

An aerial photograph of a Parisian street during sunset. The sky is filled with large, billowing clouds in shades of pink, orange, and yellow. The street is lined with multi-story buildings featuring classic European architecture, including mansard roofs and dormer windows. Numerous cars are parked along the street, and a few are in motion. In the foreground, the tracks of a train or tram system are visible. The overall atmosphere is warm and urban.

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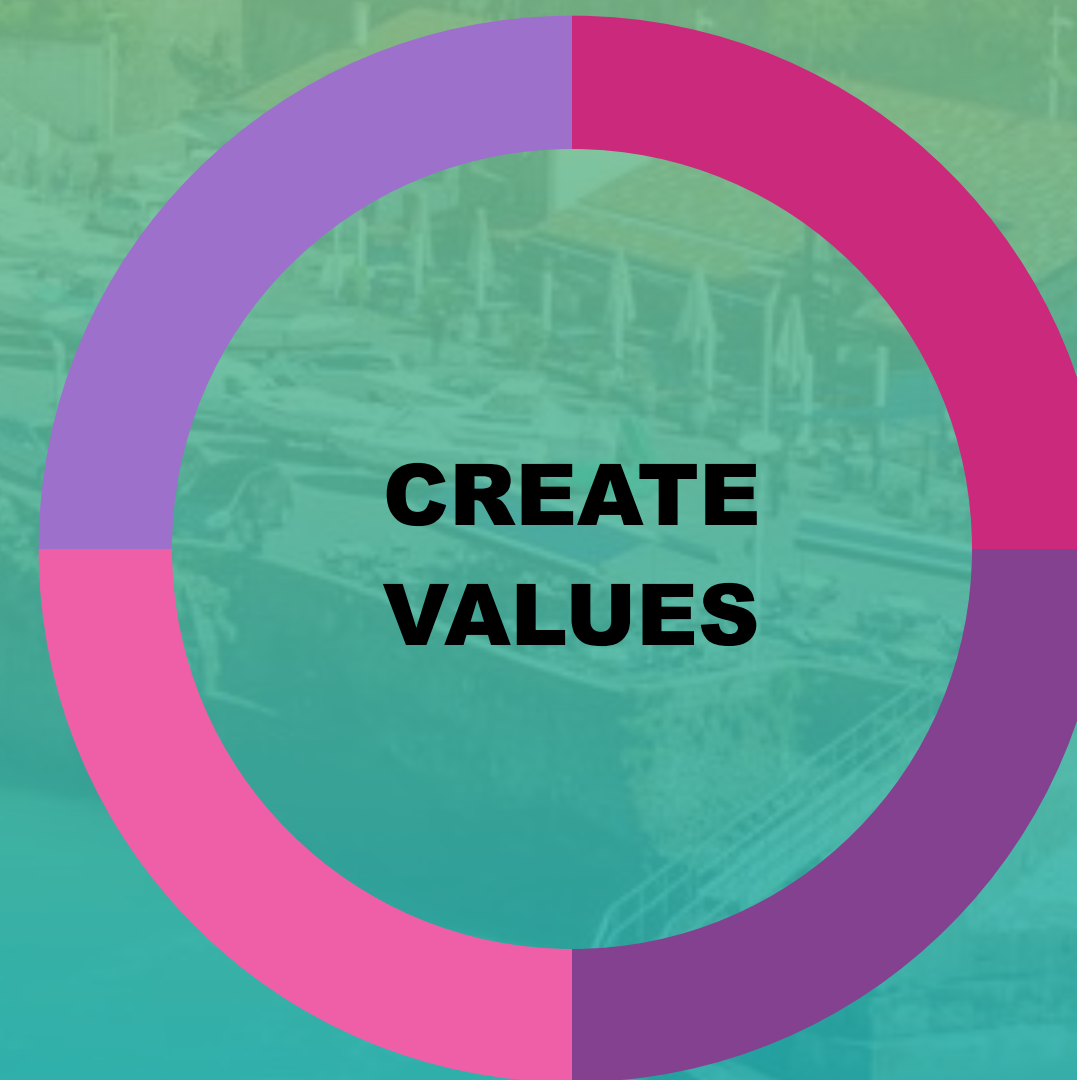
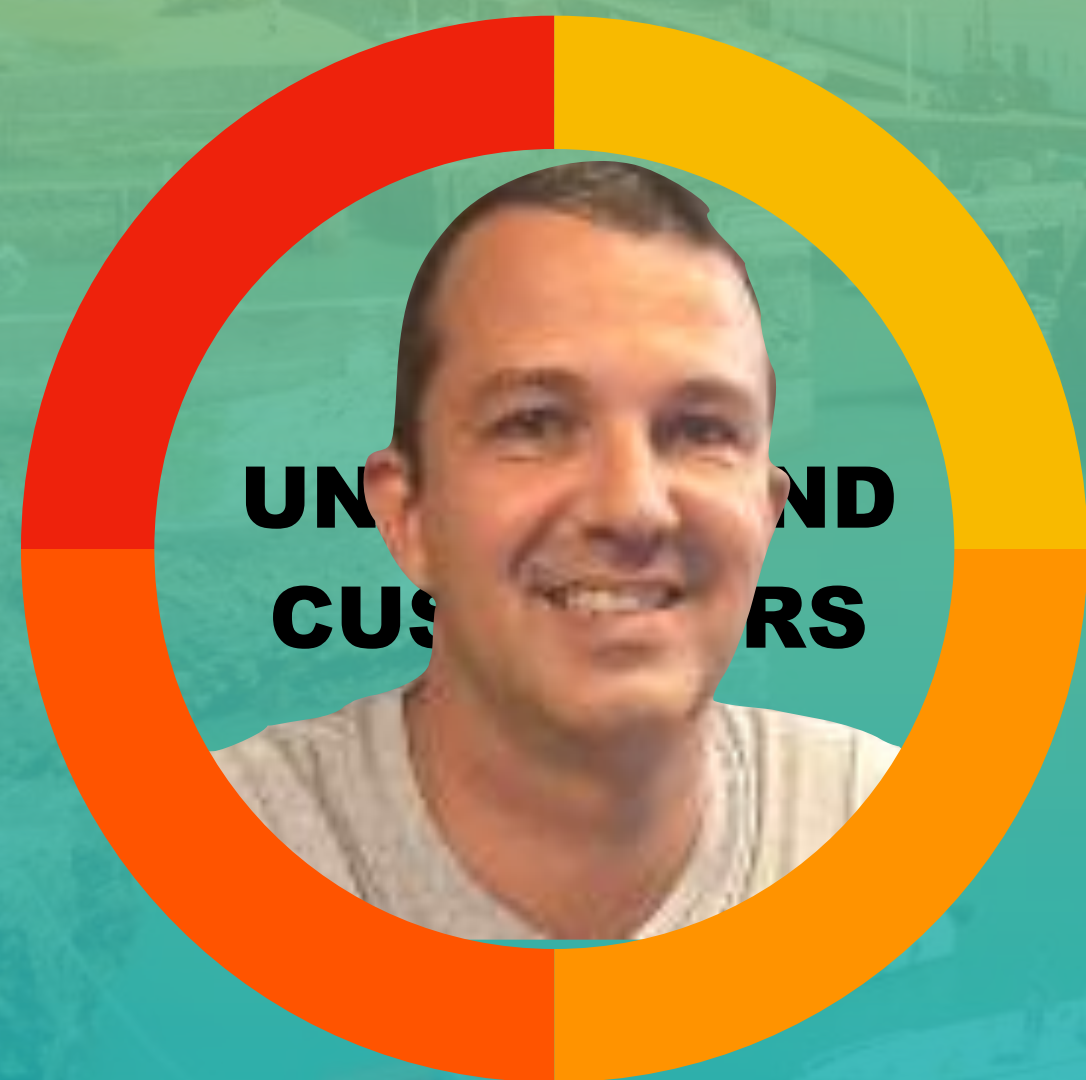
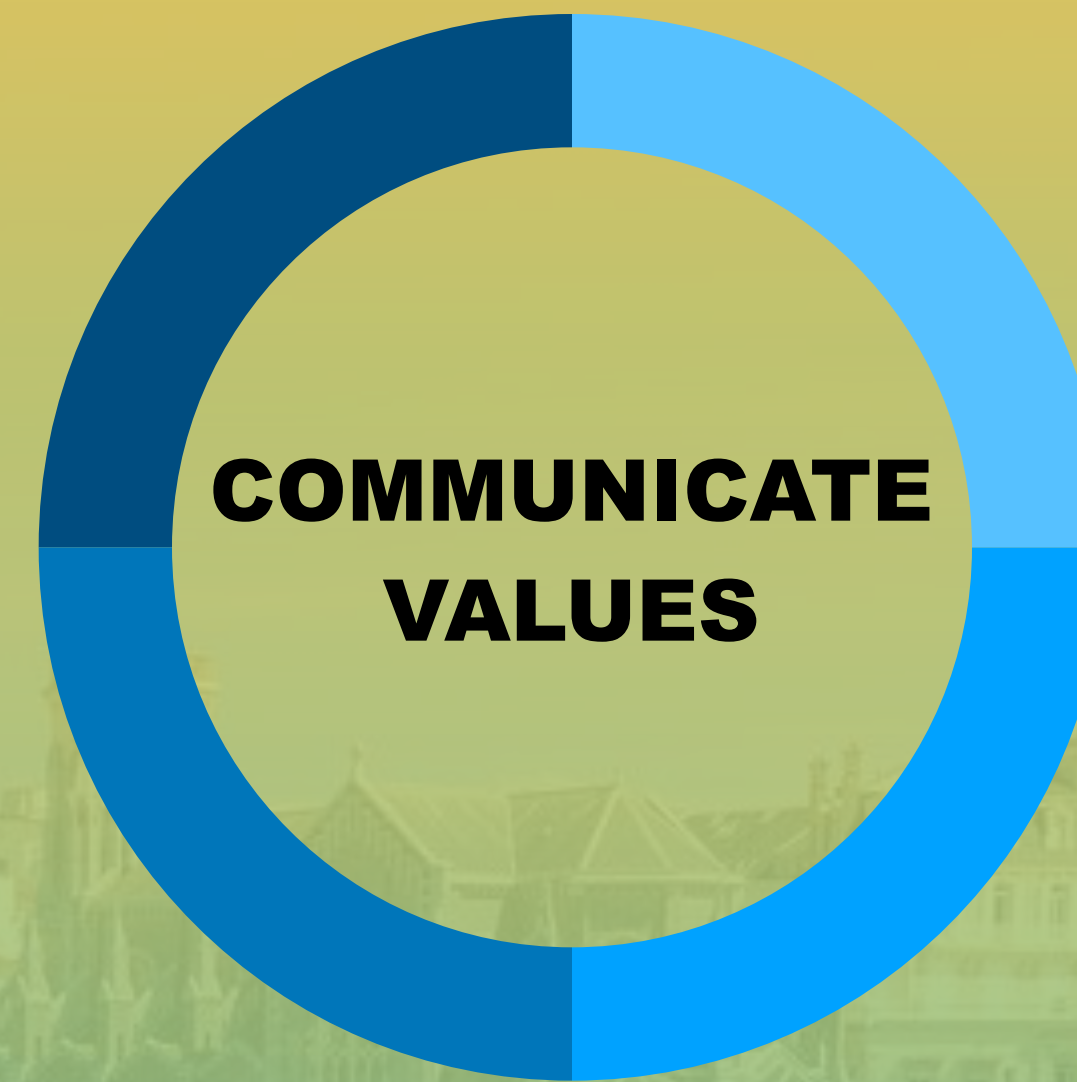
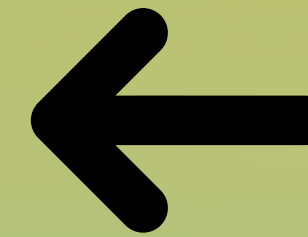
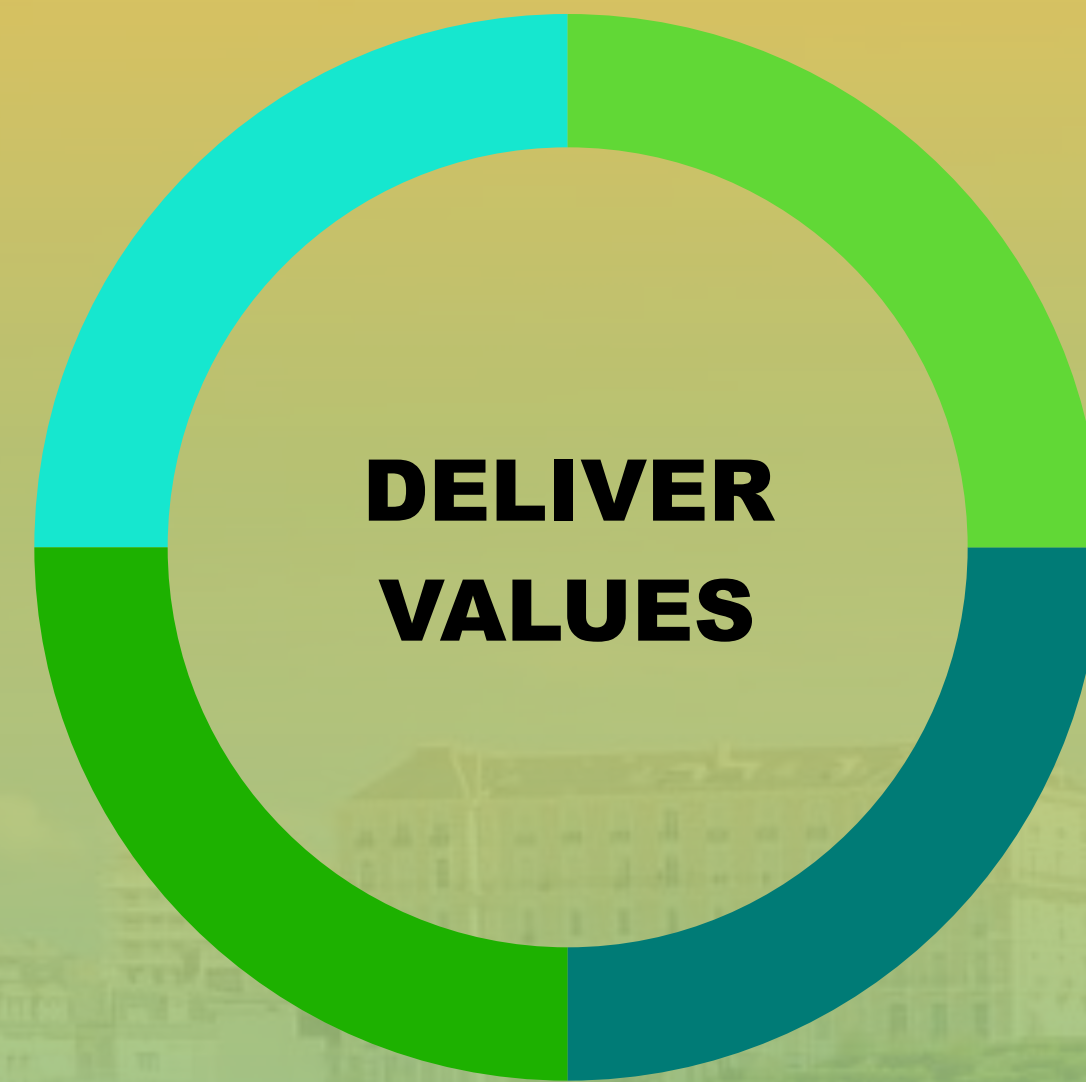
BRANDING FOR THE INTERNATIONAL MARKET

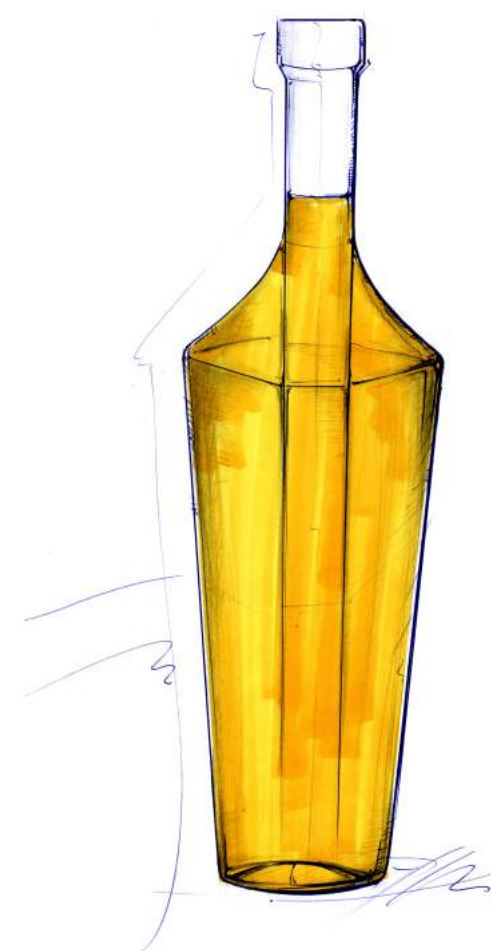
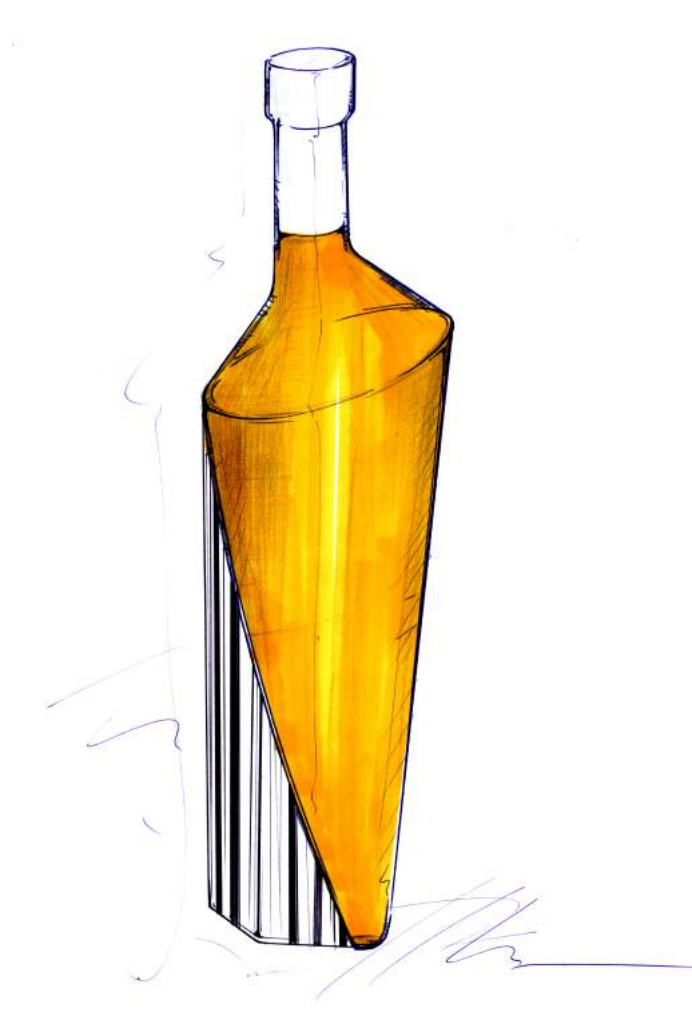
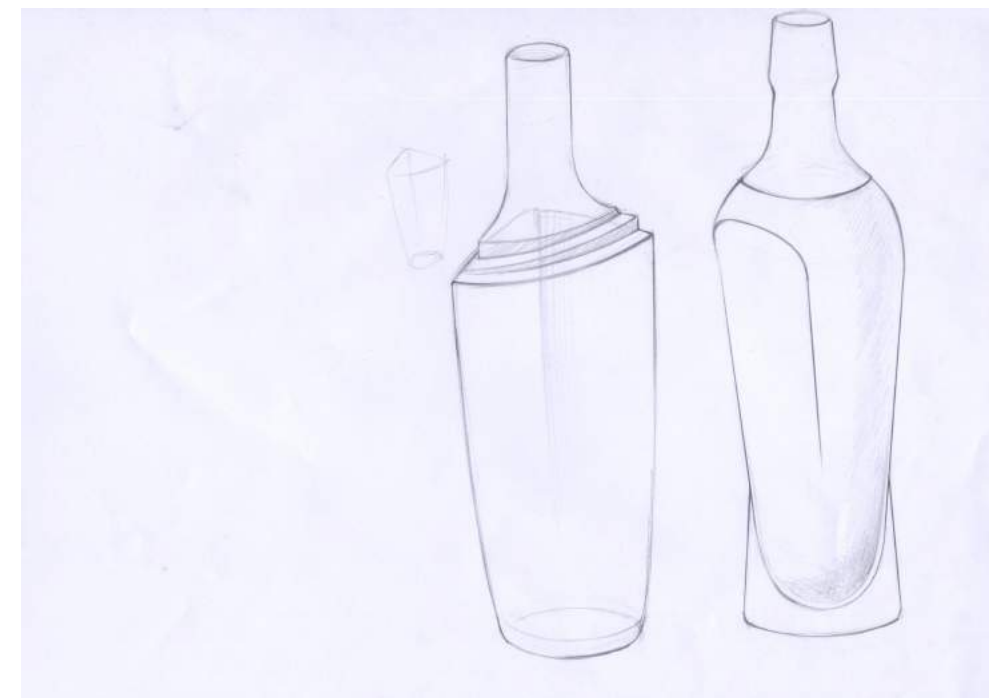
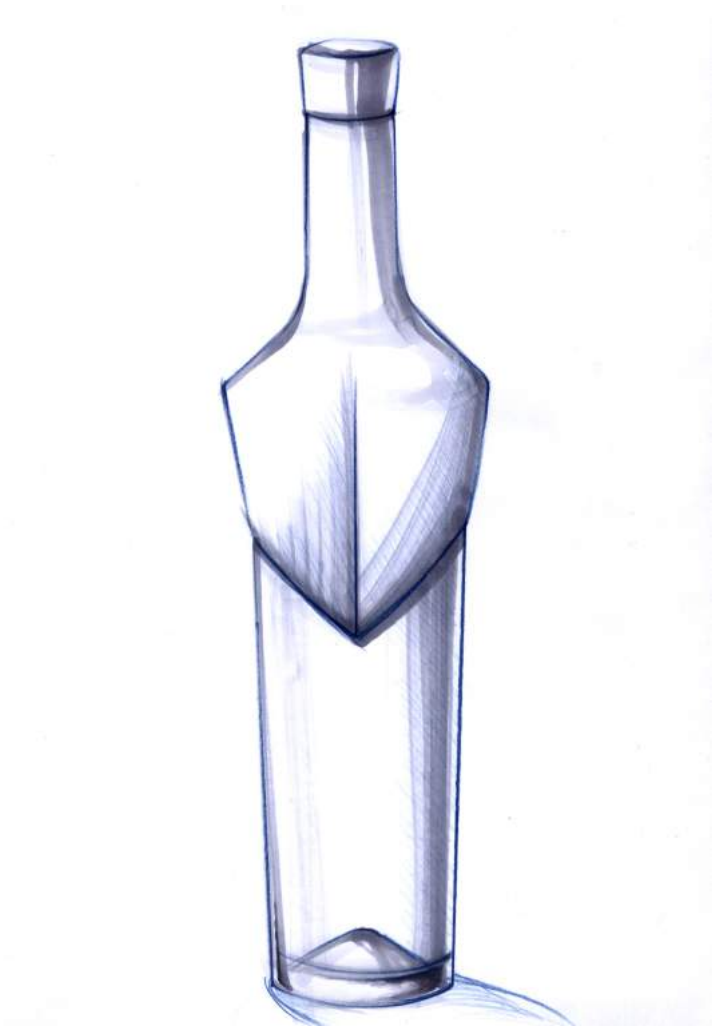
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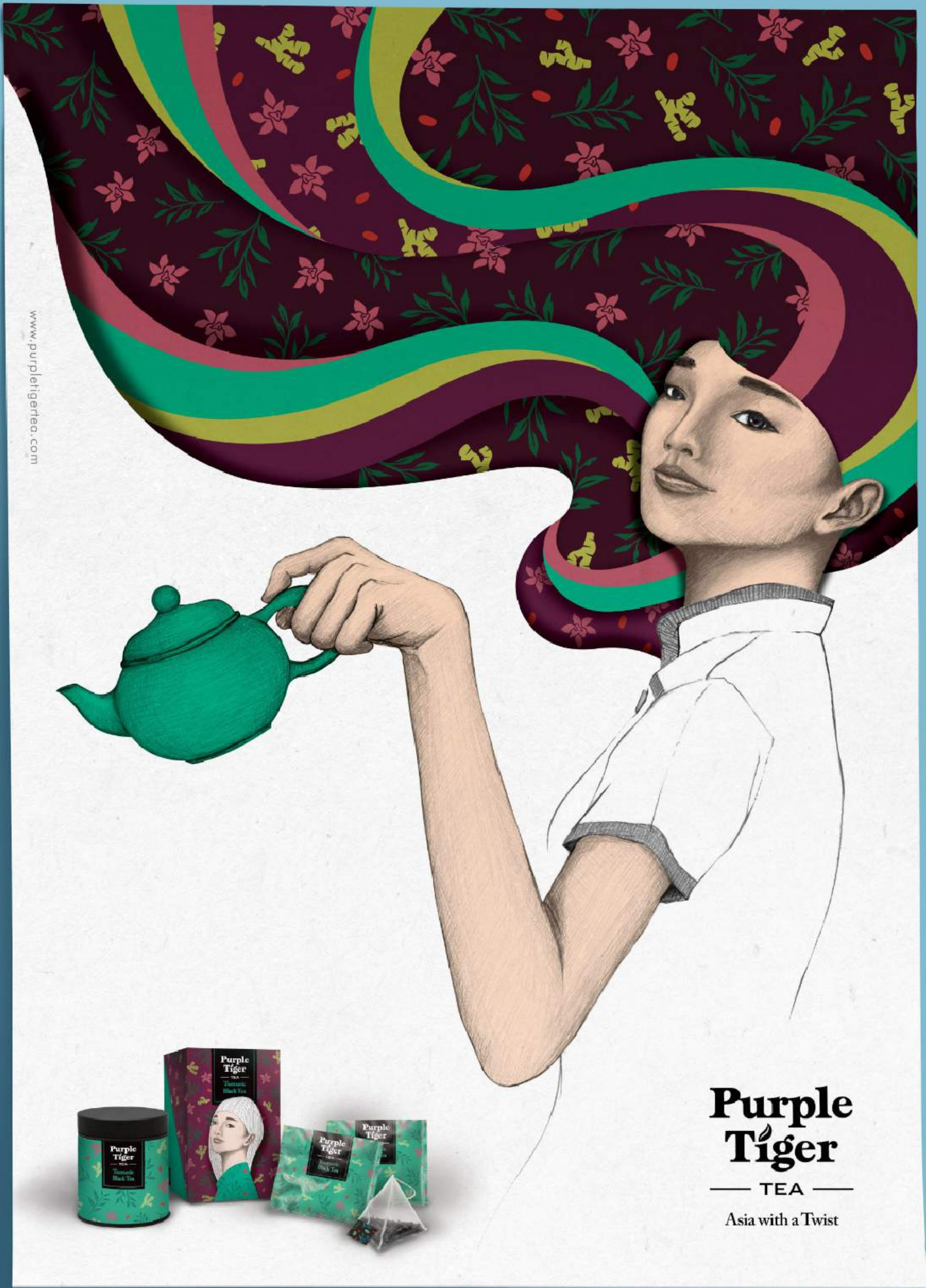
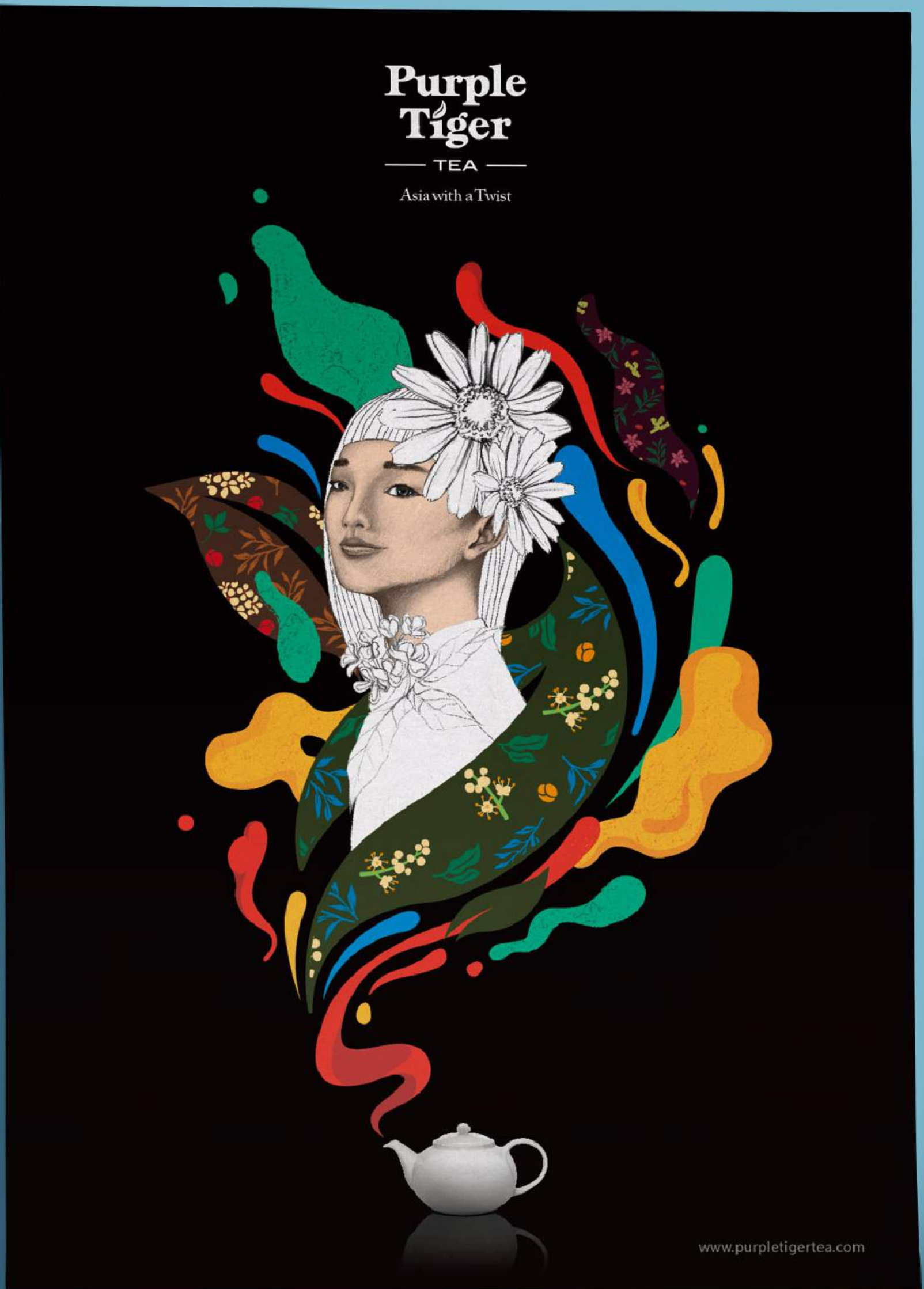
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A promotional image for Volktek featuring three individuals in business attire. A woman on the left, a man in the center, and a man on the right are all smiling and pulling open their dark business jackets to reveal superhero costumes underneath. The woman and the man on the right are wearing green and yellow suits with a large 'V' emblem. The man in the center is wearing a green and yellow suit with a large 'S' emblem. The background is dark with a bright yellow light source behind them, creating a dramatic effect.

THE UNKNOWN

coming out of secrecy

The heroes ready to take on Industry 4.0 come out of the shadows.





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SUBKARMA

Leatrice Eiseman

簡介


Leatrice Eiseman (Lee) 是一位被譽為「國際色彩領袖」的色彩權威專家。她的色彩專業是被公認為相當國際化的特別是作為一位Pantone的色彩首席顧問以及色彩溝通與規範的領導者。她曾協助過許多公司的產品發展、品牌形象、室內外設計、時尚美妝、等顏色選擇相當寶貴的各項應用，進行最優化的色彩選擇以助於產品及環境的成功。Lee也曾參與時尚與居家的色彩與趨勢預測她領銜著「伊絲曼色(Eiseman)彩信息和培訓中心」，同時也是「潘通(Pantone)色彩協會」的執行董事。

Lee曾被廣泛地引用於各項刊物，同時也被《財富雜誌》(Fortune Magazine)及《華爾街日報》(Wall St. Journal) 認定為全球最具影響力的色彩大師。

她同時也是一位在貿易展、校園、內部業務呈現、以及色彩趨勢、顏色的心理學及其用法、消費者的顏色偏好之網路研討會中相當受歡迎的演講者。

Color of
the Year
2018

PANTONE®

A close-up shot of Leatrice Eiseman, an older woman with short blonde hair, wearing dark-rimmed glasses, large gold hoop earrings, and a necklace made of various colored buttons. She is wearing a purple top and has her mouth open as if speaking. The background shows a room with a ceiling fan, a window with a view of greenery, and a bookshelf.

Leatrice Eiseman

executive director of the Pantone Color Institute

在某種程度上世界對色彩的認知確實已變得更加全球化





SUBKARMA

Brand Talks品牌教練實戰短講-Subkarma問卷測驗

讓我們一起來看看不同地區的人對於相同問題，會有什麼不一樣的結果吧：)

開始  填答

1 請問當您想到「法國」時，下列哪個形容會是您的第一印象？(單選) When you think about 「France」, what word comes first in your mind?

☐ 浪漫 Romantic

☐ 美食 Food

☐ 驕傲 Proud

☐ 時尚 Fashion

☐ 藝術 Art

☐ 友善 Friendly

0%

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SURVEY

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法國

你好 請問你來自哪個國家呢

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