

AkzoNobel Decorative Paints

Global Aesthetic Center
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The Netherlands

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COLOURFUTURES™ 2025

INTERNATIONAL PAINT COLOUR TRENDS

JUST LEAP

AkzoNobel



CF25

COLOURFUTURES™ 2025 INTERNATIONAL COLOUR TRENDS

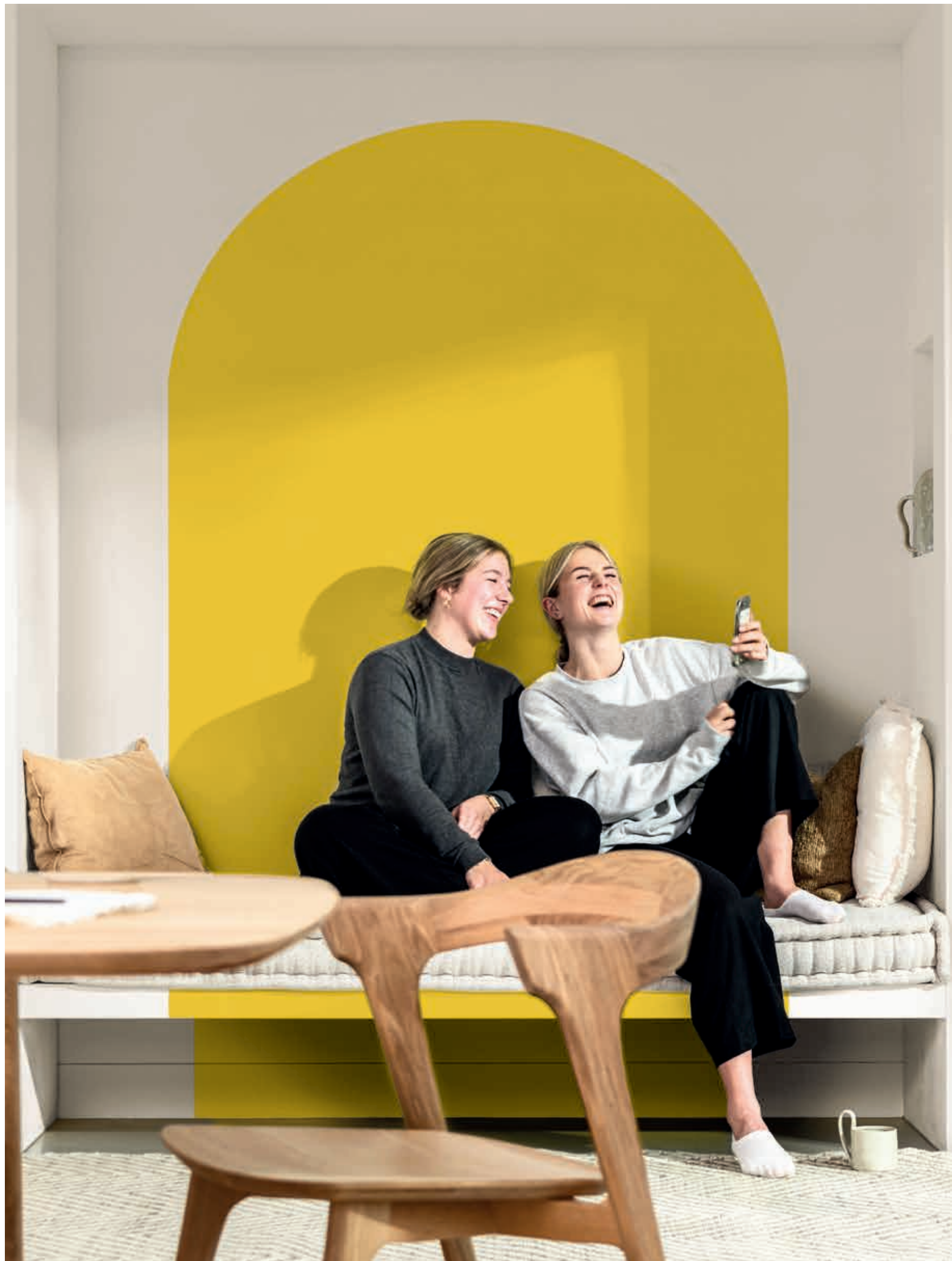
JUST LEAP

PAINT COLOUR TRENDS 2025

AkzoNobel



AKZONOBEL DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER PRESENTS
COLOURFUTURES™ 2025



OUR JOURNEY

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COLOUR COLLECTION GUIDE



JOIN US

Journey through a world of colour with the 2025 edition of ColourFutures™.

Every year, we hold a Global Trend Forecast Meeting to gather insights on where the world is heading and determine the current mood of the world through dominant trends. Our colour experts at Akzo Nobel's Global Aesthetic Center then translate these into a Colour of the Year and three complementary colour stories that reflect these trends and the times we are living in.

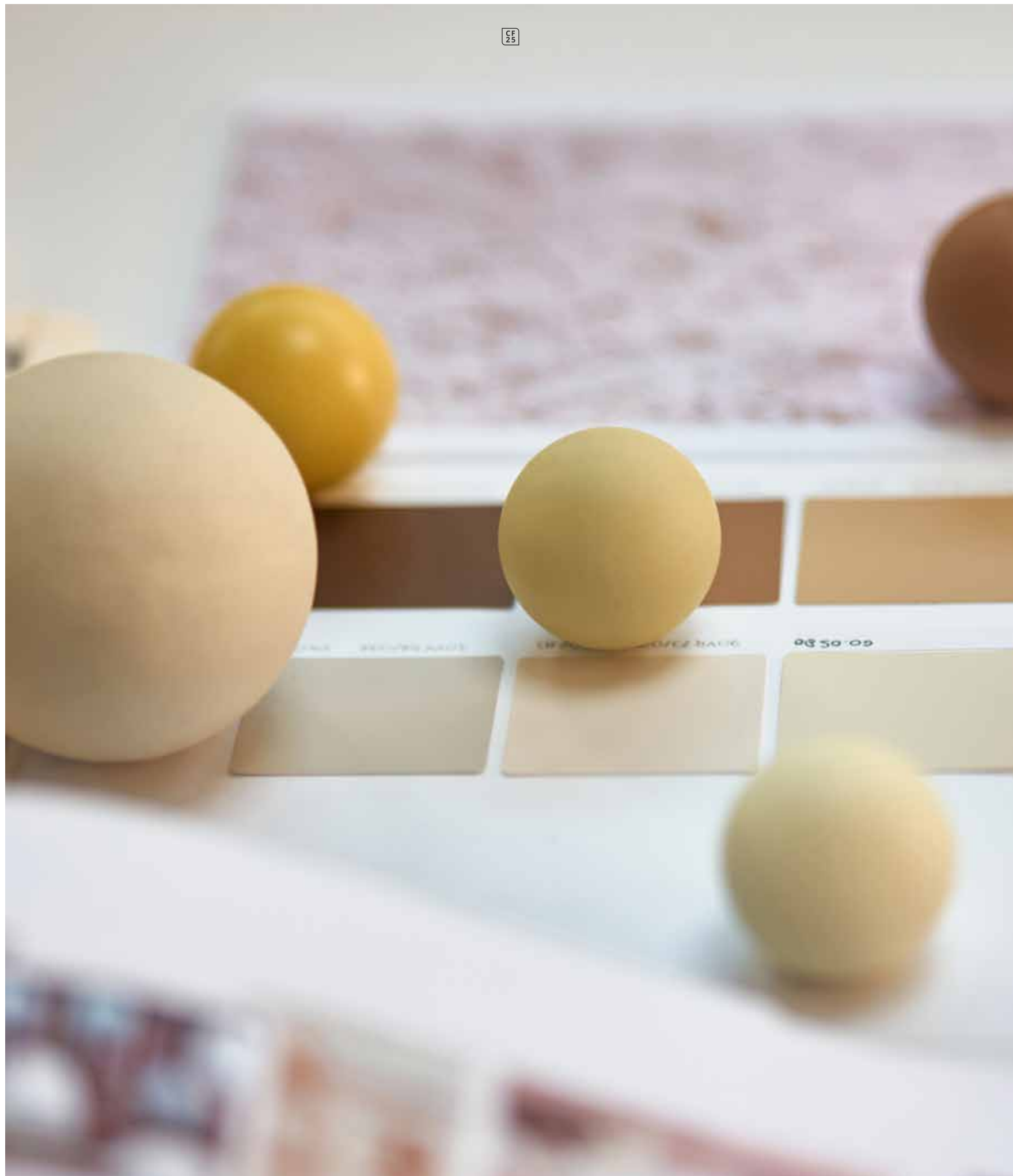
Dive into the stories and insights behind our 2025 colour collection, plus ideas and inspiration on how to use them. Over the next few months, you'll also see inspiration across our social media, website and apps. We can't wait for you to join the yellow movement and see how you use our Colour of the Year!

Enjoy and remember #JustLeap!

HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL





SAY HELLO TO OUR COLOUR EXPERTS

Every year, our colour trend journey starts at AkzoNobel's Global Aesthetic Center, the creative studio for colour and design. Our team of expert colour designers, led by creative director Heleen van Gent, take the insights from our Trend Forecast brainstorm and translate them into colours that respond to the mood of the times. By understanding the transformative and emotive power of colour, they identify shades that people will need in their homes and commercial spaces across the world in the coming years. One signature Colour of the Year is selected that they believe encompasses all of this. Understanding that everyone is influenced by the mood of the moment in a different way and because colour is personal, three complementary colour palettes are also created to make this colour work for everyone, everywhere.



Heleen van Gent
Head of GAC and
Creative Director



Suzanne Poort
Colour Digital Designer



Willeke Jongejan
Colour Designer Consumer Brands



Marieke van der Bruggen
Colour Content Designer

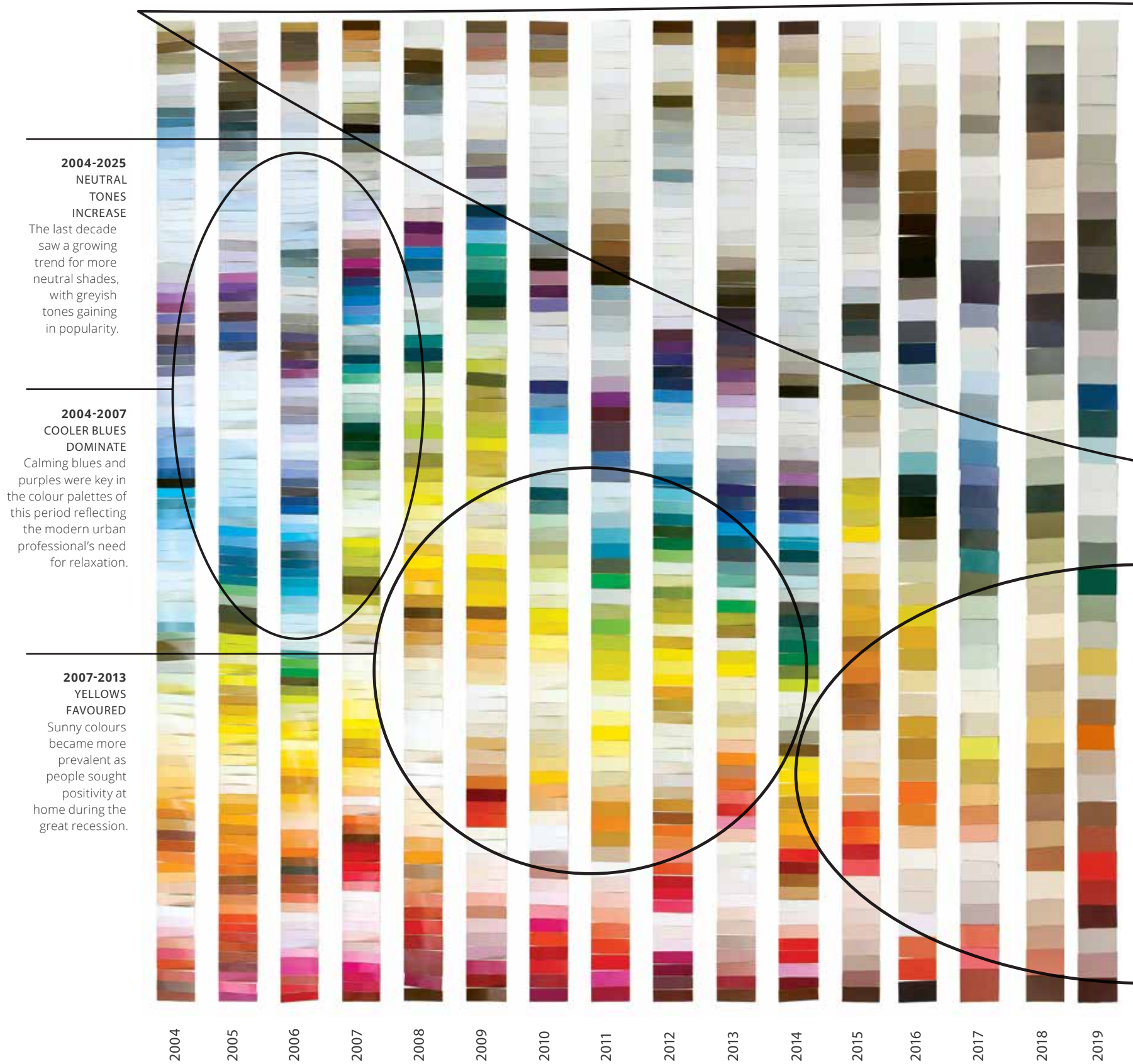


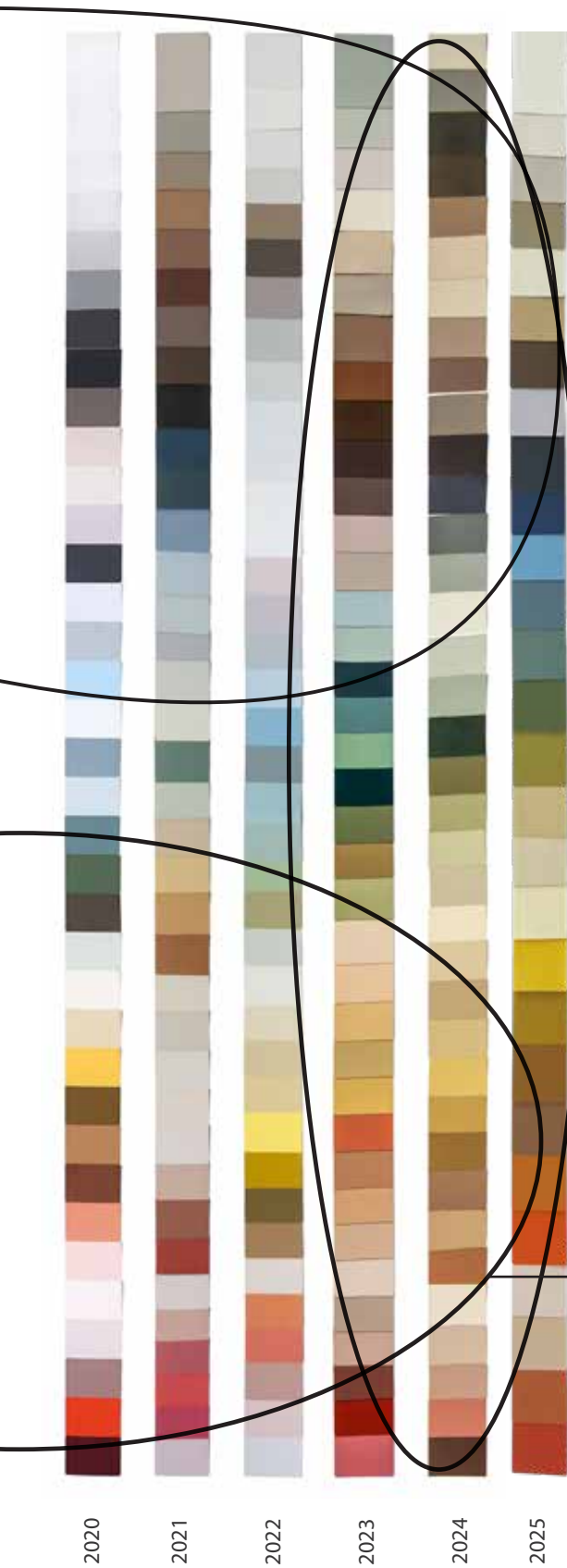
Marieke Wielinga
Colour Designer Professional,
Wood, Metal & Colour Futures

COMPLETE COLOUR PALETTES 2004-2025

The evolution of colour trends leading up to 2025

We started out working with over 100 colours and meticulously selected 37 hero colours to make colour choices easier for our consumers. Of course, less is more.





2023-2025
SATURATED
COLOURS
Recently we've
seen an influx of
saturated colours
being used as
accent colours
across the world.

2015-2025
SATURATED,
EARTHY, WARM
TONES
There's been a slow
increase in
preference towards
accents of bright
colours combined
with these neutrals as
people seek more
adventurous colour
combinations

THE HISTORY OF COLOURFUTURES™
22 YEARS OF COLOUR RESEARCH

ANALYSING COLOURS

A snapshot of two decades captured in colour gives a unique insight into people's changing tastes and priorities over the past 22 years. These are colours that respond to real-world events and convey the context of an era. As seen on the left, when the global recession took place between 2007 and 2013, we sought positivity in our homes and brighter colours became more prevalent.

Living in similar times right now, brighter and bolder pops of colour combined with a neutral base are becoming more and more popular.

To give people the confidence to make a bold colour choice, we have created colour combinations that can work together in many ways – complementing colours that not only feel right but will always look great too.

OUR OBJECTIVE

**PROVIDING
YOU WITH
COLOURS
THAT BRING
JOY FOR
YEARS TO
COME**





Photo: Unsplash



Photo: Unsplash

"The rise of AI generated content across multiple media means that it's becoming harder to distinguish fake from reality."

–Claudia Lieshout



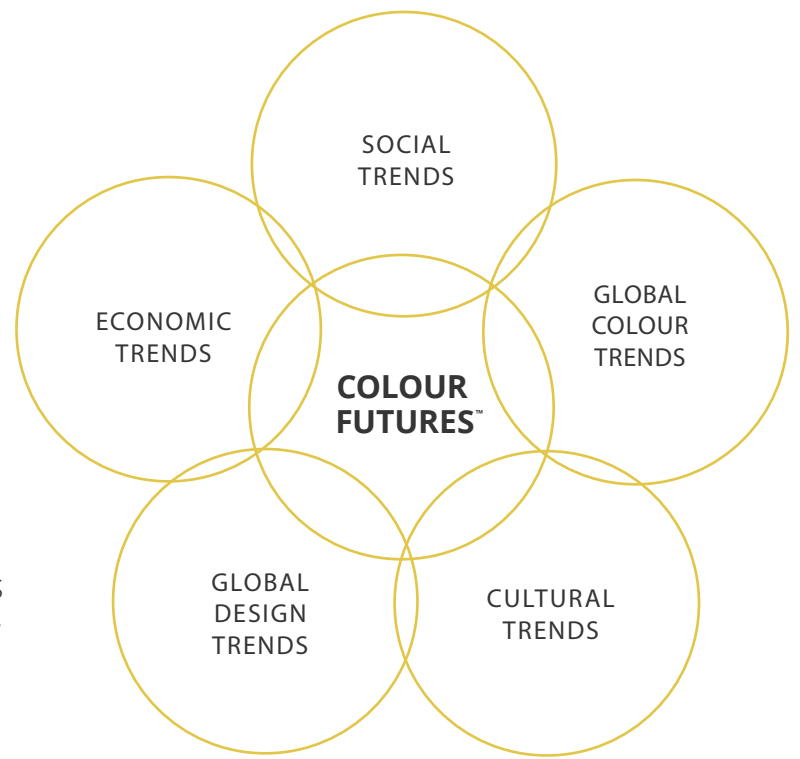
Photo: Unsplash



Photo: Unsplash

WHERE IT ALL STARTS

Our ColourFutures™ research project starts with our annual Trend Forecast brainstorm. Over the past two decades, we've invited a range of experts from every corner of the globe and various design disciplines to help us understand where the world is heading and what factors will be influencing the way we live. In a series of personal presentations, each expert takes us on a journey of discovery so we can identify the emerging patterns in global trends. From economic shifts to cultural and political events, every aspect of life is considered. These global trends then inform our colour stories so we can choose the colours that fit our way of living.



OUR EXPERTS

MEET THE TEAM BEHIND THE STORIES

THANK YOU TO EVERYONE FOR THEIR INSIGHTS THAT HELPED US CREATE
COLOUR STORIES FROM A TRULY GLOBAL PERSPECTIVE.



HELEEN VAN GENT
GLOBAL
Creative Head, ColourFutures™

SEM DEVILLART
NORTH AMERICA

Professor for cultural analysis
School of Visual Arts NYC



*"For a long time now, we've all been
living in a bubble, but once we break out
of our comfort zone we become
aware that there are other worlds out
there, not just our own."*

JAMES MARSHALL
SOUTH EAST ASIA

Senior Lecturer, Design,
Swinburne University



BARBARA MARSHALL
SOUTH EAST ASIA
Director, Marshall Design

MIMI YAN
CHINA

Curator, Editorial Director &
Publisher, Elle Decoration China



DELPHINE GUAN
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Content Director (North-
China), Elle Decoration China

SONIA CUNHA
EUROPE & CHINA

Architect,
Next Architects



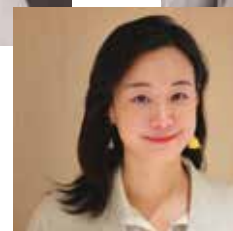
MARIJN SCHENK
EUROPE & CHINA

Founding Partner,
Next Architects



TANGO ZHUANG
CHINA

Digital Director, expert in colour
philosophy, Elle Decoration China



YANG LIU
CHINA & SOUTH EAST ASIA
Fashion Home Intern,
Marshall Design

*"From looking at all the trends, it is about
finding your local culture, embracing it and
bringing that to your spaces."*



ADRIANA PEDROSA
SOUTH AMERICA
Surface and Colour Designer,
Atelier Adriana e Carlota



CARLOTA GASPARIAN
SOUTH AMERICA
Surface and Colour Designer,
Atelier Adriana e Carlota



REBECA DUARTE
SOUTH AMERICA
Painter and Designer,
Atelier Adriana e Carlota

CF
25



PLINIO RASERA
SOUTH AMERICA
Creative Assistant,
Atelier Adriana e Carlota



MANOELA AMBROSIO
SOUTH AMERICA
Creative Assistant,
Atelier Adriana e Carlota

"Now's the time to give voice to our deepest identities."

To gather a valuable and diverse perspective on life, our Trend Forecast contributors come from across the world and cover a broad range of disciplines including design, architecture, journalism and technology. A diverse group where everyone is confident to talk about their worlds. Our discussions covered everything from the history of local cultures to the pros and cons of AI as well as how uncertainty and change can be an opportunity to create something better. The overriding feeling that emerged from our brainstorm – a desire to break free of our current bubbles and welcome in the new.



JIM BIDDULPH
EUROPE
Materials, colours and spaces
designer, maker and writer,
Jim Biddulph Studio



CLAUDIA LIESHOUT
GLOBAL
Strategic Futurist and Design
Researcher at StudioClau



NIKKI HUNT
SOUTH EAST ASIA
Founder, Design Invention



LAURA PERRYMAN
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Colour, Material, Finish
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GODA VERIKAITE
EUROPE
Interior Architect,
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DUZAN DOEPEL
EUROPE
Founding partner,
Doepel Strijkers



ZUZANNA SKALSKA
EUROPE
Founding Partner,
360inspiration



ROYY CHEENPRACHAR
SOUTH EAST ASIA
Joint Country Manager/Partner,
The Beaumont Partnership



CHRISTIANE MÜLLER
EUROPE
Creative Director Industrial Material
Design, MüllerVanTol



NNAMDI DAVID
NORTH AMERICA
Head of Strategy,
Mediahub West

TREND #1 – FEEL EXCITED ABOUT PURSUING NEW HORIZONS

MAKE A JOYFUL LEAP INTO THE UNKNOWN

In times of change, people want to leave yesterday behind and start to look towards the future. We're moving into new spaces and venturing into new frontiers by embracing technology, sustainability and other cultures – expanding our minds and broadening our horizons. This isn't a time to worry about what might happen. It's time to dream big, go beyond and embrace the unknown.

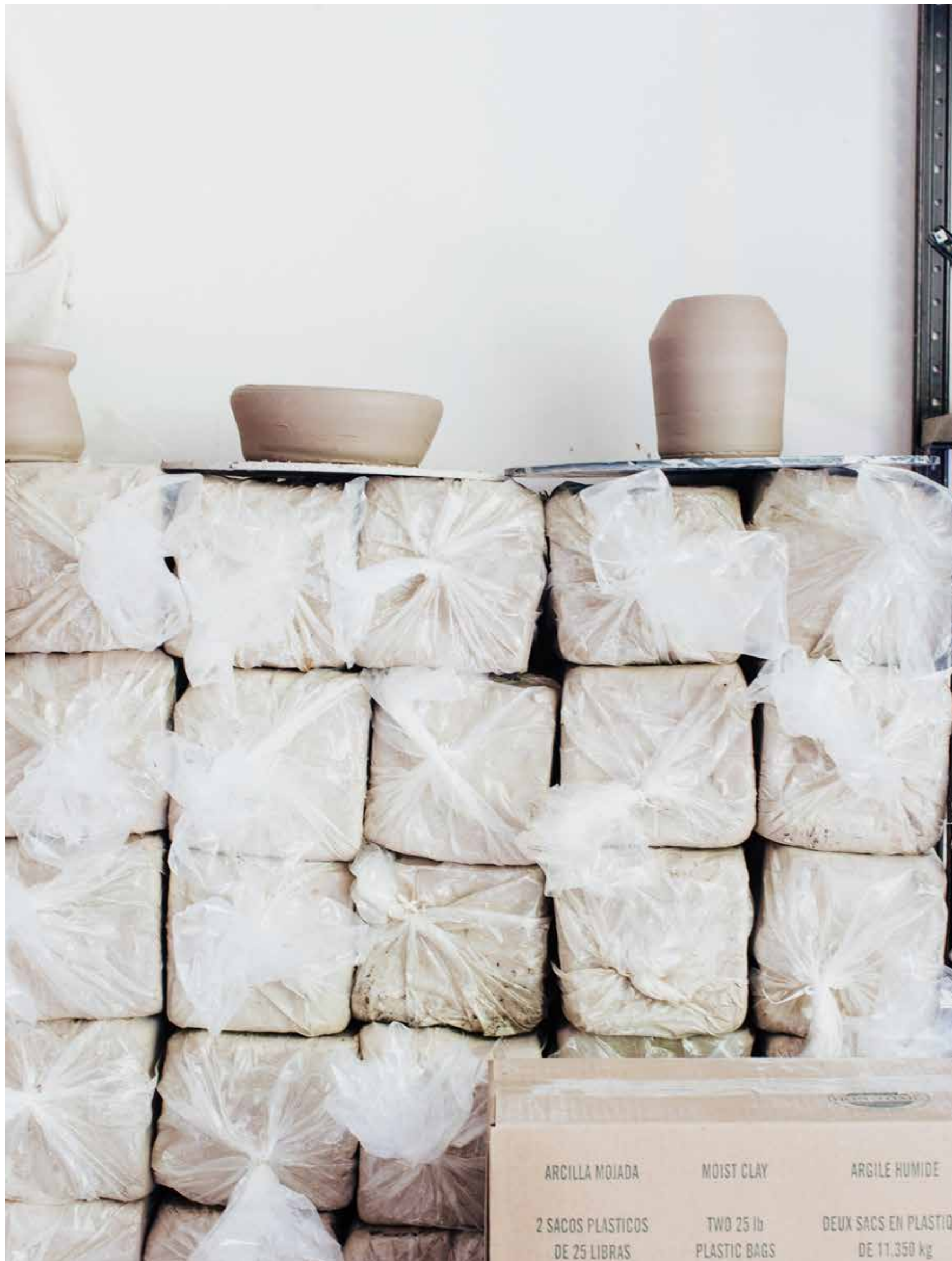
LEAVE YESTERDAY BEHIND

This embrace of new frontiers has been seen across the world and reflected by a literal and cultural move 'into the desert'. For example, in America, young professionals from New York and LA are seeking new lives in Texas and in Asia, people are travelling more as they seek new knowledge and perspectives, leading to airlines across the continent posting their highest profits in history.

– Business Insider, 2023

People want to feel inspired to break out into new frontiers and create a space that takes them on a journey. Whether it's visiting a new country, learning how to use a new technology or changing to a new way of living, it can all start in our homes. To translate this into our interiors, we've created a palette full of bold and uplifting colours that creates an adventurous space that's delightfully spontaneous and inspires us to take the leap.





ARCILLA MOJADA

MOIST CLAY

ARGILE HUMIDE

2 SACOS PLASTICOS
DE 25 LIBRAS

TWO 25 lb
PLASTIC BAGS

DEUX SACS EN PLASTIC
DE 11.350 kg

CELEBRATE THE HANDMADE

Technology can have a great impact on society, our communication, healthcare standards and educational systems. But the rise of AI has blurred the lines between what's real and fake, making people wary of its power. As it starts to dominate our day-to-day lives, it's easy to feel that human skills are becoming redundant. During our Trend Forecast Meeting we noticed that people are reappraising art and creative writing created by the human brain and mind. This was clear at Milan Design Week where we noticed a celebration of handmade objects.

AI can't handle concepts: collapsing moments in time, memory, thoughts, emotions – all of that is a real human skill, that makes a piece of art rather than something that visually looks pretty.

– The Guardian, 2022

Now is the time to re-embrace humanity and see the value of the handmade in our homes. Craftsmanship comprises deep wisdom, skill and intelligent design of its own. Through analogue makers we are connected to the beauty of imperfections – the unpolished, the stories behind the art. We can celebrate and surround ourselves with this new luxury of human craft and creativity. In our spaces, we need to feel connected to this human touch – somewhere where we are grounded by real, earthy materials. A place filled with hand-made flourishes of craftsmanship that put us in touch with what matters.

RE-EMBRACE HUMANITY

TREND #3 – FEEL ROOTED AND PROUD OF YOUR IDENTITY

RE-EMBRACE YOUR HERITAGE

The rise of globalisation has slowly led to us all becoming surrounded by similar cultural references no matter where we live. However, people have realised that we are at risk of losing our unique roots and becoming homogenised. This is inspiring people to reconnect with local cultures, re-embrace local surroundings and communities and appreciate the rich heritages that make us all different and unique.

RECONNECT WITH YOUR CULTURE

Globalization was about the integration of worldviews, products, ideas and culture. But over the past few decades many people have felt that their places have been left behind.

– New York Times, 2022

When the world starts to become similar, and therefore familiar, we search for uniqueness. Our nationalities, ethnicities, country of origin and race matter more to us now than ever before. More and more often, we are found seeking answers about our families' unique histories – stories from our parents, grandparents and beyond. This has all made us who we are today. If you are proud of who you are, you want to surround yourself with objects that reflect that. Somewhere we feel at home and rooted in our identities. A space that's richly layered with diverse and eclectic influences from our lives. A celebration of everything we are.



Black Hourglass art piece: Tomina, Sabine Finkenauer, 2022



THE PROCESS

CREATING OUR COLOUR STORIES

With the desire to break free, press reset and welcome in the new at the heart of our story this year, our team of colour experts at AkzoNobel set about identifying a Colour of the Year and three colour stories that encapsulate and bring to life our theme: Just Leap – A theme that empowers you to get out there, change and create.

For our Colour of the Year, we sought after a pop of colour that puts joy on your wall and brings a smile to your face. Creating a colour collection that fills our homes and spaces with creative energy, optimism, pride and imagination. Making it easy for you to take it into your own hands, experiment with confidence and create spaces that are personal to your needs.



PROUDLY INTRODUCING OUR

COLOUR OF THE YEAR 2025

TRUE JOY™

F6.48.68 40YY 49/546







Photo: Unsplash



**IT'S ALL ABOUT INSPIRING YOU TO FILL
YOUR HOMES WITH OPTIMISM, PRIDE,
IMAGINATION AND CREATIVITY.**



To encapsulate the inspiration behind our Colour of the Year, we chose the name True Joy™. A pop of colour that brings joy to your walls and a smile to your face. It's unexpected and helps you journey out of your current bubble.

THE 2025 MOOD

THIS YEAR, WE'RE INSPIRING YOU TO...

JUST LEAP

AND PASS ON TRUE JOY™

THE FUTURE IS YOURS
TAKE IT INTO YOUR OWN HANDS
YOU CAN MAKE IT
WHATEVER YOU WANT
GO ON
IF YOU DREAM IT
YOU CAN CREATE IT
YOU JUST HAVE TO BELIEVE IT
CHANGE YOUR WORLD
YOUR HOME, YOUR SPACE
BE CONFIDENT
FEEL PROUD OF WHO YOU ARE
START SMALL
AND GROW INTO IT
KEEP MOVING
LEARN SOMETHING NEW
VISIT PLACES YOU'VE NEVER BEEN BEFORE
MAKE MISTAKES
IT'S ONLY WHEN WE EXPERIMENT
THAT WE MOVE FORWARD
IN LIFE
AND IN OUR HOMES AND SPACES
FEEL THE ENERGY
FEEL THE CREATIVITY
FEEL THE THRILL
CLOSE YOUR EYES
JUST LEAP
WITH COLOUR FUTURES 25

BEHAVIOURAL TRENDS

This year, there's a growing sense across the world that life must be better elsewhere. In times like these, there's a desire to break free, press reset and welcome in the new. This change allows our imaginations to run wild and gives us the chance to create something better. If you dream it, you can create it. You just have to believe it.

To help you move forward, our Colour experts at the Global Aesthetic Center have created a Colour of the Year and three colour palettes that bring optimism, pride, imagination and creativity to our spaces – providing you with colours that feel personal to you and fit the mood of the moment.

FEEL EXCITED ABOUT PERSUING NEW HORIZONS

Make a joyful leap into the unknown



AN ADVENTUROUS SPACE

THE BOLD COLOUR STORY

Leap into bold spaces that feel exciting and take us on a delightfully spontaneous adventure outside of our current bubble.

Our hero theme is...

JUST LEAP

BE PROUD OF HUMAN CREATIVITY & CRAFTMANSHIP

Celebrate the hand-made



AN ARTISANAL SPACE THE HUMAN COLOUR STORY

Leap into artisanal spaces full of hand-made touches that make us feel grounded and in touch with matters of the heart.

THE NEED TO FEEL ROOTED & PROUD OF ALL THAT YOU ARE

Re-embrace your heritage



AN ECLECTIC SPACE THE PROUD COLOUR STORY

Leap into eclectic spaces, layered with individual influences that make us feel proud of our roots and all that we are.

With our Colour of the Year 2025

TRUE JOY™

WE LOVE YELLOW

We love yellow and our Colour of the Year so much, that we created a colour-palette made purely from yellows. A combination of all the yellows used in each of our three colour palettes.



SHARING JOY



LEAP INTO THE POWER OF YELLOW

Believe in yellow!



A YELLOW SPACE THE YELLOW COLOUR STORY

Leap into joyful spaces with our fourth colour scheme. These are all the yellows of the three colour palettes combined.



COLOURFUTURES™ 2025 COLOUR COLLECTION

Centred around our Colour of the Year True Joy™, these colours complement our bold colour choice. Whether used as an accent colour or feature wall you can confidently create a wide range of different and effective colour combinations.

Over the following pages, we've included ideas and inspiration for using these colours, helping people to bring joy into their living and working spaces. Anyone can start small, grow into it and move forward. If you dream it, you can create it, you just have to believe it.







OUR BOLD COLOUR STORY

For a bold and uplifting space that feels enlightening. Somewhere that can be delightfully spontaneous, taking us on an exciting journey out of our current bubble.





Inspired by the excitement of adventure, our bold colours bring spontaneity and energy to a space. On a base of light neutrals, we add pops of colour to create somewhere that pleasantly takes us out of our comfort zone.

Here, a large living room is made to feel active and exciting, with an uplifting orange statement wall framed by True Joy™. Pops of coloured furnishings add even more energy to the room, wherever your eyes wander.

It's easy to shy away from using bold colours in your home, but when used with a neutral base, they complement each other perfectly. Whether they are used on exterior or interior walls you can experiment with confidence.





G2.09.80
57YY 72/138

F6.48.68
40YY 49/546
COY 2025



F6.48.68
40YY 49/546
COY 2025

AN.02.76
70RR 64/034



S6.27.56
04BB 34/244

F6.48.68
40YY 49/546
COY 2025

G2.09.80
57YY 72/138

Leap into a world full of bold and joyful shades.



D2.50.50
48YR 26/519

G2.09.80
57YY 72/138

F6.48.68
40YY 49/546
COY 2025

AN.02.76
70RR 64/034





**USE BOLD
COLOURS ON A
NEUTRAL BASE
TO CREATE
AN UPLIFTING
COMBINATION.**

Experiment as much as you like. When used on a neutral base, it's hard to go wrong with our bold palette.



F6.48.68
40YY 49/546
COY 2025

E1.08.69
90YR 51/109

D2.50.50
48YR 26/519





Bold colours work in a variety of ways. Start small by framing windows, get creative with freeform shapes or go for it with statement walls.

JUST LEAP AND LET YOUR IMAGINATION RUN WILD.



D2.50.50
48YR 26/519

C4.41.40
26YR 18/404

F6.48.68
40YY 49/546
COY 2025

G2.09.80
57YY 72/138

E1.08.69
90YR 51/109



F6.48.68
40YY 49/546
COY 2025



F6.48.68
40YY 49/546
COY 2025

D2.50.50
48YR 26/519

E1.08.69
90YR 51/109

AN.02.76
70RR 64/034



G2.09.80
57YY 72/138

F6.48.68
40YY 49/546
COY 2025

S6.27.56
04BB 34/244

T9.26.21
50BB 08/171

**POPS OF
COLOUR
THAT BRING
A SMILE TO
YOUR FACE.**

Balance out bolder colours with neutral elements or furnishings.

D2.50.50 48YR 26/519



E1.08.69 90YR 51/109



CA.41.40 26YR 18/404



G2.09.80 57YY 72/138



AN.02.76 70RR 64/034



F6.48.68 40YY 49/546



G0.30.50 53YY 26/275



U5.06.67 70BB 49/082



S6.27.56 04BB 34/244



19.26.21 50BB 08/171



**USE BOLD
COLOURS IN AN
ACTIVE PURSUIT OF
A SPONTANEOUS
HOME THAT WILL
MAKE YOU FEEL
ADVENTUROUS.**

"Combining neutrals and pastels creates
a space that's future proof"

Heleen van Gent

OUR HUMAN COLOUR STORY

In our spaces, we need to feel connected to human touch.
We seek somewhere we are grounded by real, earthy
materials – a place filled with hand-made touches of
craftmanship that puts us in touch with what matters.



F6.08.75
40YY 60/103

G0.16.68
50YY 49/191

F6.48.68
40YY 49/546
COY 2025





Our human colours celebrate human craftsmanship. Shades of wood and clay reflect the raw materials used in these handmade processes, allowing you to bring the beauty of imperfections and creativity to your home. Feel grounded and in touch when you share these environments with friends and family.

Here, the raw and earthy shades from our human colour story act as a backdrop for handmade furniture and furnishings, enabling them to thrive in an open-plan living area. To add warmth to the space, True Joy™ frames the window to bring a natural glow of sunshine.

ADD WARMTH TO YOUR WALLS WITH NATURAL COLOURS.

Freeform shapes painted in our human colour story reference the beautiful imperfections of the world around us and bring them to our homes and spaces.



F6.48.68
40YY 49/546
COY 2025

EN.02.81
90YR 73/029

G0.05.80
44YY 69/069





E7/15.62
10YY 41/175

F6.48.68
40YY 49/546
COY 2025

GN.00.85
81YY 81/016



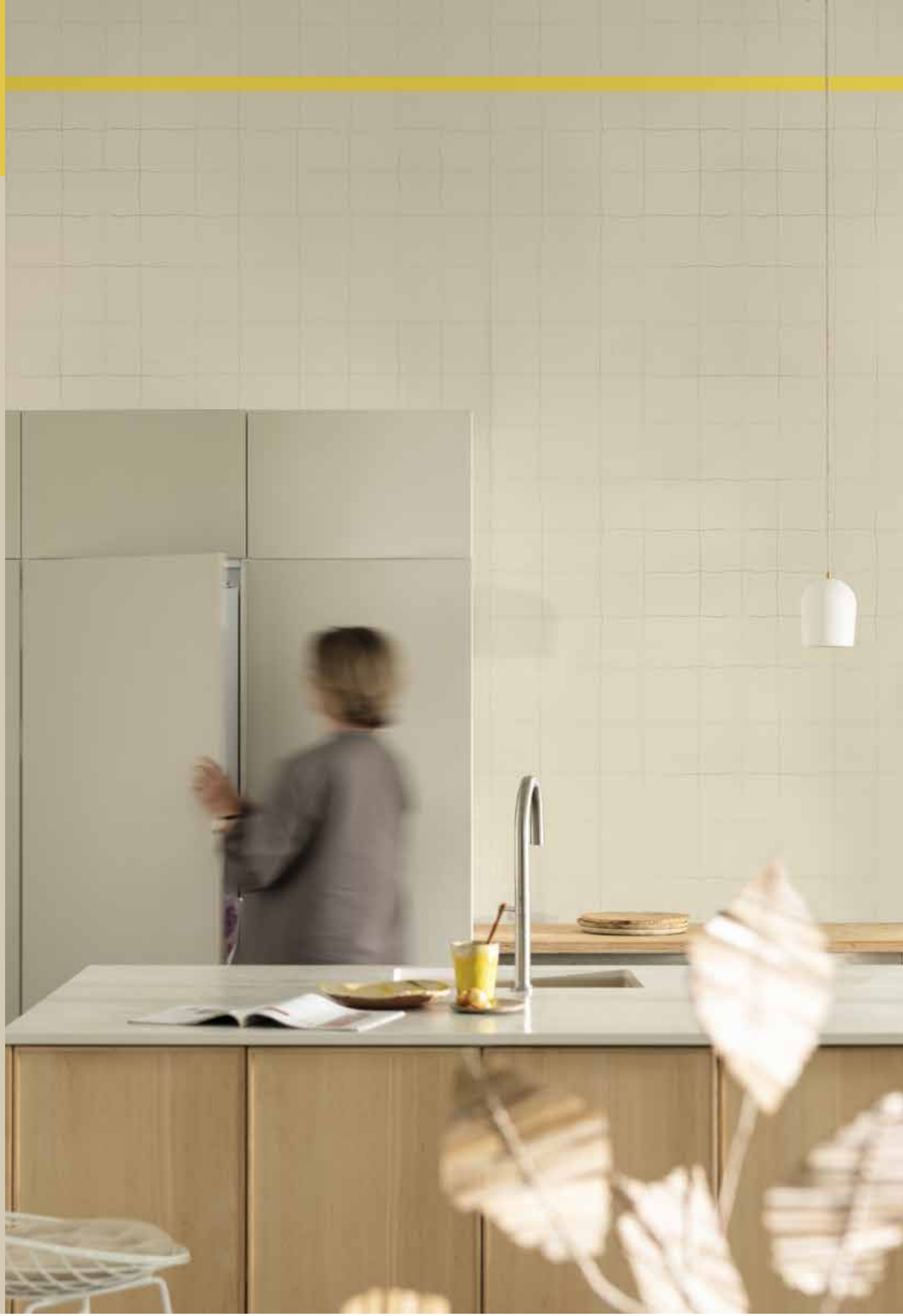
Adding pops of True Joy™ to neutral colours creates a different approach to the natural palettes of previous years, for both interiors and exteriors.



F6.08.75
40YY 60/103

E7.15.62
10YY 41/175

F6.48.68
40YY 49/546
COY 2025





Human colours are the perfect backdrop for fittings and furnishings crafted from natural materials such as clay, wood, rattan and linen.



EN.02.71
10YY 54/034

GN.00.85
81YY 81/016

F6.48.68
40YY 49/546
COY 2025

BRING A SMILE TO YOUR FACE BY ADDING A POP OF YELLOW.

Adding colour to unexpected surfaces and areas brings
a fresh and unique experience to a room.



F6.48.68
40YY 49/546
COY 2025

F6.08.75
40YY 60/103



Our human colour story is the perfect opportunity to experiment with our Colour of the Year True Joy™ until you find something that works for you.

Bring an unexpected glow to your spaces in different ways. Here our Colour of the Year is used on the ceiling to reflect light downwards so you can wake up with the sun on your face.

USE HUMAN COLOURS IN AN ACTIVE PURSUIT OF A REAL HOME THAT MAKES YOU FEEL GROUNDED AND IN-TOUCH.

"Human colours allow you to feel in touch
with the natural materials of the world."

Heleen van Gent

F6.48.68 40YY 49/546



G0.05.80 44YY 69/069



G0.16.68 50YY 49/191



D9.19.42 80YR 19/177



D2.12.24 60YR 09/086



F6.08.75 40YY 60/103



GN.00.85 81YY 81/016



E7.15.62 10YY 41/175



EN.02.81 90YR 73/029



EN.02.71 10YY 54/034





OUR PROUD COLOUR STORY

Colours that help you create somewhere that feels rooted, where we can be proud of all that we are. A place that's rich with layers of diverse, individual influences. A home that proudly reflects our unique identities and roots.



F6.48.68
40YY 49/546
COY 2025

F2.40.50
24YY 28/384

E5.31.41
00YY 19/261

E7.10.53
10YY 30/106



Inspired by local cultures around the world, our proud colours allow us to celebrate the rich heritages that make us unique from one another. From natural dyes and pigments to spices, each colour allows us to feel rooted in our identities in a place where anyone can feel at home.

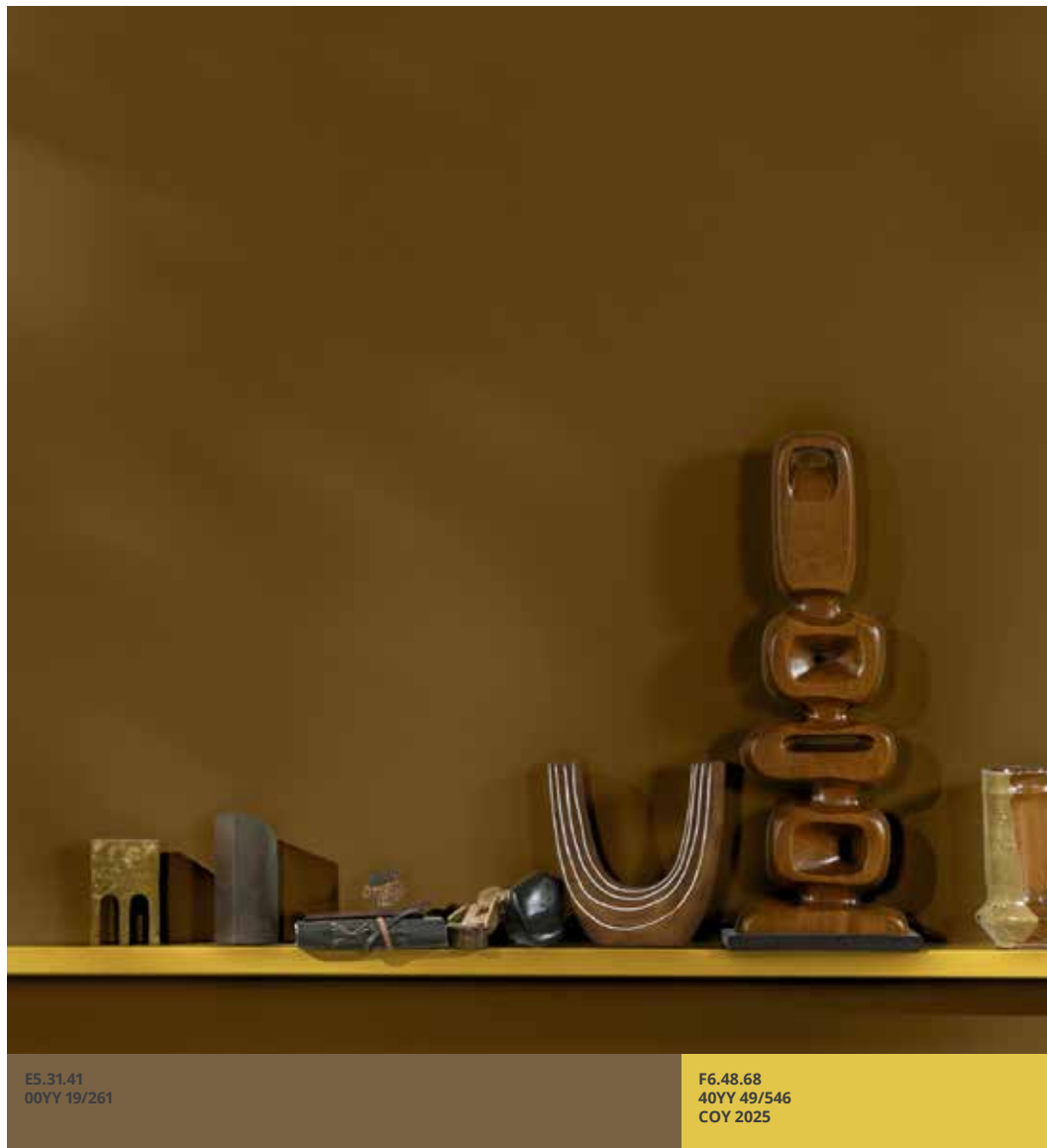
Here, True Joy™ compliments furnishings that are richly diverse and eclectic from all over the world.



F6.48.68
40YY 49/546
COY 2025

E7.10.53
10YY 30/106

E5.31.41
00YY 19/261



**OUR PROUD COLOUR
STORY IS INSPIRED BY
EARTHY TONES AND
NATURAL DYES FOUND
AROUND THE WORLD.**



U0.10.20
46BB 08/059

S2.17.39
90BG 17/120

E7.10.53
10YY 30/106

F6.48.68
40YY 49/546
COY 2025



F6.48.68
40YY 49/546
COY 2025

S2.17.39
90BG 17/120

Our ColourFutures™ tones work perfectly together making them easy to combine, especially when paired with furnishings from different cultures.



U0.10.20
46BB 08/059

S2.17.39
90BG 17/120

E7.10.53
10YY 30/106

F6.48.68
40YY 49/546
COY 2025



E5.31.41
00YY 19/261

E7.10.53
10YY 30/106

F6.48.68
40YY 49/546
COY 2025

**REFLECTING
THE UNIQUE
CULTURES
AROUND US,
THESE
COLOURS
CREATE SPACES
THAT FEEL
PERSONAL.**



F6.48.68
40YY 49/546
COY 2025

D9.41.49
77YR 26/391



Photo: Unsplash

F6.48.68
40YY 49/546
COY 2025

E7.10.53
10Y Y 30/106

True Joy™ can be used as a statement and accent colour in both interior and exterior spaces.



P0.10.40
78GG 19/078

E5.31.41
00YY 19/261

E7.10.53
10YY 30/106

F6.48.68
40YY 49/546
COY 2025

F2.40.50
24YY 28/384



Personalise your home with rich and saturated tones to create spaces as unique as you.



F6.48.68
40YY 49/546
COY 2025

F2.40.50
24YY 28/384





P0.10.40
78GG 19/078



Seek inspiration and experiment with patterns, shapes and colours from every corner of the world to create a space that feels personal to you.

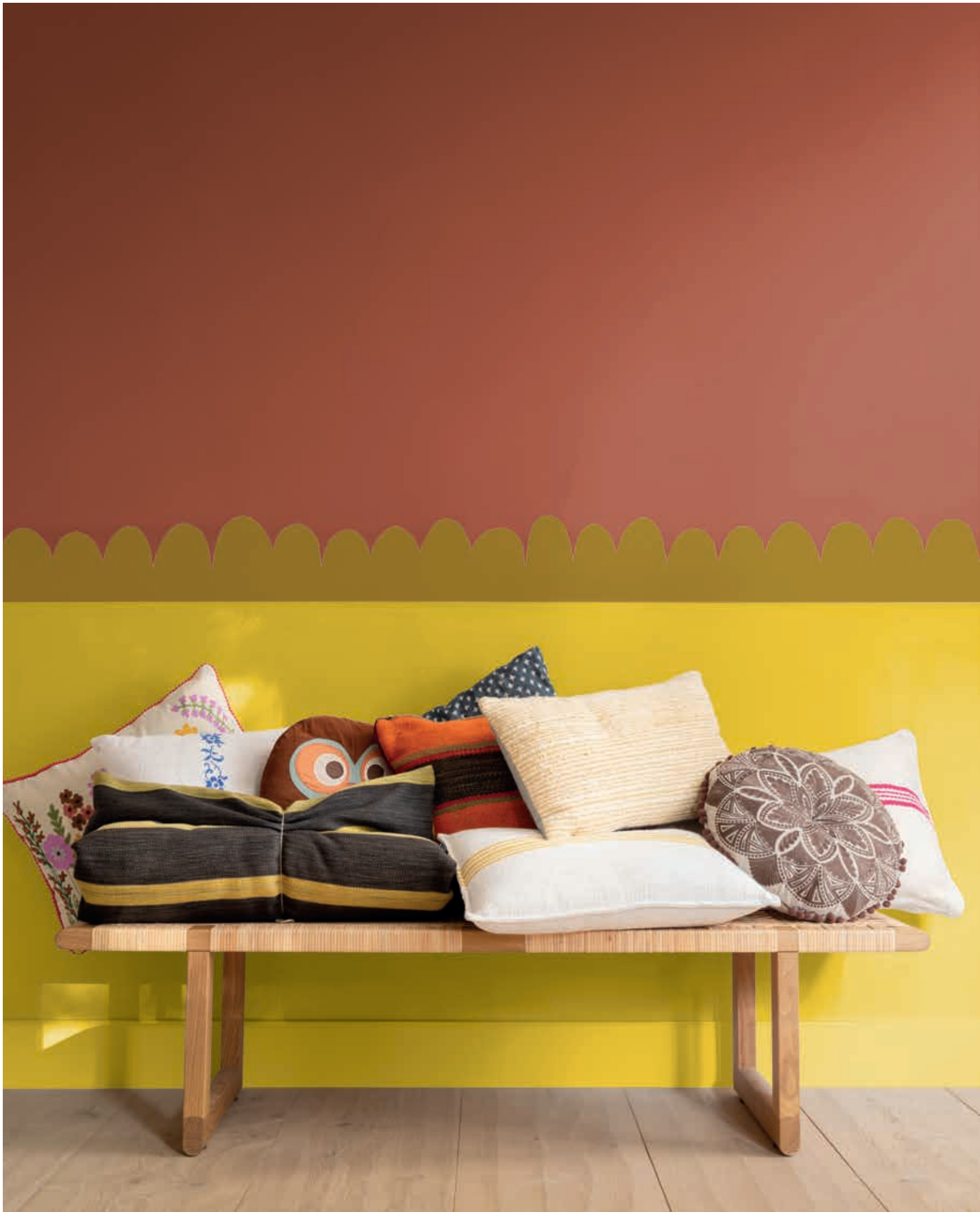
These colours work in combination with patterns and furnishings from many different cultures. So, you can seek inspiration and experiment with one or multiple interior design styles.

E7.10.53
10YY 30/106

F6.48.68
40YY 49/546
COY 2025



Whether using freeform or feature walls, these colours work with simple and intricate patterns.



F2.40.50
24YY 28/384

D0.31.44
50YR 21/318

F6.48.68
40YY 49/546
COY 2025

USE PROUD COLOURS IN AN ACTIVE PURSUIT OF RE-EMBRACING YOUR ROOTS AND CREATE A HOME AS UNIQUE AS YOU.

"Reflecting the story of many cultures from around the world, proud colours feel warm and homely. No matter where you're from."

Heleen van Gent

S2.17.39 90BG 17/120



E7.10.53 10Y 30/106



H7.18.35 10GY 14/135



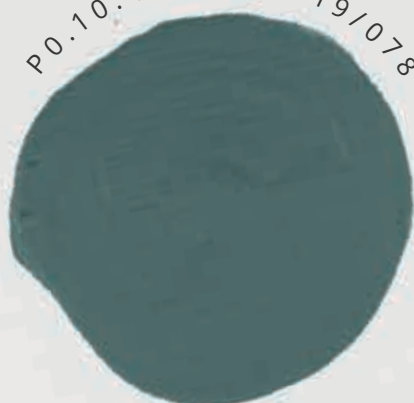
E5.31.41 00YY 19/261



F2.40.50 24YY 28/384



P0.10.40 78GG 19/078



D0.31.44 50YR 21/318



D9.41.49 77YR 26/391



U0.10.20 46BB 08/059



F6.48.68 40YY 49/546





THE MAKING OF OUR CAMPAIGN

BEHIND THE SCENES

Behind the scenes, there is a team of passionate people who want to spread joy across the world through colour. Here are just a few of the many moments of our journey to our ColourFutures™ campaign. Over a series of shoots, across multiple countries our teams of painters, photographers, stylists and art directors get hands-on to produce beautiful images that are created to inspire you. Of course, it's hard work, but also a lot of fun and so rewarding to see our Colour of the Year and new palettes come to life in your homes.







THE TRANSFORMATIVE POWER OF PAINT

Remember, you might not be able to change the whole world, but you can change your own.

With joy as our starting point, our Colour of the Year 2025 and its palettes can help you feel inspired to just leap and break free from your comfort zone. So, you can truly change your home and fit your needs – today, tomorrow, and for years to come.

Feel the energy. Feel the creativity. Feel the thrill.

START YOUR OWN COLOUR STORY WITH OUR EASY-TO-USE TOOLS



START WITH THE VISUALIZER APP...

Here's our own little bit of magic: with its augmented-reality technology, our free app lets you pick a colour and see it come to life in your living space. Experiment and play until you have created your perfect space.



Bring our ColourFutures™ 2025 Colour of the Year and its palettes to life in your own living space with our dedicated consumer tools. #justleap #truejoy



GET INSPIRATION FROM OUR WEBSITE

Discover the story behind our Colour of the Year 2025, plus videos and articles giving you countless ideas and inspiration for using it in your home.

FINE-TUNE WITH THE COLOUR TESTER

The easy and smart way to try out our colours in your own living space. Simply pick the shades you'd like to try out and order testers from the website.

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES

To help you inspire consumers to just leap with our Colour of the Year 2025 and its three accompanying palettes, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. We've covered the key rooms, using the most popular interior search terms – living room, bedroom, kitchen, workspace. As well as showing every room in the colours of each palette, we've also included 'before' shots so you can tell a complete 'before and after' colour story. You probably noticed a 4th colour scheme. This embraces all the yellows of the three colour palettes combined. It just felt right to showcase it to you, as we believe in the power of yellow!

As a public and a private space, the living room needs to look good and feel comfortable. This year's palettes offer a range of new and impactful colour schemes for consumers to choose from – all reflecting our special Colour of the Year 2025. These palettes are all about helping consumers improve their surroundings. Our images show how you can re-imagine your spaces and totally transform the same room into a variety of completely different environments.

**BEFORE**



TRUE JOY™ & THE YELLOW SPACE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES



BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE



TRUE JOY™ & THE YELLOW SPACE

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES



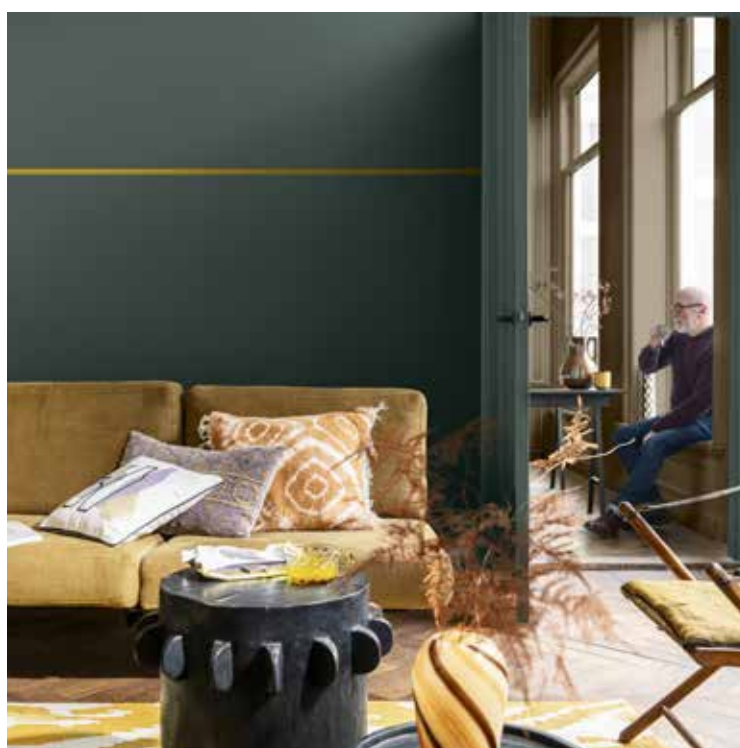
BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE



TRUE JOY™ & THE YELLOW SPACE

ONE ROOM, FOUR WAYS

ONE BEDROOM, FOUR PALETTES



BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

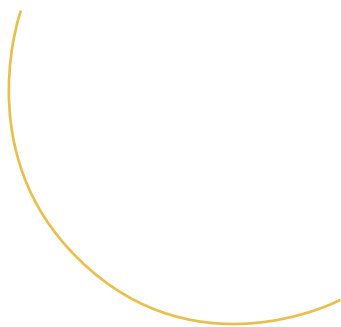


TRUE JOY™ & THE YELLOW SPACE

ONE ROOM, FOUR WAYS

ONE BEDROOM, FOUR PALETTES

Whatever its shape or size, the bedroom should feel personal and comfortable – somewhere you want to retreat to at the end of a busy day. We can help consumers by giving them ideas for colours that will create the right atmosphere and work with different locations and layouts. Our images include a range of inspiring and flexible ideas for updating a bedroom using the Colour of the Year and its palettes, from subtle toning schemes to easy colour combinations and graphic paint effects. You can transform it into your dream space.



BEFORE



TRUE JOY™ & THE YELLOW SPACE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

ONE ROOM, FOUR WAYS

ONE KITCHEN, FOUR PALETTES



BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

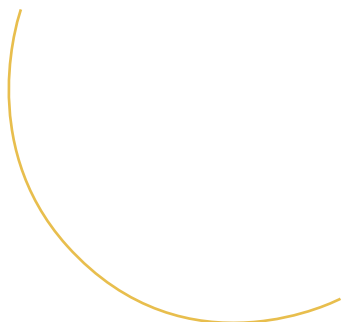


TRUE JOY™ & THE YELLOW SPACE

ONE ROOM, FOUR WAYS

ONE KITCHEN, FOUR PALETTES

Today's kitchen plays multiple roles. It's not only where we cook but can also be where we eat, work and entertain. It not only needs to be functional but feel comfortable and look good. Our images include ideas for painting three different kitchen spaces in our three new palettes to create a range of inspiring looks and colour combinations. Flexible, fresh and energetic, these are colour schemes that are easy to achieve and that will inspire consumers to transform their kitchen from a blank canvas to their own unique and personal space.



BEFORE



TRUE JOY™ & THE YELLOW SPACE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

ONE ROOM, FOUR WAYS

ONE WORKSPACE, FOUR PALETTES



BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE

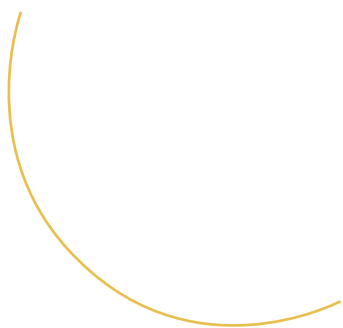


TRUE JOY™ & THE YELLOW SPACE

ONE ROOM, FOUR WAYS

ONE WORKSPACE, FOUR PALETTES

With many of us spending more time working from home than before, the home office can no longer be an afterthought. This is a space that needs to feel calm and inviting, somewhere where we can concentrate and feel creative. The basics of each office space are the same, but the execution can change everything. Our images include colour ideas for three different kinds of workspaces, decorated using our ColourFutures™ 25 palettes. From soft yellows to warm neutrals, all-over colour to graphic combinations, these are spaces that feel fresh, functional and contemporary.

**BEFORE**



TRUE JOY™ & THE YELLOW SPACE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE



THANK YOU FROM AKZONOBEL AND THE GLOBAL AESTHETIC CENTER

We hope you have enjoyed this book and find it a valuable resource for inspiring your audiences around our Colour of the Year 2025, True Joy™. So many people have helped in its creation and we'd like to thank the following for their support and dedication. The design experts from around the world whose input is always invaluable and inspiring, and whose insights helped us develop our theme for the Colour of the Year.

Contact: AkzoNobel Decorative Paints,
Global Aesthetic Center,
Amsterdam, The Netherlands
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The editorial team with whom we wrote the story and designed these pages. The photographers, decorators and stylists whose creativity brings our colours to life through remarkable photography. The homeowners who kindly allowed us to shoot in their living spaces. And all the people and our colleagues in the background who supported us. We hope you enjoy sharing our 2025 colour story and using our Colour of the Year, True Joy™. #Justleap

“WHEN COMBINED WITH OUR THREE COLOUR STORIES, TRUE JOY™... PUTS JOY ON YOUR WALLS AND A SMILE ON YOUR FACE”
HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER



HUMAN COLOURS

BRING CREATIVITY TO YOUR HOME WITH RAW AND EARTHY SHADES.



BOLD COLOURS

ADD ADVENTURE TO YOUR HOME WITH BRIGHT AND UPLIFTING COLOURS.



PROUD COLOURS

CREATE A HOME AS UNIQUE AS YOU WITH RICH AND SATURATED TONES.



AkzoNobel Decorative Paints

Global Aesthetic Center, Amsterdam, The Netherlands. Media.Relations@akzonobel.com

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COLOURFUTURES™ 2025 INTERNATIONAL COLOUR TRENDS

AkzoNobel Decorative Paints

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WITH YOU WHEN YOU LEAP