



# CF25

COLOURFUTURES™ 2025 INTERNATIONAL COLOUR TRENDS

# JUST LEAP

PAINT COLOUR TRENDS 2025

AkzoNobel

WITH YOU WHEN YOU LEAP



AKZONOBEL DECORATIVE PAINTS  
GLOBAL AESTHETIC CENTER PRESENTS  
**COLOURFUTURES™ 2025**





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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

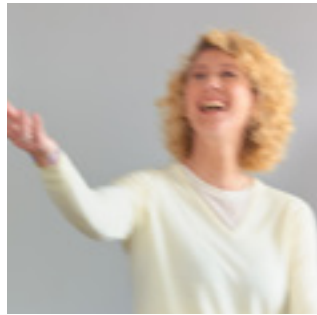






# SAY HELLO TO OUR COLOUR EXPERTS

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.



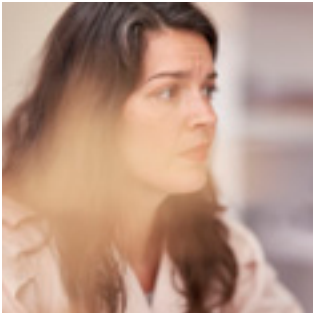
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**Marieke van der Bruggen**  
Colour Content Designer



**Heleen van Gent**  
Head of GAC and  
Creative Director



**Suzanne Poort**  
Colour Digital Designer



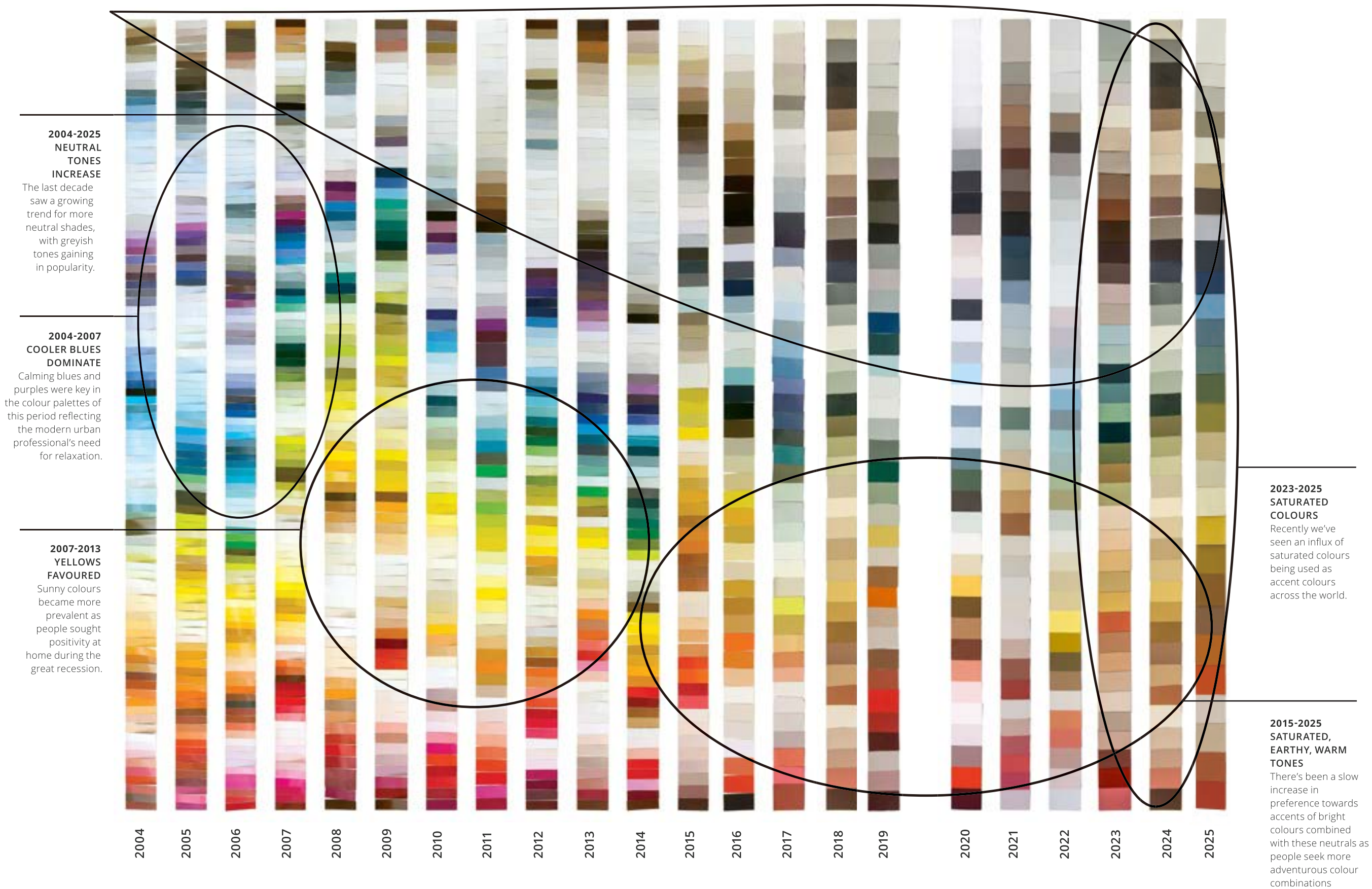
**Marieke Wielinga**  
Colour Designer Professional,  
Wood, Metal & Colour Futures



## 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.



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

## OUR GLOBAL TREND FORECAST

# 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.

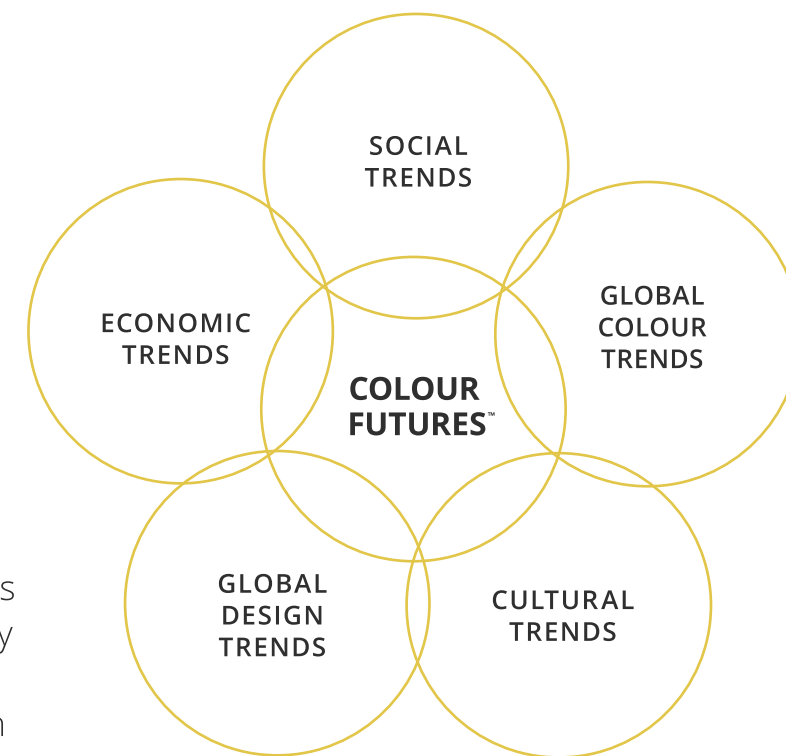


Photo: Unsplash

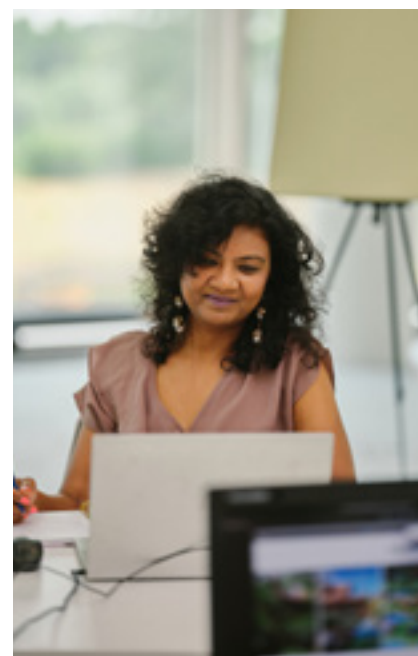


Photo: Unsplash



# MEET THE TEAM BEHIND THE STORIES

OUR EXPERTS

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



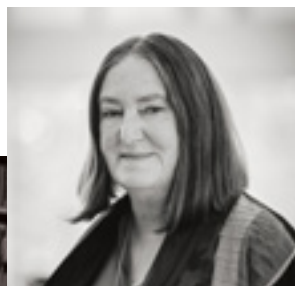
**HELEEN VAN GENT**  
GLOBAL  
Creative Head, ColourFutures™

*"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."*



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Professor for cultural analysis  
School of Visual Arts NYC

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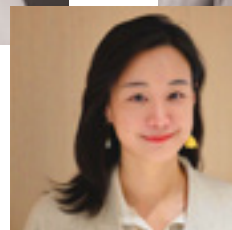
**SONIA CUNHA**  
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Next Architects



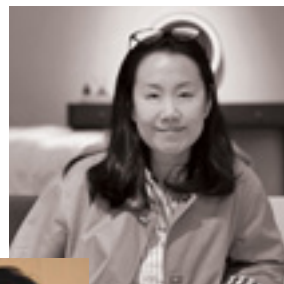
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**MIMI YAN**  
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CHINA  
Content Director (North-  
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**TANGO ZHUANG**  
CHINA  
Digital Director, expert in colour  
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*"From 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

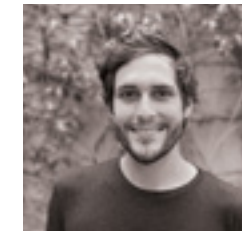


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Creative Assistant,  
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*"Now's the time to give voice to our deepest identities."*

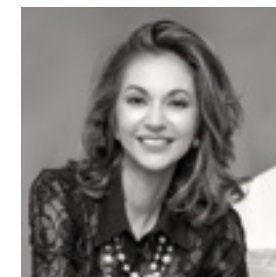
To gather a valuable and diverse perspective on life, our Trend Forecast contributors come from across the world and cover a broad range of disciplines including design, architecture, journalism and technology. A diverse group where everyone is confident to talk about their worlds. Our discussions covered 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.



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Materials, colours and spaces  
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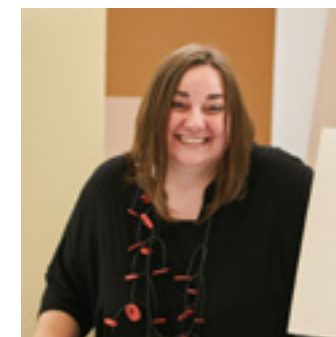
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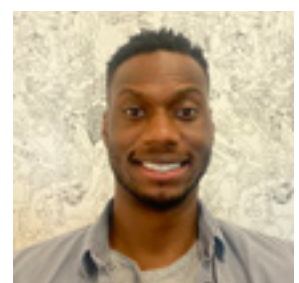
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TREND #1 – FEEL EXCITED ABOUT PURSUING NEW HORIZONS

# 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.



Photo: Unsplash





Photo: Unsplash

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TREND #2 – BE PROUD OF HUMAN CREATIVITY & CRAFTSMANSHIP

# 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 INDENTITY

# 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

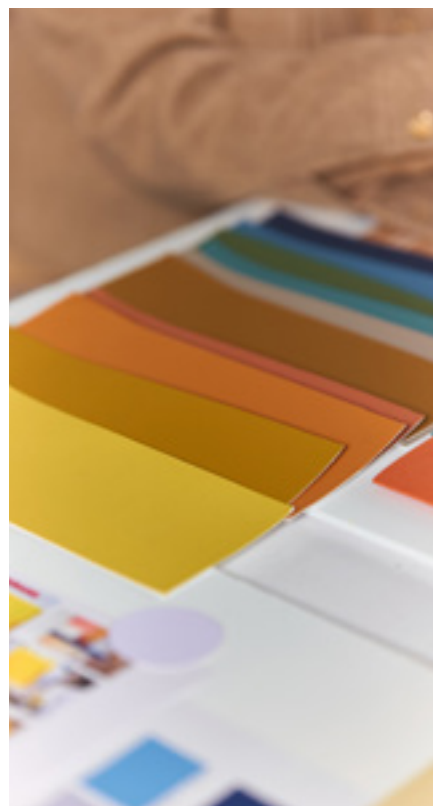
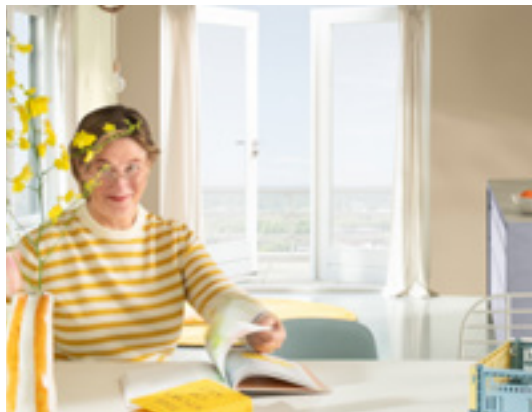
*Globalization was about the integration of worldviews, products, ideas and culture. But over the past few decades many people have felt that their places have been left behind.*

– 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.







## 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™

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.

## 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.

Our hero theme is...

# JUST LEAP

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

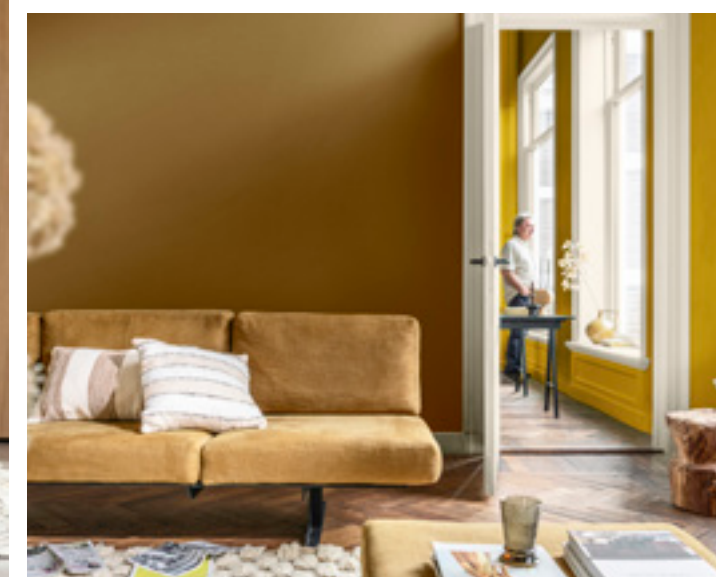
Believe in yellow!



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.







40YY 49/546  
COY 2025

70RR 64/034



04BB 34/244

40YY 49/546  
COY 2025

57YY 72/138

Leap into a world full of bold and joyful shades.









# 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.







40YY 49/546  
COY 2025

90YR 51/109

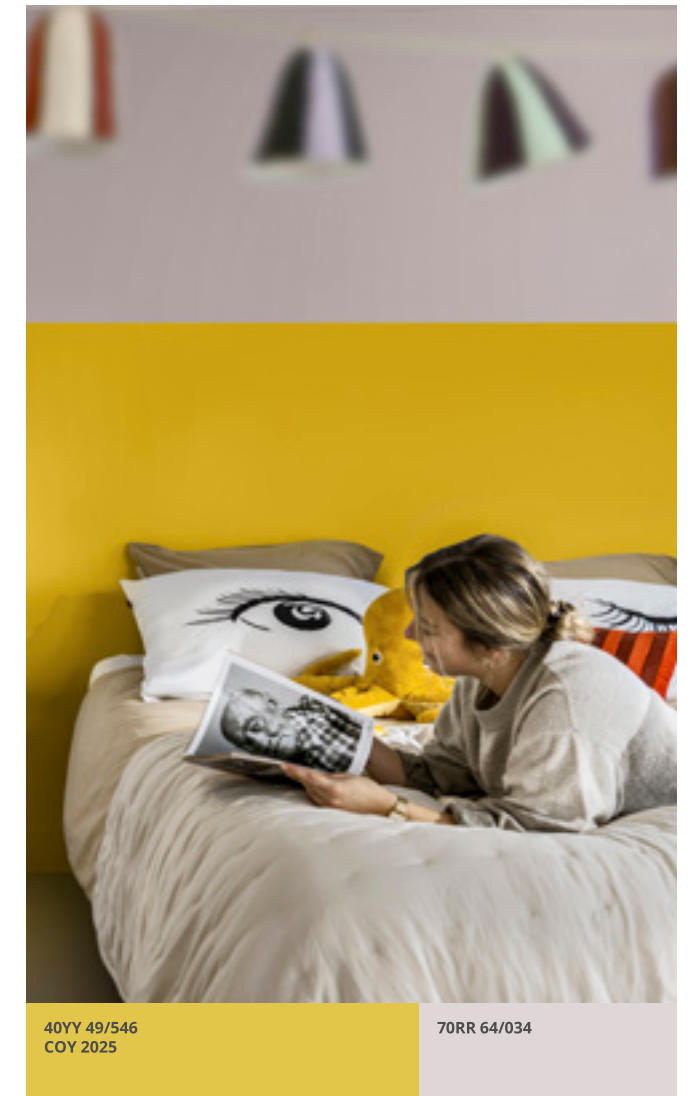
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40YY 49/546  
COY 2025

57YY 72/138



40YY 49/546  
COY 2025

70RR 64/034

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.







57YY 72/138

40YY 49/546  
COY 2025

04BB 34/244

50BB 08/171

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

Balance out bolder colours with neutral elements or furnishings.





**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.







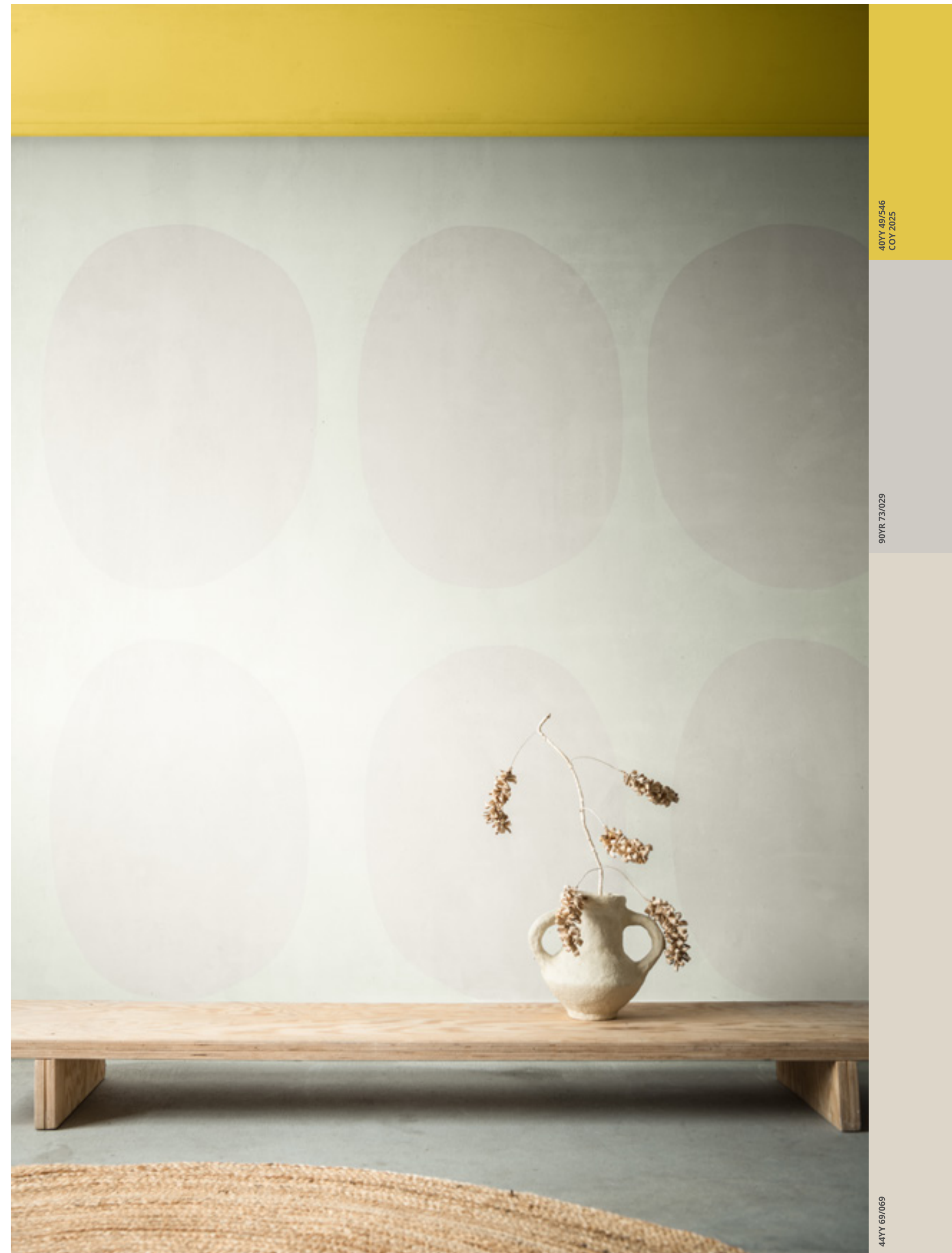
Our human colours celebrate human craftsmanship. Shades of wood and clay reflect the raw materials used in these handmade processes, allowing you to bring the beauty of imperfections and creativity to your home. Feel grounded and in touch when you share these environments with friends and family.

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.











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







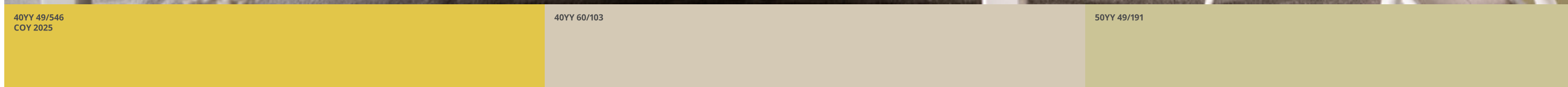
Human colours are the perfect backdrop for fittings and furnishings crafted from natural materials such as clay, wood, rattan and linen.



# 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.





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COY 2025

40YY 60/103

50YY 49/191

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







# 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.





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.

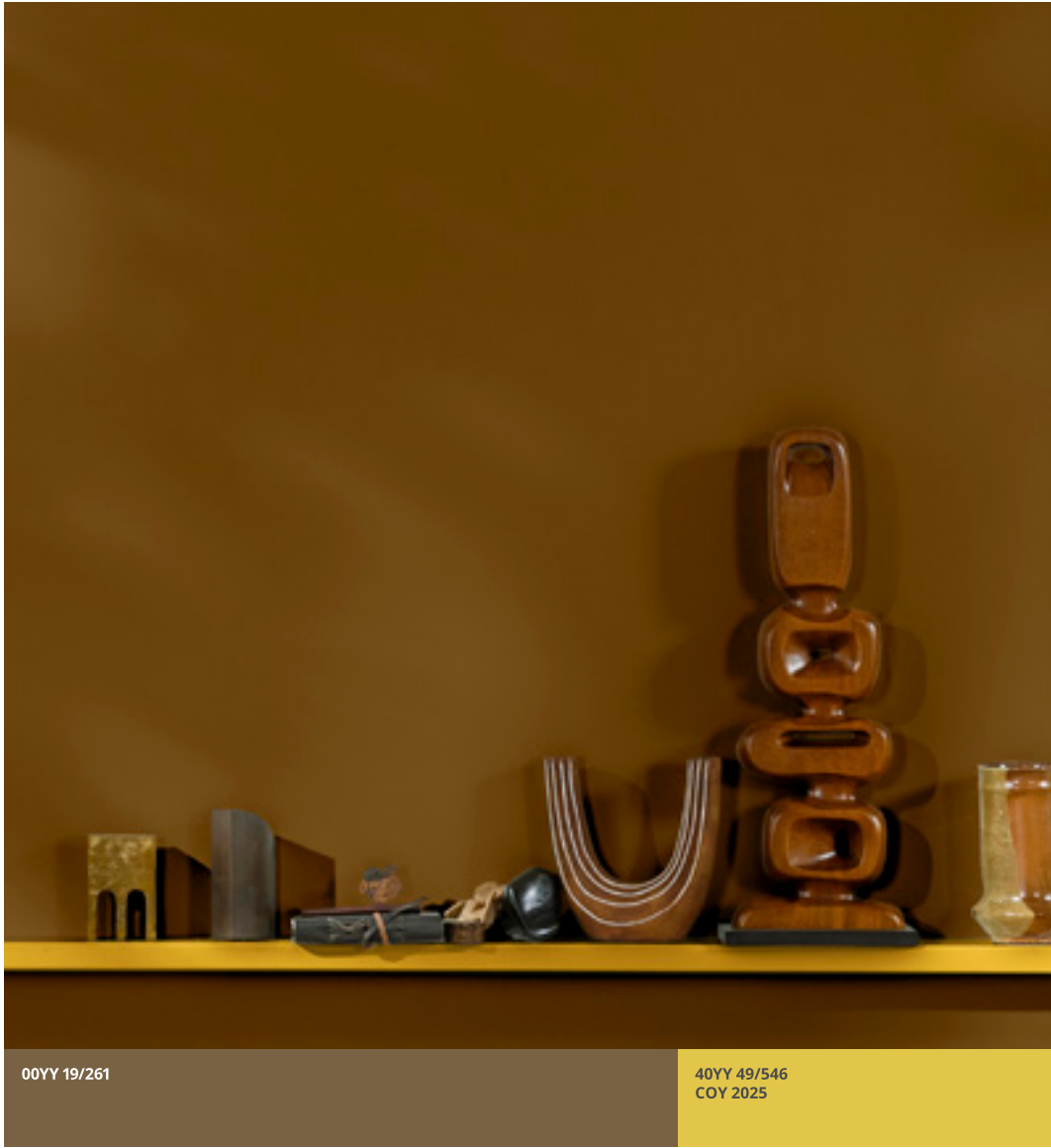
Here, True Joy™ compliments furnishings that are richly diverse and eclectic from all over the world.







40YY 49/546 COY 2025	10YY 30/106	00YY 19/261
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**OUR PROUD COLOUR  
STORY IS INSPIRED BY  
EARTHY TONES AND  
NATURAL DYES FOUND  
AROUND THE WORLD.**





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







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





40YY 49/546  
COY 2025

77YR 26/391

CF  
25



Photo: Unsplash

40YY 49/546  
COY 2025

10Y Y 30/106

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





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







40YY 49/546  
COY 2025

24YY 28/384

46BB 08/059

90BG 17/120





78GG 19/078

10YY 30/106

40YY 49/546  
COY 2025

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.





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





# 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







CF  
25



CF  
25

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

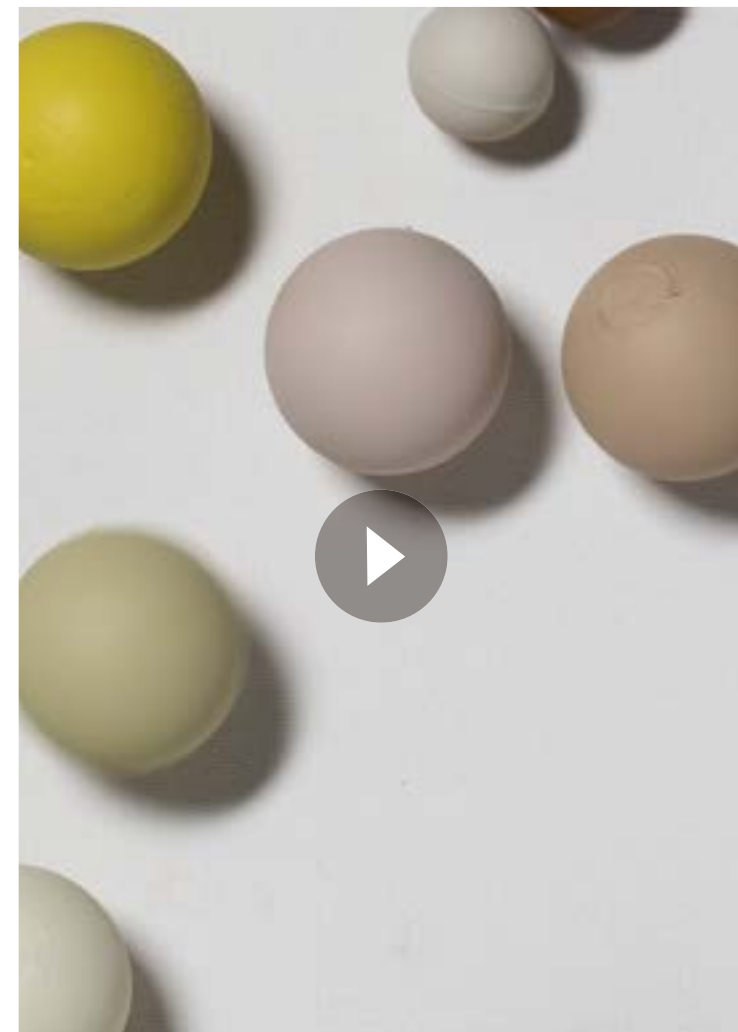


## START WITH THE VISUALIZER APP...

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.



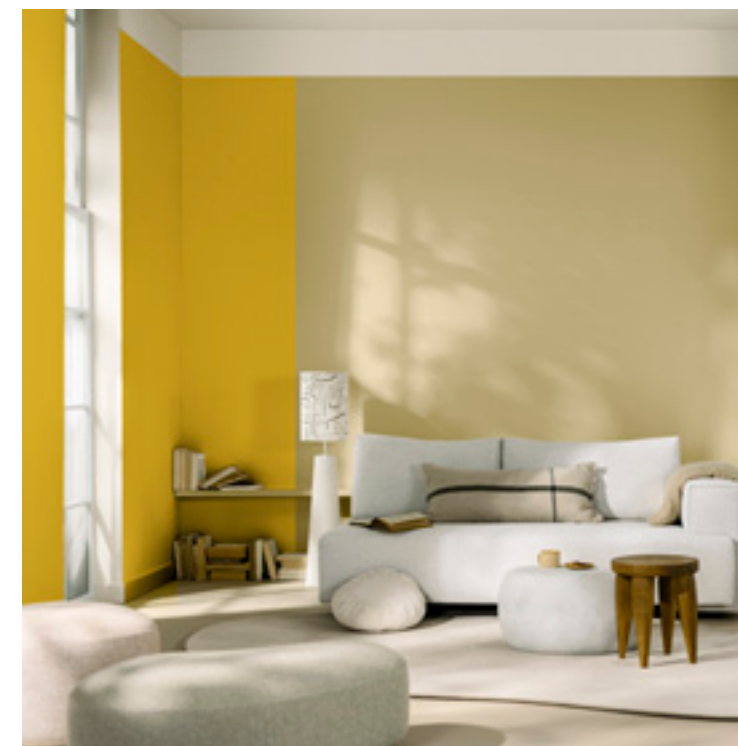
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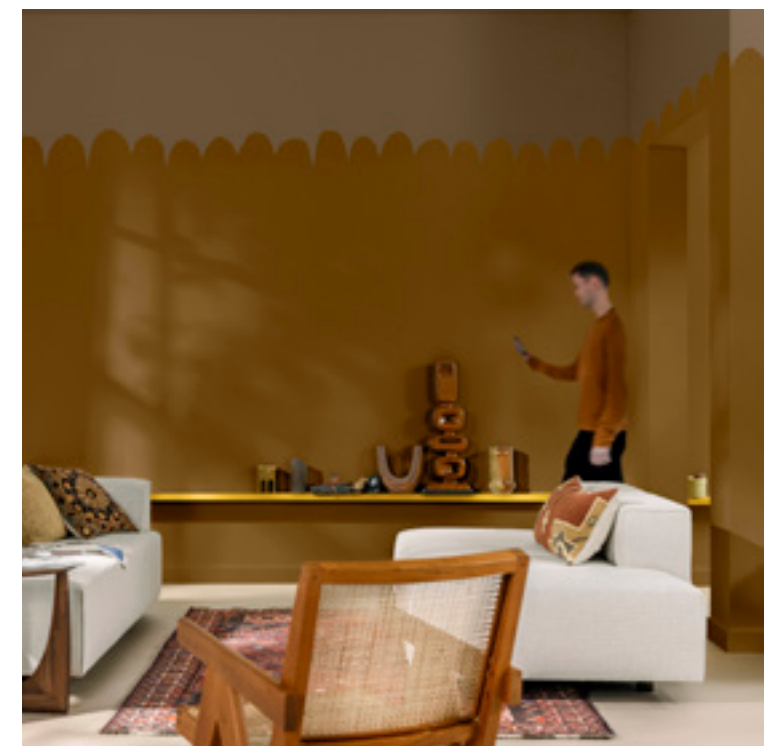
TRUE JOY™ & THE YELLOW SPACE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE



ONE ROOM, FOUR WAYS

# ONE LIVING ROOM, FOUR PALETTES



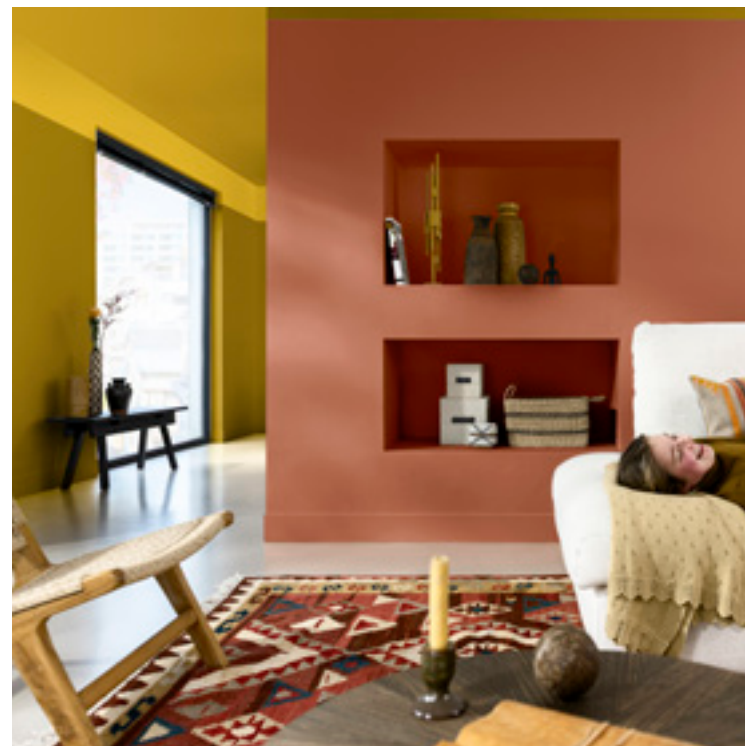
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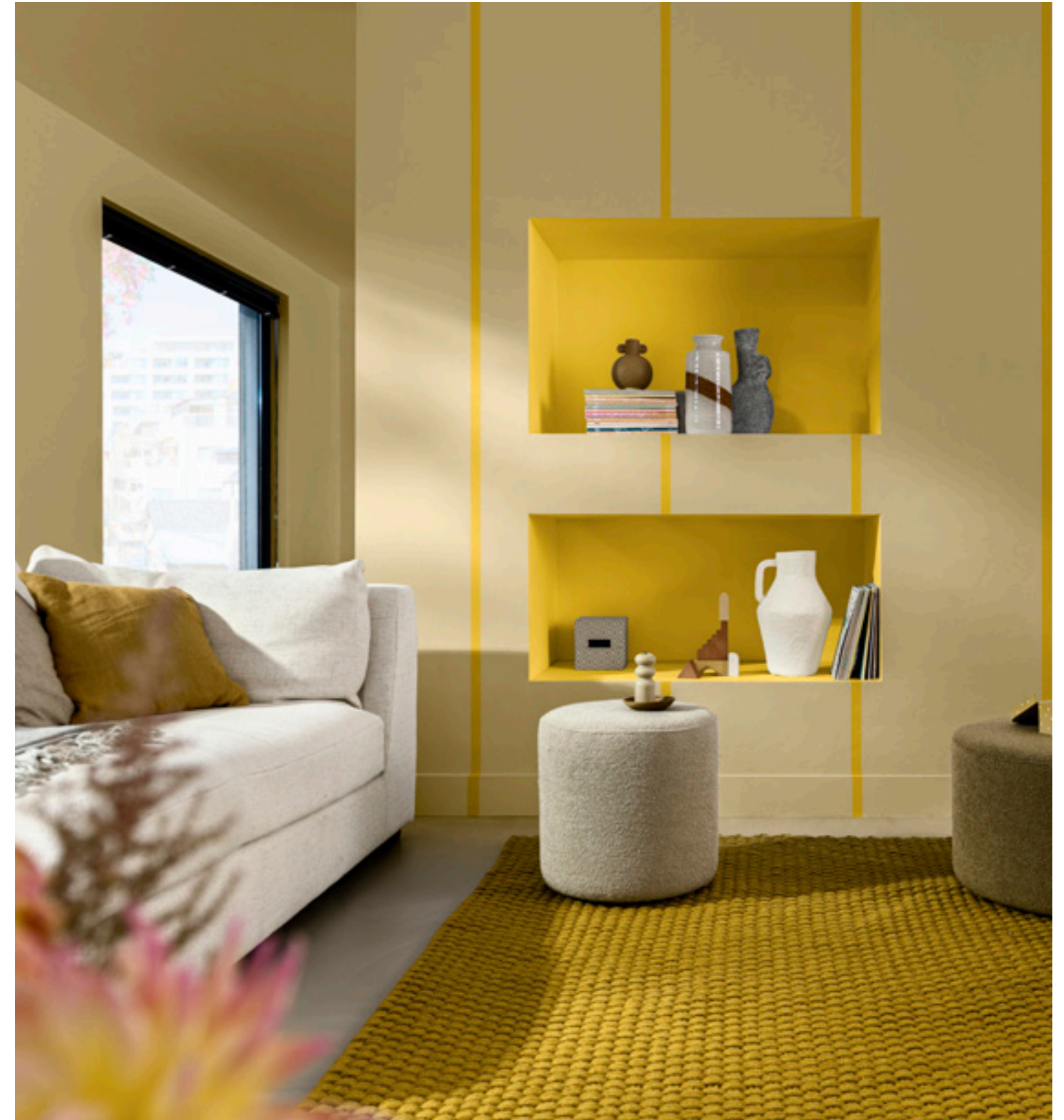
THE BOLD SPACE



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.



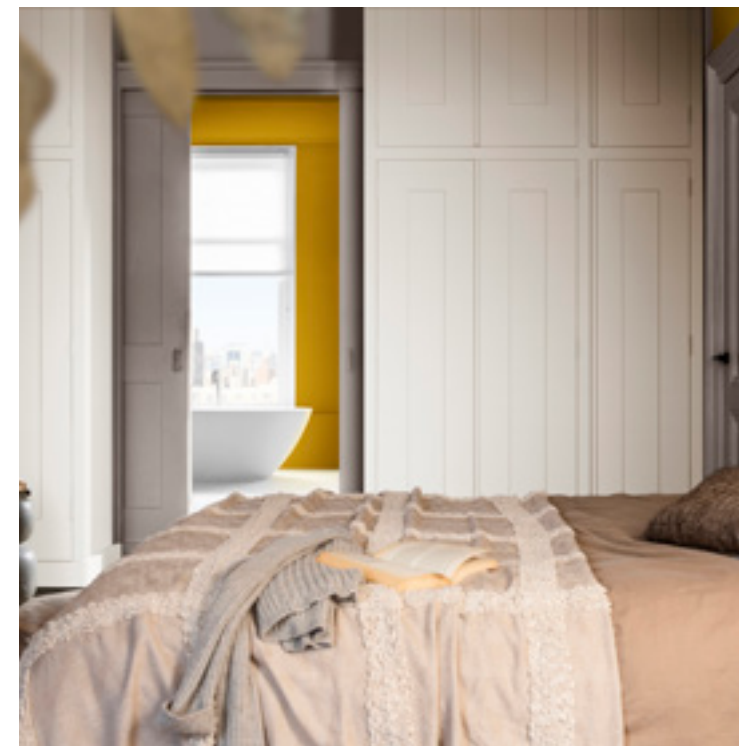
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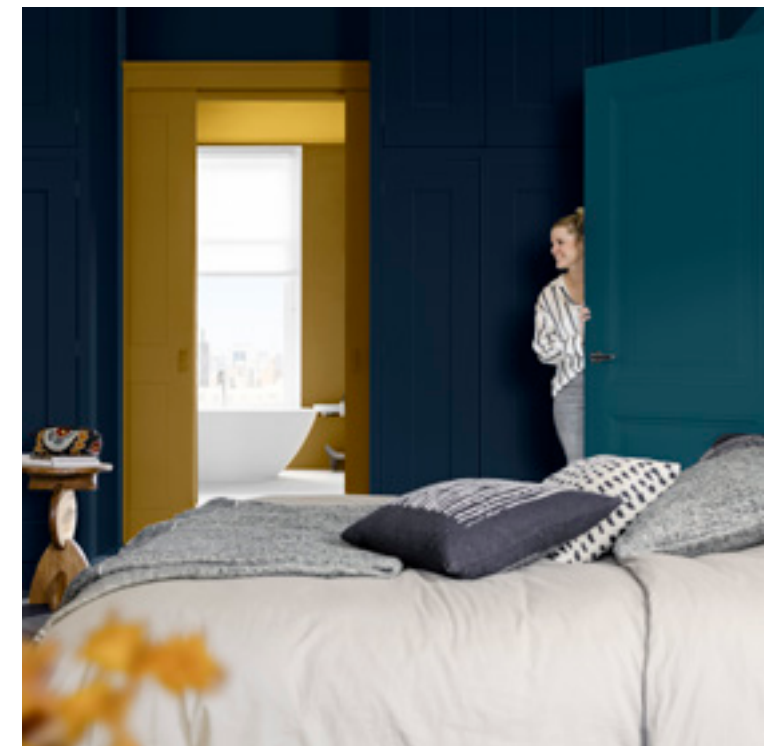
**TRUE JOY™ & THE YELLOW SPACE**



**THE BOLD SPACE**



**THE HUMAN SPACE**



**THE PROUD SPACE**



ONE ROOM, FOUR WAYS

# ONE KITCHEN, FOUR PALETTES



BEFORE



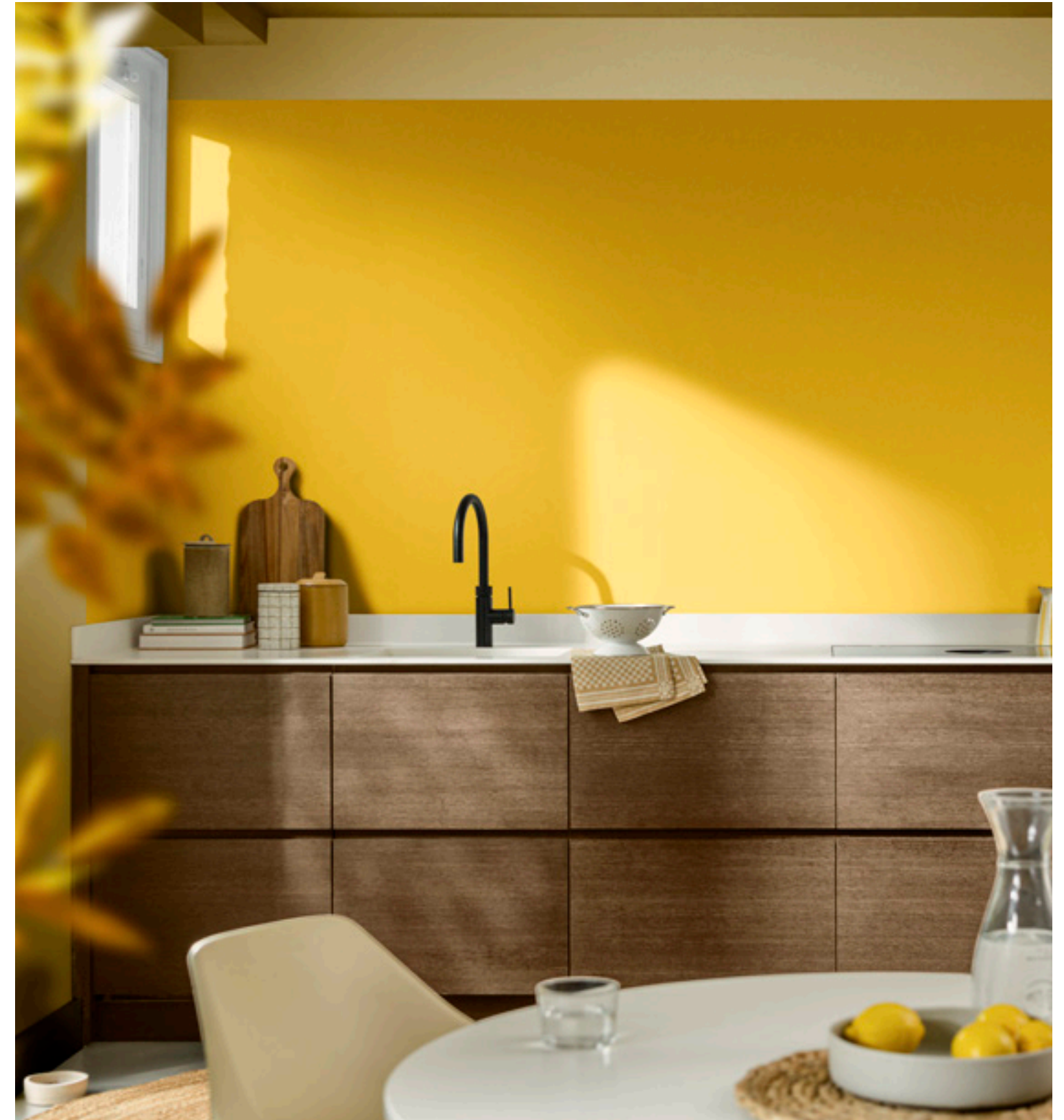
THE BOLD SPACE



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

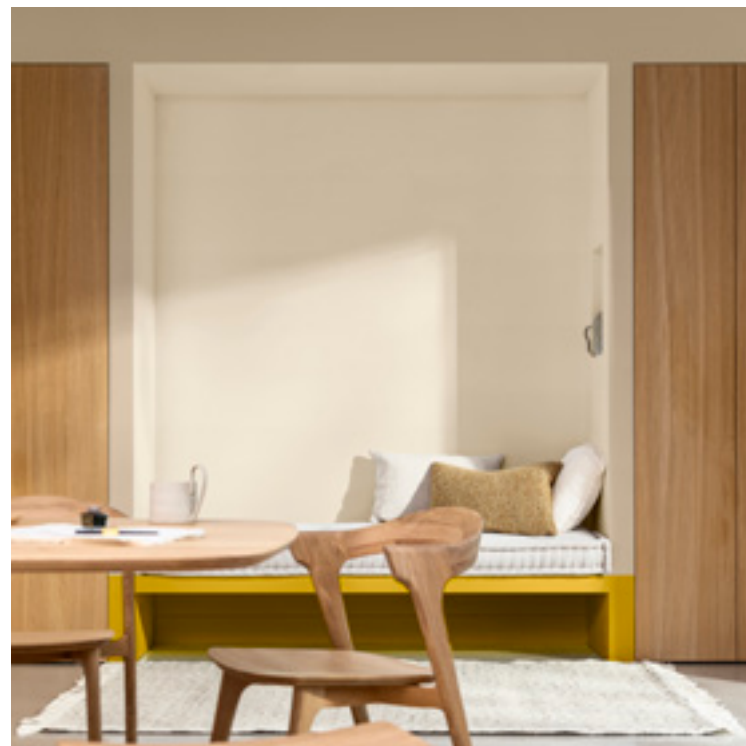
# ONE WORKSPACE, FOUR PALETTES



BEFORE



THE BOLD SPACE



THE HUMAN SPACE



THE PROUD SPACE



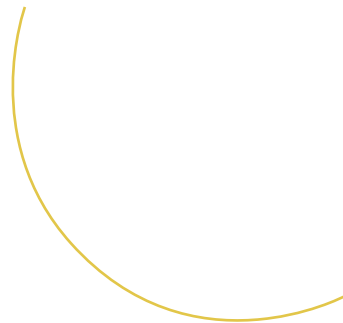
TRUE JOY™ & THE YELLOW SPACE



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**



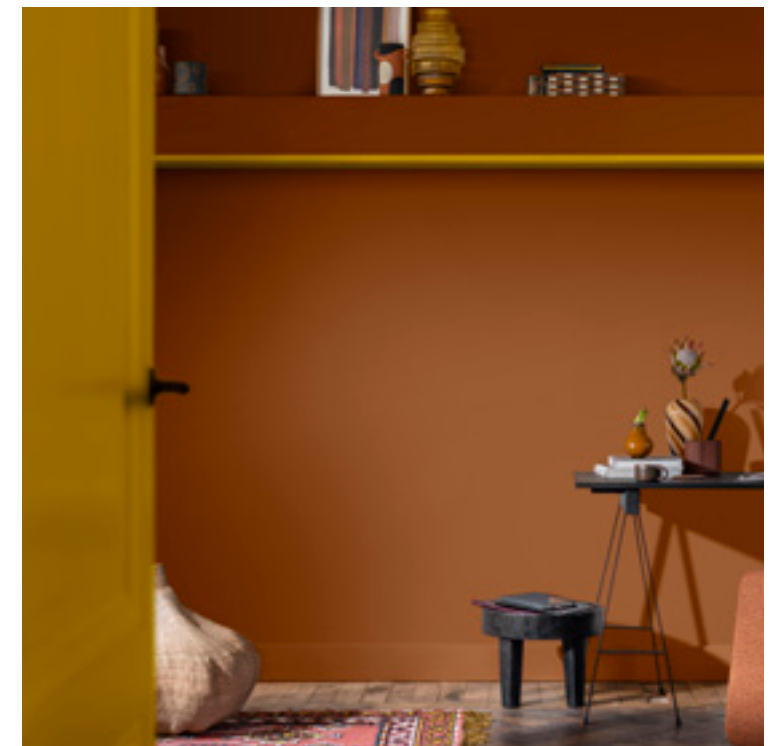
**TRUE JOY™ & THE YELLOW SPACE**



**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  
[Media.Relations@akzonobel.com](mailto:Media.Relations@akzonobel.com)

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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# CF25

COLOURFUTURES™ 2025 INTERNATIONAL COLOUR TRENDS





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## AkzoNobel Decorative Paints

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