense palette of *Cinderella*. Every palette was created with one goal: to tell emotional and compelling stories.

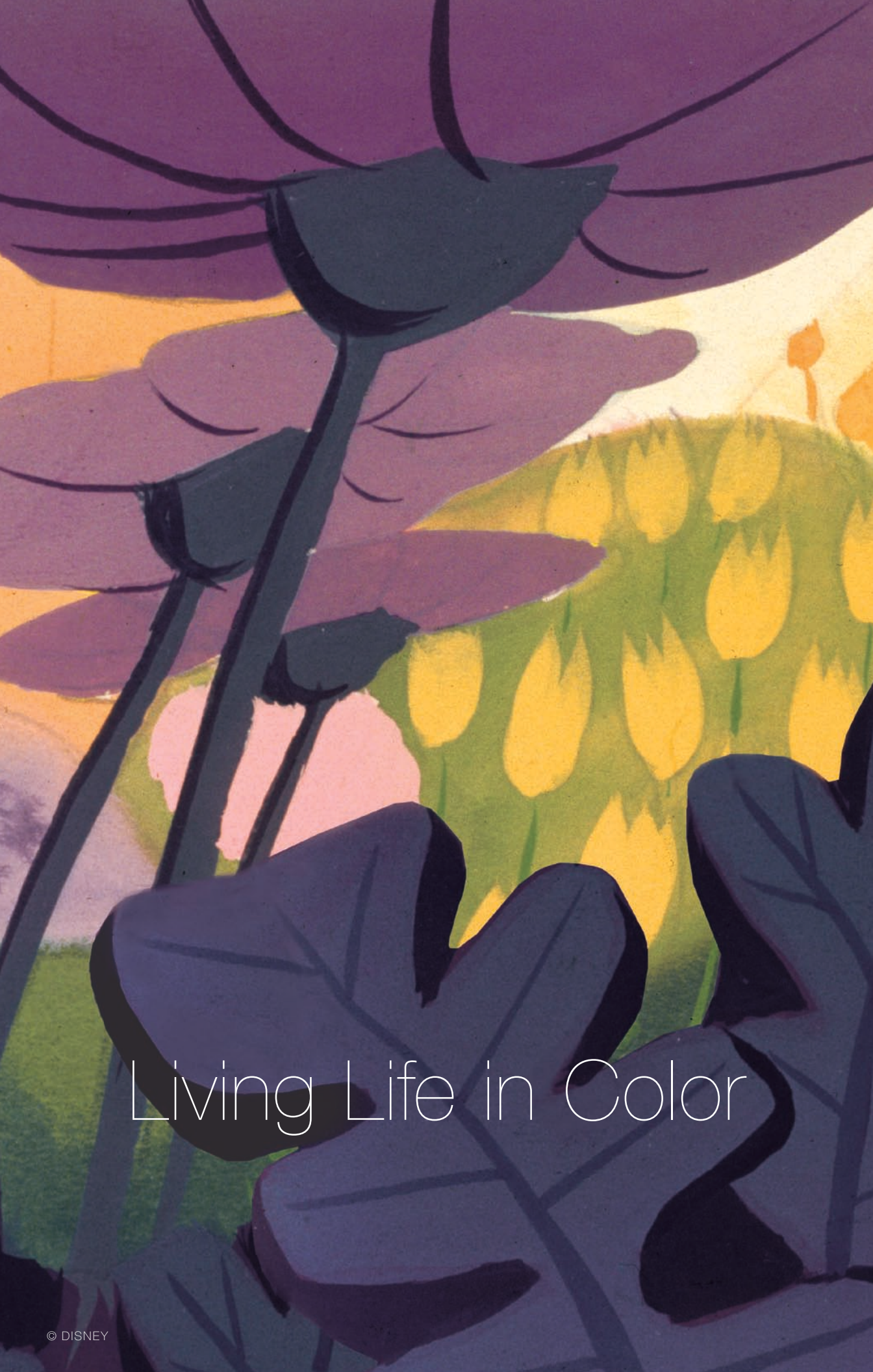
Walt Disney Studios Ink and Paint Lab



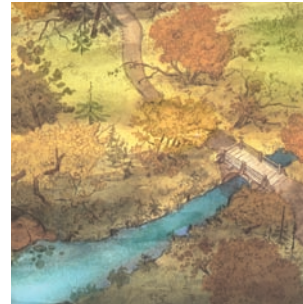
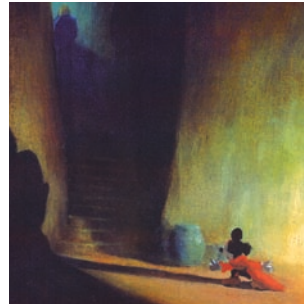
As the first studio to use color, over the span of 70 years, the artists at Walt Disney Studios Ink and Paint have created unique proprietary colors to tell Disney stories. Their original formulas are still in use. Today, the Disney palette includes over 3,800 colors and as many as 60 new colors are added to the palette each year.

Disney colors are still created using traditional techniques. Artists grind paint pigments on the premises and mix them according to secret formulas. For new animation projects, artists match colors against color master chips, which are kept in cases away from the light and guarded like the treasures they are – a the true legacy that exists nowhere else.





Living Life in Color



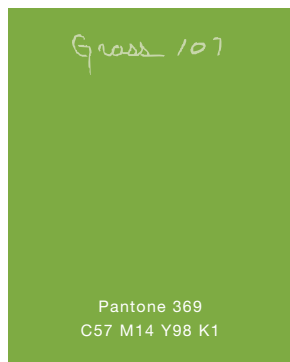
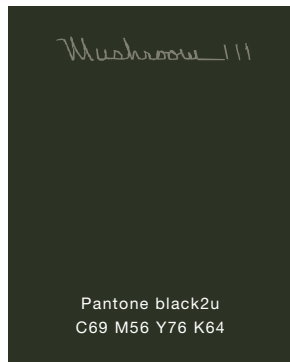
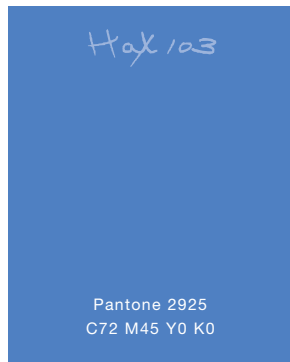
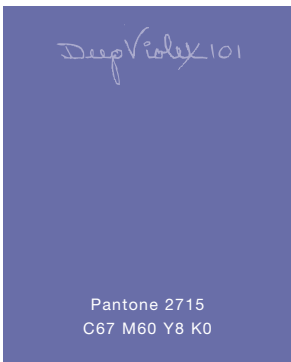
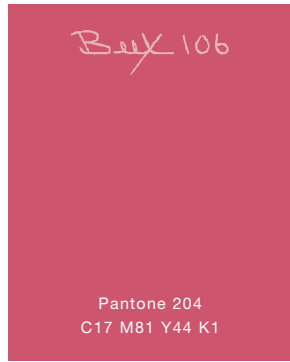
Chosen from proprietary Disney hues, Disney Custom Palettes reflect both the Studio's rich animation history, and contemporary trends in home décor. For infants' nurseries, there are delicate shades from Pooh's world. Little princesses (and grown-up ones too) will delight in the fairytale prettiness of romantic hues inspired by Disney Princess. Mickey and Tinker Bell offer palettes that range from bold and bright to cool, calm, subtle, and sophisticated. Whatever look consumers prefer, Disney Custom Palettes draw on the rich Disney legacy to fit their lifestyle. So they can live their lives in Disney color.



Mickey

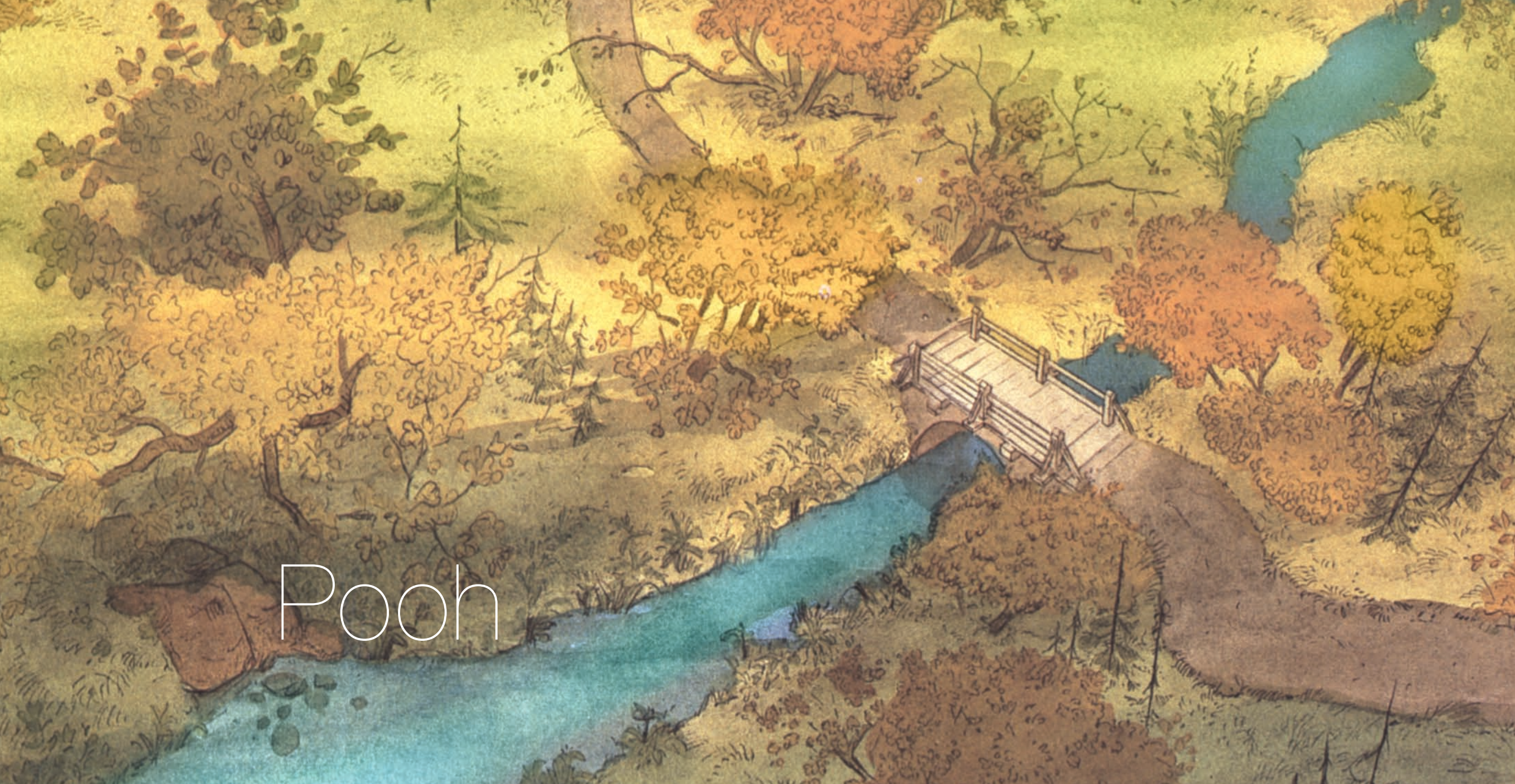
It's amazing what one little mouse with a wand can inspire. In his starring role as the Sorcerer's Apprentice from *Fantasia*, Mickey Mouse makes mischief in a world of rich color reminiscent of classical European paintings and buildings. Deep earth tones and black combine with intense reds, purples and greens for a palette that works sophisticated magic in a boy's bedroom – or an upscale living, dining or family room.





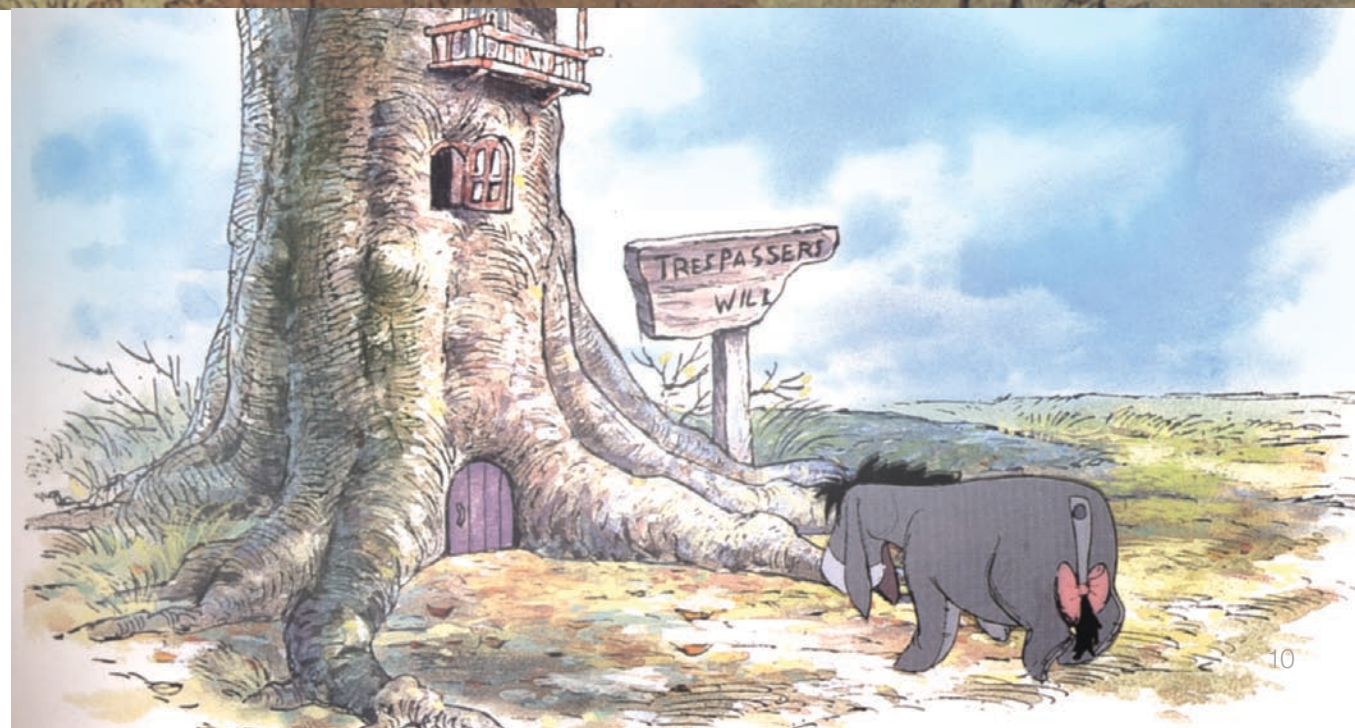
Color Combinations

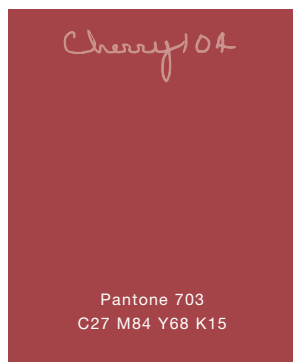
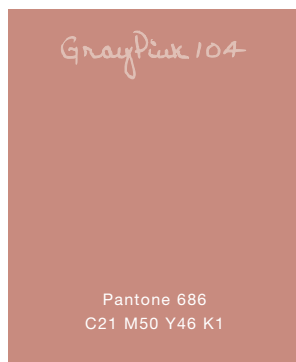
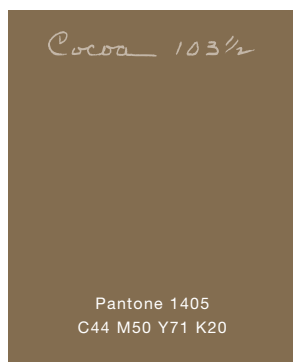
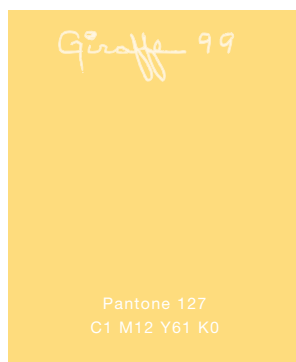
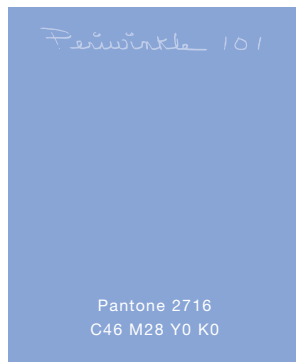




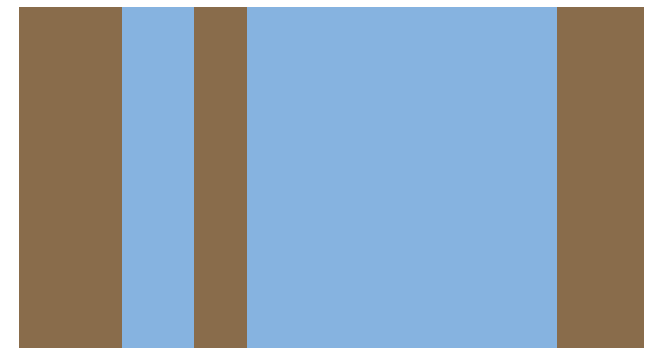
Pooh

The delicate watercolor shades of Pooh's home in the 100 Acre Wood inspire a palette that's perfect for the mom who wants an infant nursery or child's bedroom that's calm and soothing, yet more trendy than the usual "sugar-sweet" hues. A palette of soft, greyed pastels has an organic natural feel, work for boys or girls, and the trendy tones "grow up" nicely for bigger kids's rooms and even kitchen and bath.





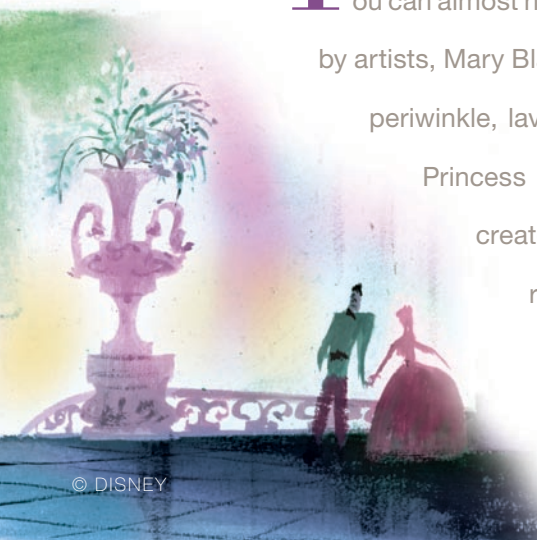
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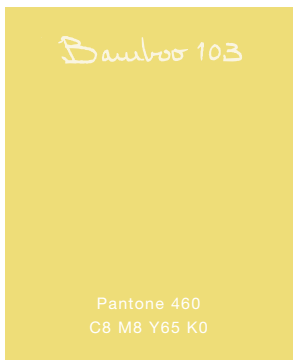
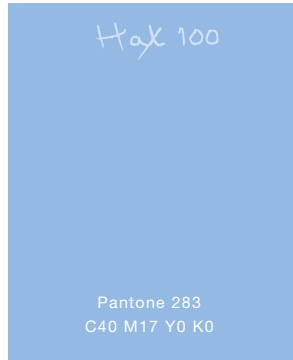
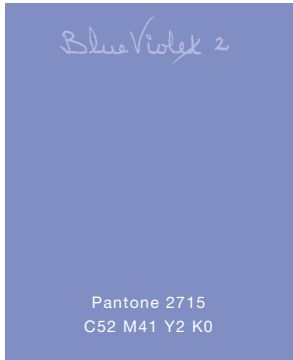
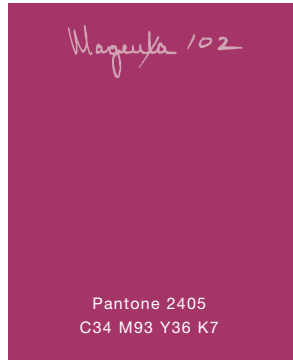
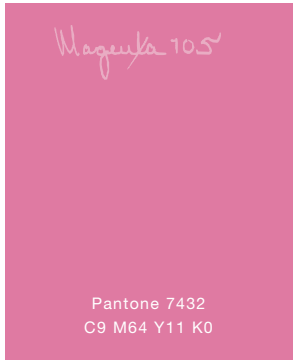
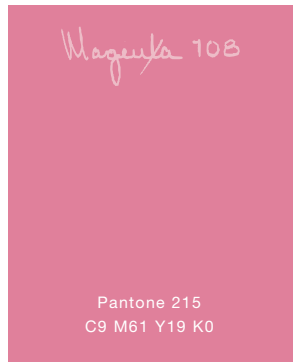
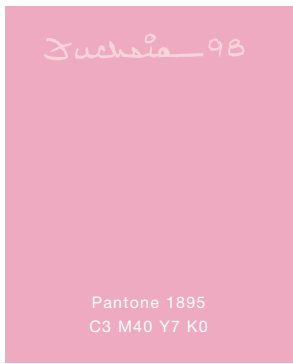




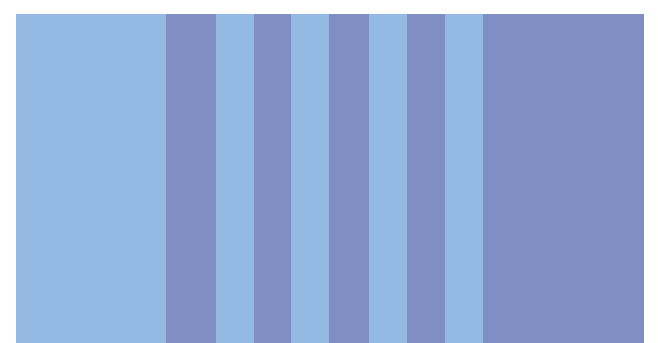
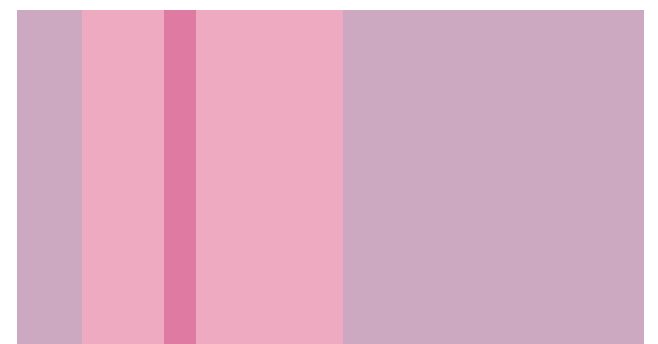
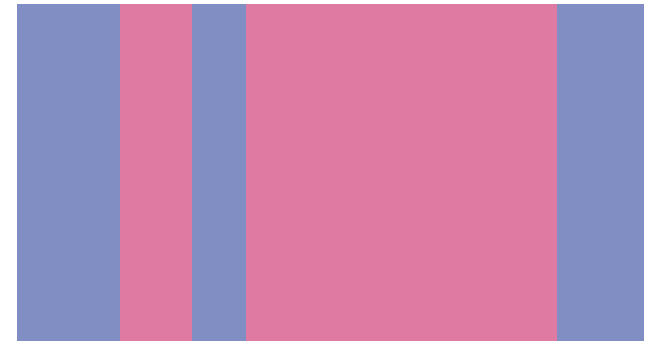
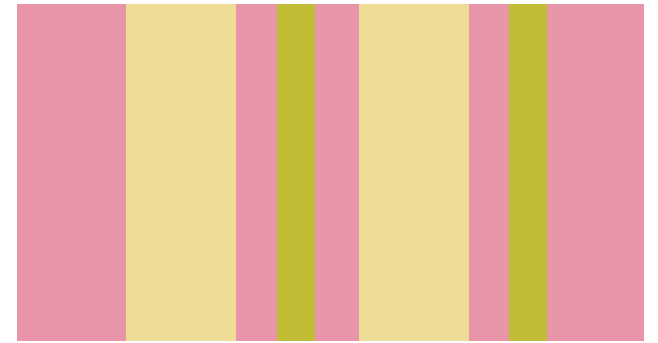
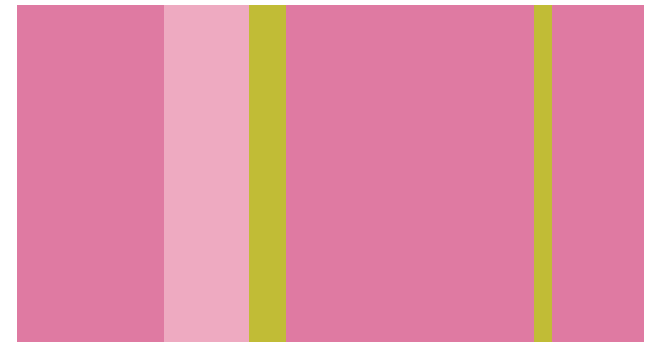
Princess

You can almost hear a princess singing in this painting of an orchard in bloom by artists, Mary Blair. Warm shades of pink are cooled with accents of greyed periwinkle, lavender, soft gold and pale green. Leaving the usual bright Princess pinks behind, this palette offers trendy muted tones that create magic for dreamers of six or sixty in bedroom, dressing room or bath.





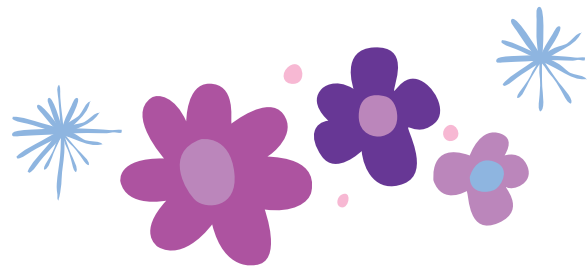
Color Combinations

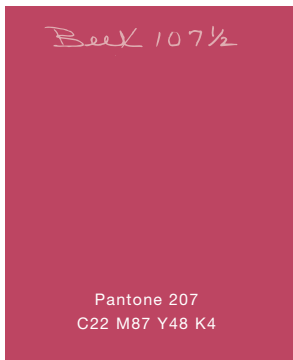
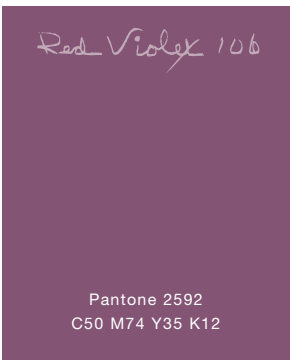
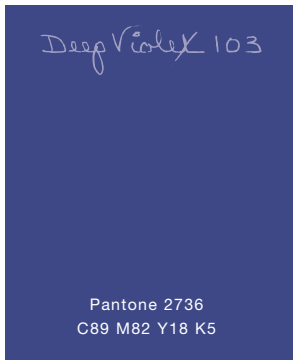
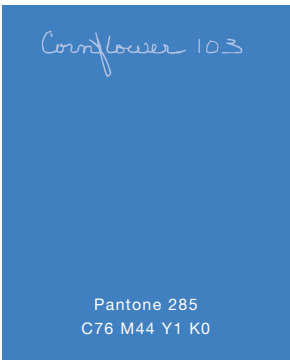
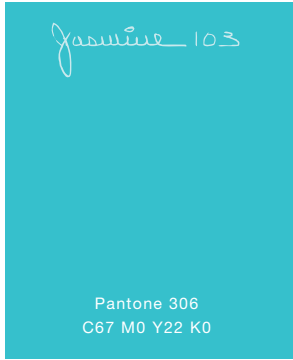
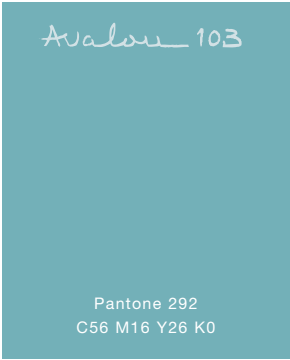
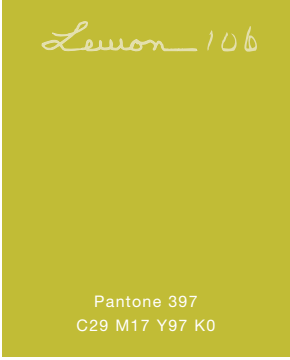
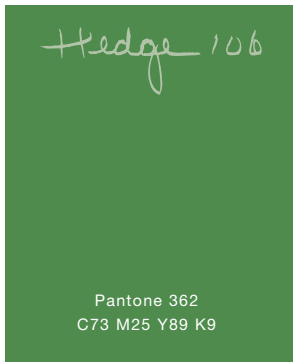
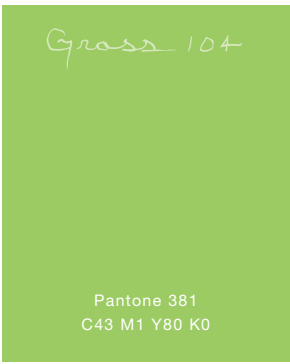


Tinker Bell



Elegant blues, lavenders and green are accented with warm purples and berry in Peter Pan concept art by Mary Blair. The cool, calming tones are unisex in their appeal, adapting to any room that could use a bit of stylish “pixie dust.” Imagine them turning bedrooms, family rooms, kitchens or baths into little pieces of Never Land.





Color Combinations





