G.F Smith
Colorplan Bespoke

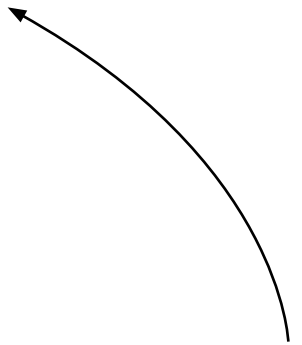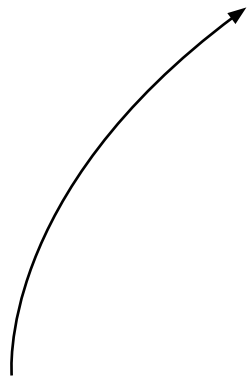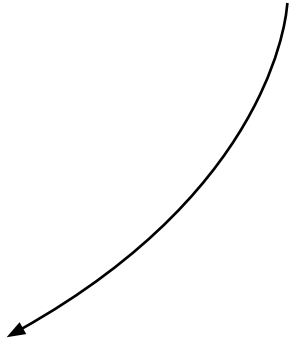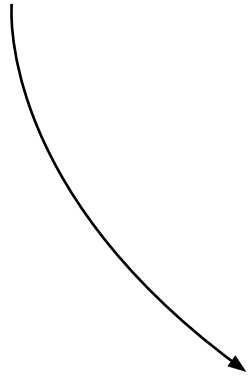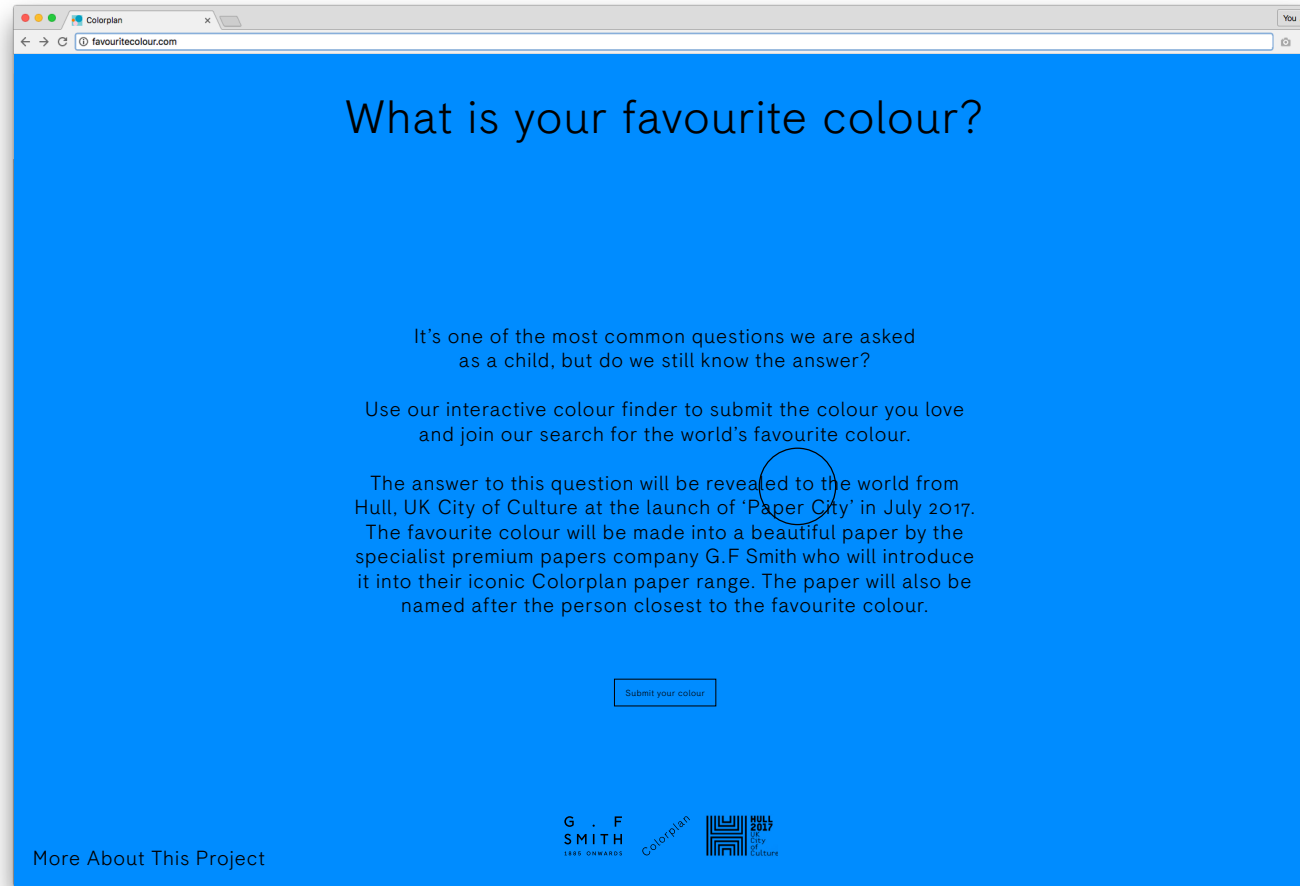Made Thought
18 October 2016

How will we direct people to participate?

colorplanpapers.com

gfsmith.com carousel

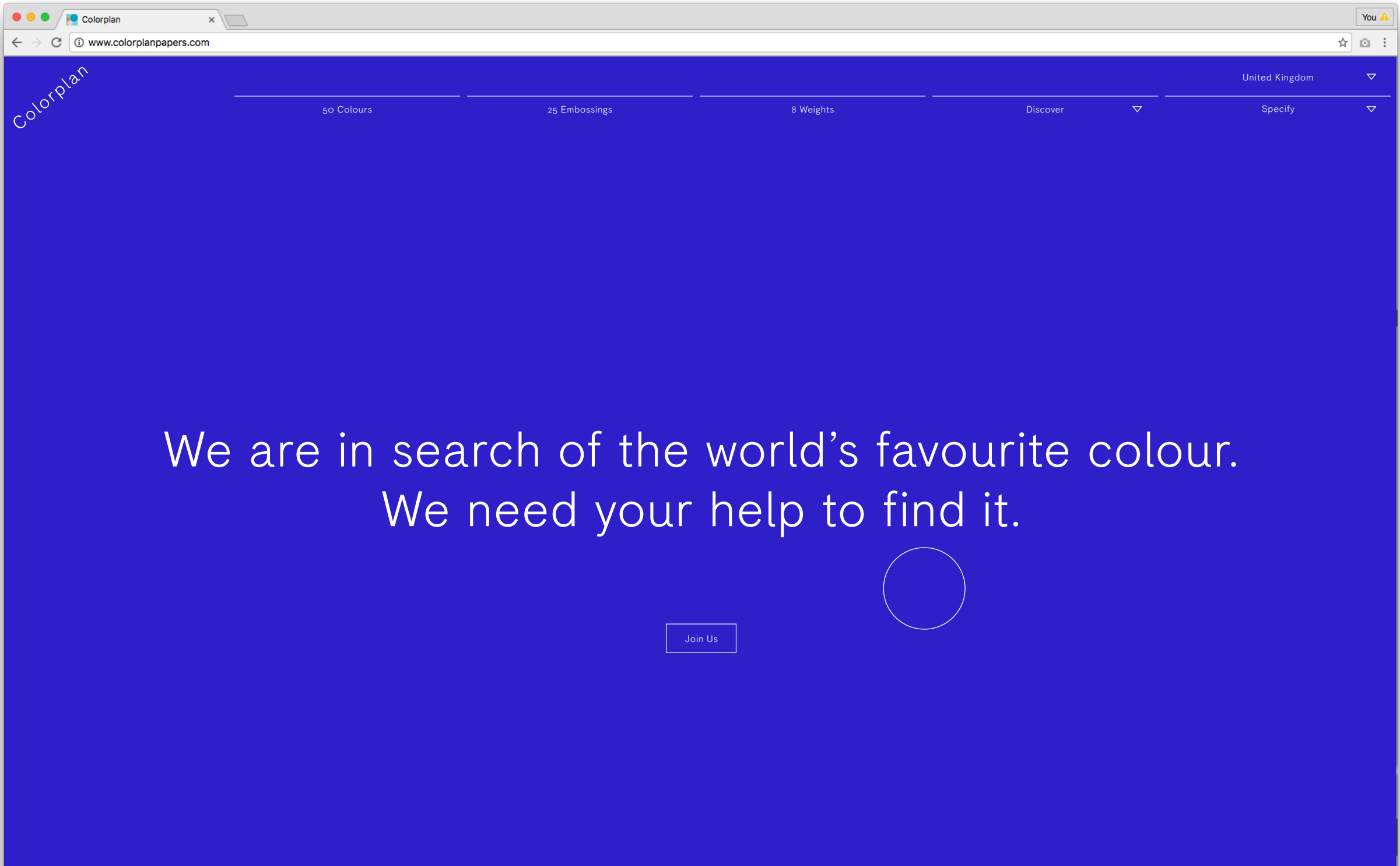G.F Smith social;
Twitter, Facebook
Instagram

hull2017.co.uk

Editorial article
(FranklinTill)

Collaborator web/social?
Wallpaper etc

Email mail out
(Zettler PR)

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favouritecolour.com

What is your favourite colour?

It's one of the most common questions we are asked
as a child, but do we still know the answer?

Use our interactive colour finder to submit the colour you love
and join our search for the world's favourite colour.

The answer to this question will be revealed to the world from
Hull, UK City of Culture at the launch of 'Paper City' in July 2017.
The favourite colour will be made into a beautiful paper by the
specialist premium papers company G.F Smith who will introduce
it into their iconic Colorplan paper range. The paper will also be
named after the person closest to the favourite colour.

Submit your colour

More About This Project

G . F
SMITH
1885 ONWARDS   Colorplan   HULL
2017

Colorplan

50 Colours   25 Embossings   8 Weights   Discover   ▽   Specify   ▽

We are in search of the world's favourite colour. We need your help to find it.

Join Us

favouritecolour.com

You ⚠

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Submit Your Colour

G . F
SMITH
1885 ONWARDS

Colorplan

HULL
2017
UK
City
of
Culture

More About This Project

MICROSITE
- Participant is redirected to microsite
- Background colour changes as mouse is moved
- Copy cycles between white and black depending
on visibility against background colour
- Participant is prompted to learn 'more about this project'

What is your favourite colour?

We want everyone to reconnect with this question and consider how much colour effects us in our lives everyday. This search will allow us to discover the very personal insights behind colour choice and the almost forgotten topic of 'favourite colour'. Each submission will be entered into a colour database that will allow us to deduce the world's favourite colour. We will also create lots of fascinating insights and discoveries along the way, so the more people who participate the more insights we can find. So please share this project with your friends.

Who's Involved?
The project is a joint venture between G.F Smith and Hull 2017, which is the UK City of Culture. G.F Smith is the leading specialist paper company in the UK, based and founded in Hull in 1885.

Submit Your Colour

G . F
SMITH
1885 ONWARDS

Colorplan

HULL
2017
UK
City
of
Culture
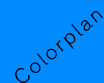
MICROSITE 'MORE ABOUT THIS PROJECT'
- Background colour changes as mouse is moved
- Copy cycles between white and black depending on visibility against background colour
- Participant is prompted to submit their colour
- Participant can exit this page via the X top right
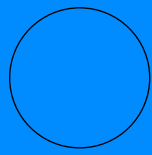
What is your favourite colour?

White

Yellow

Pink

Blue

Red

Green

Purple

Orange

Black

COLOUR FINDER
- Colour category word zones appear
- Background colour changes as mouse is moved
- Copy cycles between white and black depending
on visibility on background colour

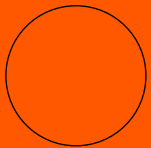# What is your favourite colour?

White

Yellow

Pink

Blue

Red

Green

(Click)

Purple

Orange

Black

COLOUR FINDER
- Once the participant has chosen
their colour they click the screen

This is my favourite colour.

Yes | No, pick again

favouritecolour.com

This is my favourite colour.

Submit your colour by
entering your details.

| First Name |
| Last Name |
| Gender ▽ |
| Year of Birth ▽ |
| Email |
| Why did you choose this colour? (Optional) |

Submit   Cancel

We will only contact you if you are the winner.

REGISTER YOUR COLOUR
- Once confirmed a 'register this colour by submitting
your details' box will appear centre screen
- Participant fills in the fields

favouritecolour.com

You ⚠

This is my favourite colour.

Submit your colour by
entering your details.

| Joe |
| Carter |
| Male ▽ |
| 1979 ▽ |
| Email |
| Why did you choose this colour? (Optional) |

Submit   Cancel

We will only contact you if you are the winner.

This is my favourite colour.

Submit your colour by
entering your details.

Joe
Carter
Male ▽
1979 ▽
joecarter@gmail.com
Why did you choose this colour? (Optional)

Submit   Cancel

We will only contact you if you are the winner.

REGISTER YOUR COLOUR
- When all participant detail fields
are complete, participant clicks 'submit'

Our latest global favourite colours...

Thank you for submitting Carter Orange. Now share on Facebook and Twitter.

Carter Orange	Jenkins Pink	Jones White	Smith Yellow	Taylor Black	Parker-Williams Pink	Wells Pink	Thompson White	Baker Red	Hughes Blue	Blake-Reed Green	Foye Pink	Wright Blue
Carter Pink	Sheppard Green	Prince Pink	Potter Blue	Bradbury Blue	Vincent Red	Satchell Blue	Shayler Green	Teller Orange	Byrne Blue	Doyle Green	Burt Green	Senko Green
Taylor Green	Jenkins Green	Jones Pink	Smith Red	Day Green	Parker-Williams Blue	Trune Green	Thompson Orange	Baker Red	Hughes Blue	Blake-Reed Yellow	Foye Red	Wing Purple
Vero Red	Layzell White	Sheldon Orange	Smith Blue	Taylor Black	Parker-Williams Blue	Sim Green	Blake Purple	Baker Green	Hughes Red	Blake-Reed Green	Foye Pink	Wright Blue
Baker Red	Hughes Blue	Jones White	Smith Yellow	Taylor Black	Parker-Williams Pink	Wells Pink	Thompson White	Baker Red	Hughes Blue	Bla...		

SUBMISSION CONFIRMATION
- 'Thank you for submitting' appears on screen
- Named 'Bespoke' colour is added to submissions list as 'Carter Orange' last name + colour category
- Prompt to share colour on social
*Note circles are same scale as on colorplanpaper.com

SHARE ON SOCIAL
- Colour shared on social with G . F Smith
logo applied and caption below

MADE
THOUGHT.