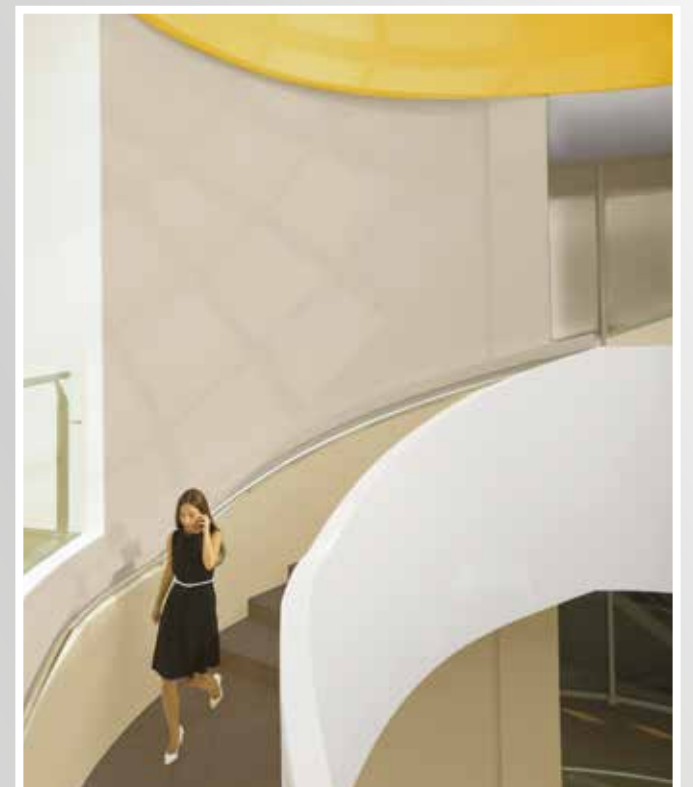
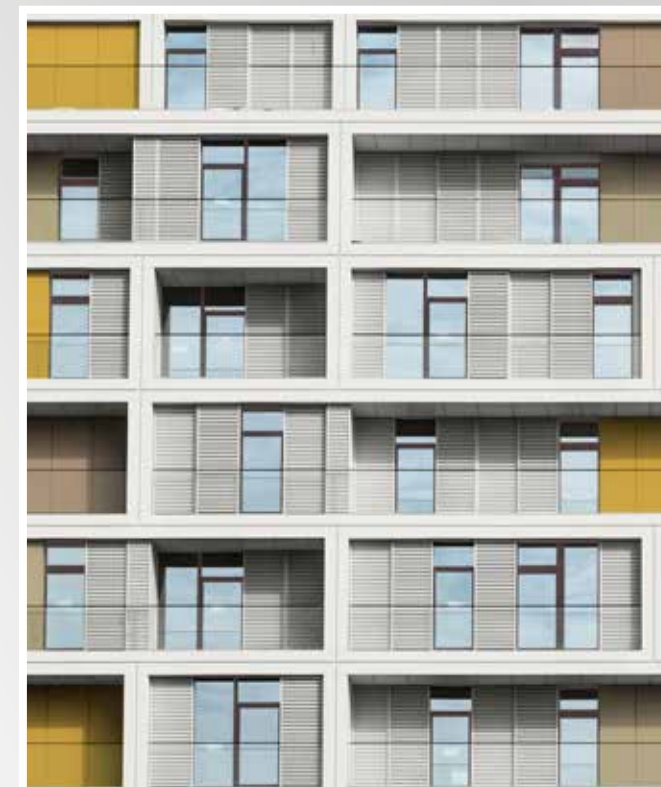




# CF25

COLOURFUTURES™ 2025  
INTERNATIONAL COLOUR TRENDS



**AkzoNobel Decorative Paints**  
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## THE EVOLUTION OF COLOUR TRENDS

Every year, Dulux Trade collaborates with a renowned team of international forecasters to identify global trends that will influence our lives and environments over the coming years. Our colour experts at AkzoNobel's Global Aesthetic Centre then translate these into a Colour of the Year and three complementary colour stories that reflect the times we are living in, offering specifiers a collection of contemporary colours to work with customers.

## THIS YEAR

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 new and exciting.

Everyone just needs to believe it's possible. That's where our Colour of the Year and three new colour palettes come in.

## WHAT DOES THIS MEAN FOR COLOUR

Our homes, offices, schools, healthcare and hospitality spaces need to be bright and feel uplifting. They should fill us with optimism, pride, imagination and creative energy. With our Colour of the Year and new palettes, we want to empower specifiers to turn interiors and exteriors in all sectors into just the spaces their customers need.



COLOUR OF THE YEAR 2025

# TRUE JOY™



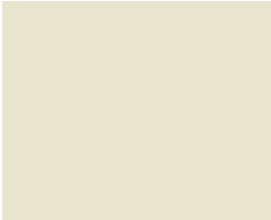
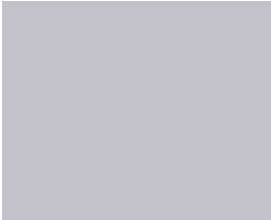

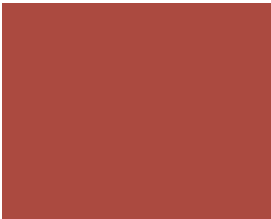
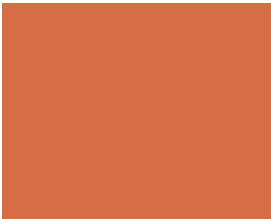



Dulux Colour of the Year 2025 is an uplifting yellow. A bright and positive colour that fills spaces with optimism, pride and imagination to help people move forward. It's created to inspire people to leap out of their comfort zone. Just go for it and feel confident in doing so. It can be used on its own as a bold statement colour or as an accent colour in combination to transform interiors and exteriors across a wide range of sectors.

## PALETTES

This year, Dulux Trade has developed three palettes around True Joy™, offering easy-to-use colour combinations that can create a variety of different moods in both interiors and exteriors. These colour collections offer specifiers a range of flexible, on-trend options that can transform the way people feel in living and working spaces across every sector.

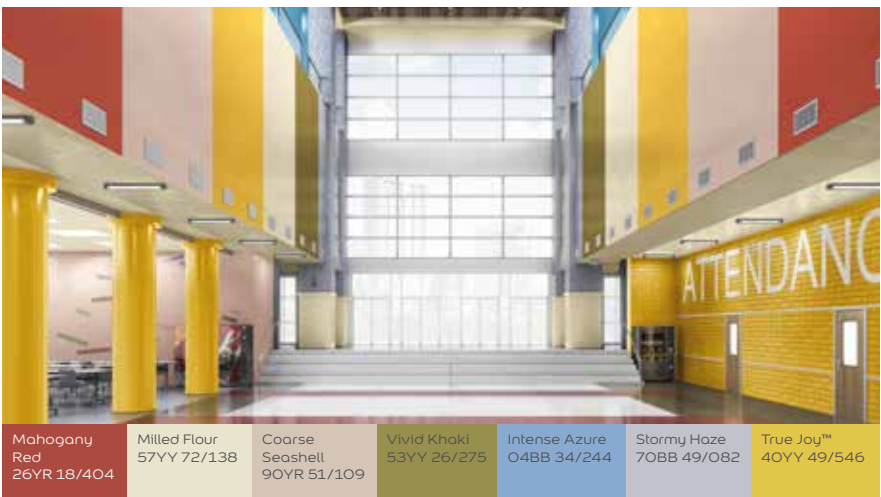
# INTERIOR PALETTES

## A BOLD COLOUR STORY

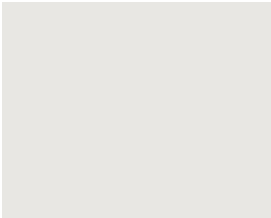
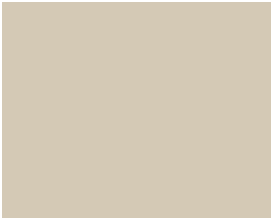
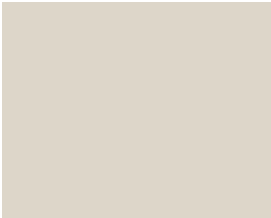
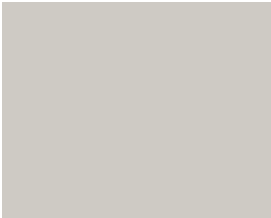




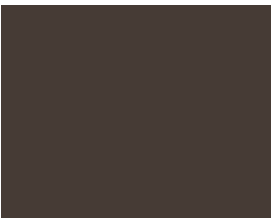
				
Sweet Embrace™ 70RR 64/034	Coarse Seashell 90YR 51/109	Milled Flour 57YY 72/138	Stormy Haze 70BB 49/082	Intense Azure 04BB 34/244
				
Mahogany Red 26YR 18/404	Exquisite Coral 48YR 26/519	True Joy™ 40YY 49/546	Vivid Khaki 53YY 26/275	Sapphire Salute 50BB 08/171

### ADVENTUROUS SPACES

Bold and uplifting places that feel enlightening. Inspired by the excitement of adventure, our bold colours bring spontaneity and energy to a space. Bright blues and oranges contrast with our accent yellow and work brilliantly in educational and office spaces, where people want to feel inspired, creative and imaginative.

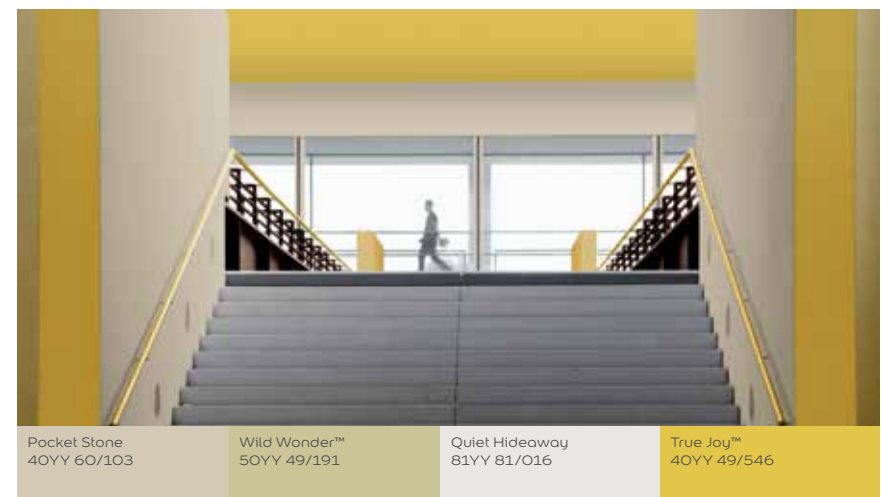


## A HUMAN COLOUR STORY

				
Quiet Hideaway 81YY 81/016	Pocket Stone 40YY 60/103	Weathered Pebble 44YY 69/069	Just Walnut 90YR 73/029	Slow Living 10YY 54/034
				
True Joy™ 40YY 49/546	Wild Wonder™ 50YY 49/191	English Elm 10YY 41/175	Acorn Cap 80YR 19/177	Saddle Brown 60YR 09/086

### ARTISANAL SPACES

Somewhere that connects us and makes us feel grounded and in touch. Places full of artisanal touches that celebrate human craftsmanship. Shades of wood and clay reflect the raw materials used in these handmade processes. These colours are perfect for educational, social housing and healthcare spaces.

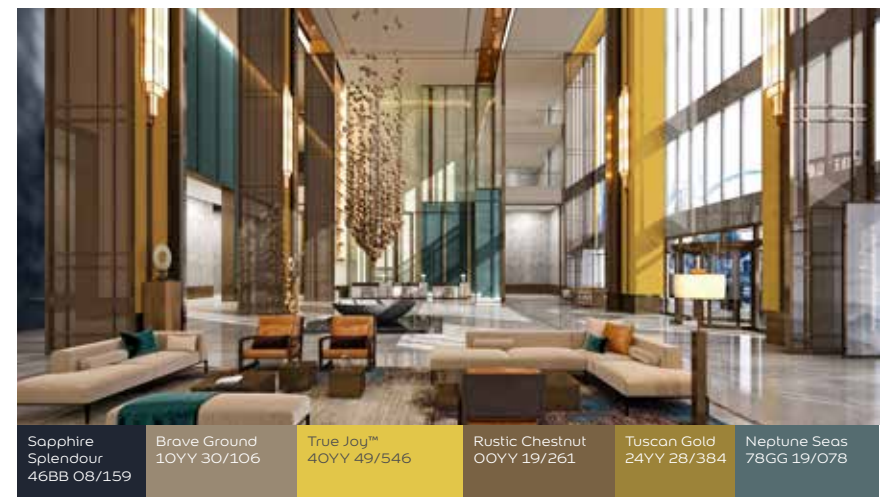


## A PROUD COLOUR STORY

				
Spiced Terracotta 77YR 26/391	Brave Ground 10YY 30/106	True Joy™ 40YY 49/546	Neptune Seas 78GG 19/078	Moody Cobalt 90BG 17/120
				
Cinnamon Sprinkle 50YR 21/318	Rustic Chestnut 00YY 19/261	Tuscan Gold 24YY 28/384	Holiday Bough 10GY 14/135	Sapphire Splendour 46BB 08/159

### ECLECTIC SPACES

Spaces that feel rooted. Somewhere rich with layers of diverse, individual influences that proudly reflects our unique identities. Inspired by local cultures around the world, our proud colours allow us to celebrate the rich heritages that make each of us unique. Everyone feels at home here, so they work perfectly in hospitality spaces.





# EXTERIOR PALETTES

## A BOLD COLOUR STORY

 Coarse Seashell 90YR 51/109	 Milled Flour 57YY 72/138	 Vivid Khaki 53YY 26/275
 Mahogany Red 26YR 18/404	 True Joy™ 40YY 49/546	 Sapphire Salute 50BB 08/171

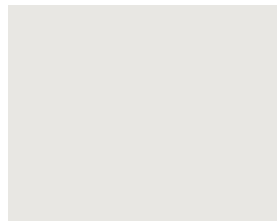
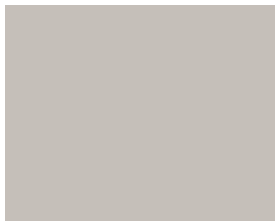



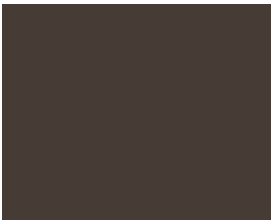
**ADVENTUROUS SPACES**

These bold and exciting colours bring personality and dynamism to exteriors and help buildings stand out in a positive way. Bright colours mixed with our Colour of the Year, draw you in with their energy - creating a space where you want to adventure out of your comfort zone and be inspired to learn and think creatively.



 Sapphire Salute 50BB 08/171	 Mahogany Red 26YR 18/404	 Milled Flour 57YY 72/138	 True Joy™ 40YY 49/546	 Coarse Seashell 90YR 51/109
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## A HUMAN COLOUR STORY

 Quiet Hideaway 81YY 81/016	 Slow Living 10YY 54/034	 English Elm 10YY 41/175
 True Joy™ 40YY 49/546	 Wild Wonder™ 50YY 49/191	 Saddle Brown 60YR 09/086

**ARTISANAL SPACES**

Shades inspired by the raw materials used in human craftsmanship such as wood and clay. These colours work perfectly as a backdrop for those natural materials which are used widely in construction, furnishings and fittings, as well as helping any exterior feel a part of their surroundings. So, buildings old and new can feel at home in their natural environment.



 Quiet Hideaway 81YY 81/016	 Wild Wonder™ 50YY 49/191	 Saddle Brown 60YR 09/086	 True Joy™ 40YY 49/546	 English Elm 10YY 41/175
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## A PROUD COLOUR STORY

 Brave Ground™ 10YY 30/106	 True Joy™ 40YY 49/546	 Neptune Seas 78GG 19/078
 Cinnamon Sprinkle 50YR 21/318	 Tuscan Gold 24YY 28/384	 Sapphire Splendour 46BB 08/159

**ECLECTIC SPACES**

Inspired by cultures from the world around us, these earthy shades work together effortlessly. Reflecting natural dyes used in heritage furnishings, these colours work perfectly with hand shaped patterns and varying textures to create exteriors that are appealing, approachable and most importantly, welcoming.



 True Joy™ 40YY 49/546	 Brave Ground 10YY 30/106
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# TRUE JOY™ AND ITS PALETTES: FOR UPLIFTING SPACES THAT INSPIRE

Dulux Trade Colour of the Year and its palettes offer you the flexibility to update spaces in countless different ways. With these easy-to-use, on-trend colour combinations, you can respond to your customers' needs with bespoke schemes that will be energising, exciting and inspirational.



**EDUCATION**



**OFFICES**



**SOCIAL  
HOUSING**



**HEALTHCARE**



**HOSPITALITY**





# EDUCATIONAL SPACES

Schools, colleges, and universities are unique places that must support learning and stimulate the senses. These spaces will inspire those who experience them.



## BOLD COLOURS

### ADVENTUROUS SPACES

**Colours:** Bold and uplifting colours bring positivity and energy to a learning environment. Students will be stimulated to learn when they enter these spaces.

**Relevance:** With the outside world ever-changing, feeling safe and valued is vital to a child's development.<sup>[1]</sup> By creating a positive and joyful space they are free to learn new things confidently and leap out of their comfort zone.

**Result:** Use bold colours to give a school its distinctive personality and identity, especially at the entrance and throughout corridors.

Images: Left: Getty, Right: iStock

[1] <https://fordhaminstitute.org/national/commentary/children-learn-best-when-they-feel-safe-and-valued>





True Joy™ 40YY 49/546	Stormy Haze 70BB 49/082	Sapphire Salute 50BB 08/171
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Exquisite Coral 48YR 26/519	Coarse Seashell 90YR 51/109	True Joy™ 40YY 49/546
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We aim to help students thrive in their environment. Bold colours help influence the behaviour, motivation and performance of users and impact their happiness and excitement.





Intense Azure  
04BB 34/244

Milled Flour  
57YY 72/138

True Joy™  
40YY 49/546

# OFFICE SPACES

Office spaces need to be designed to not only inspire but allow us the space to think. The more comfortable in an office or home, the more motivated we become.



Exquisite Coral  
48YR 26/519

Coarse Seashell  
90YR 51/109

Milled Flour  
57YY 72/138

True Joy™  
40YY 49/546



Sapphire Salute  
50BB 08/171

Stormy Haze  
70BB 49/082

Milled Flour  
57YY 72/138

True Joy™  
40YY 49/546

## BOLD COLOURS

### ADVENTUROUS SPACES

**Colours:** These bright and uplifting colours are inspired by the excitement of adventure. They bring spontaneity and energy to a space sparking creativity and innovation.

**Relevance:** Business managers now recognise that workplace conditions influence those who work there. Several studies show that office environments affect wellbeing, motivation, job satisfaction and productivity. <sup>[1]</sup>

**Result:** Create a space that motivates employees and brings a new energy to your workspace.





Slow Living  
10YY 54/034

True Joy™  
40YY 49/546



Wild Wonder™  
50YY 49/191

Pocket Stone  
40YY 60/103

True Joy™  
40YY 49/546

Images: Top Left: Unsplash, Bottom Left: Stock, Right: Stock

In offices, human colours create a calming space to assist collaborative working and team building.



Quiet Hideaway  
81YY 81/016

Wild Wonder™  
50YY 49/191

Pocket Stone  
40YY 60/103

True Joy™  
40YY 49/546





# SOCIAL HOUSING SPACES

The architectural and aesthetic aspects of Social Housing spaces must be handled with care and consideration. It's essential to create environments that not only meet the practical needs of residents but also promote their mental and emotional wellbeing. Spaces should be designed to be comforting and inviting, contributing to a positive and supportive community atmosphere.



## HUMAN COLOURS

### WELCOMING SPACES

**Colours:** Warm neutrals, inspired by raw materials act as a backdrop for our positive Colour of the Year. These hues create a sense of warmth and comfort, fostering a welcoming atmosphere that can help residents feel more at home.

**Relevance:** Social Housing spaces often need to cater to many diverse design tastes and preferences. These spaces should be friendly and inviting.

**Result:** The use of warm neutral colours in Social Housing spaces can significantly improve the quality of living spaces, promoting a sense of community and wellbeing among residents.





# HEALTHCARE SPACES

Due to the nature of these spaces, the interiors and exteriors of healthcare buildings require a delicate touch. Patient, staff and visitor wellbeing is of utmost importance so these spaces should feel soothing and positive.



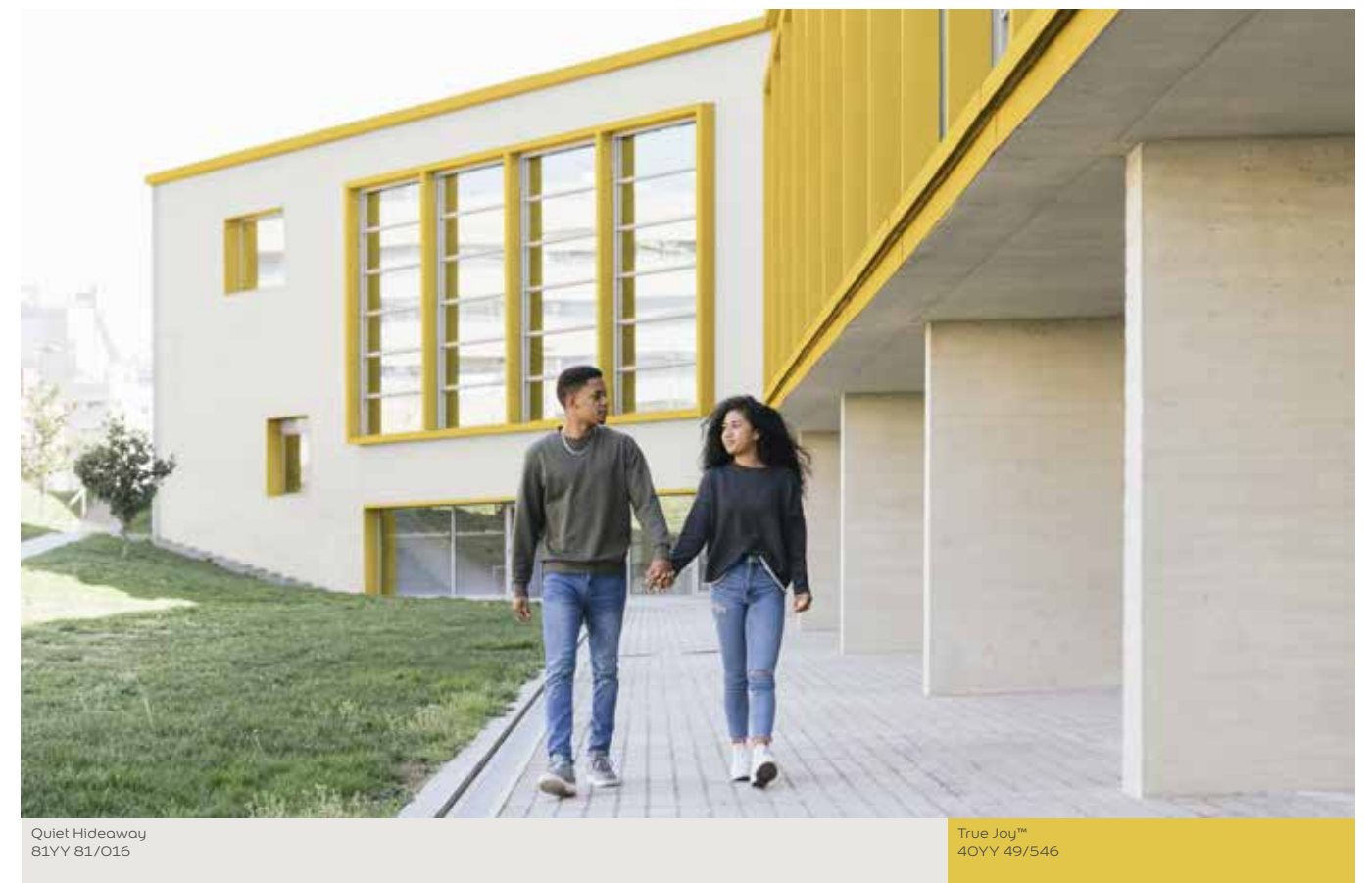
Images: Left: Unsplash, Top right & Bottom right: iStock





Saddle Brown 60YR 09/086    Acorn Cap 80YR 19/177    English Elm 10YR 41/175    Pocket Stone 40YR 60/103    True Joy™ 40YR 49/546    Quiet Hideaway 81YR 81/016

In buildings where the focus is on health and wellbeing, patients, visitors and staff need a psychological escape from stress and anxiety. They need soothing, restorative spaces that can help them recuperate. In more practical ways, colour can be an invaluable tool, aiding wayfinding and navigation.



Quiet Hideaway 81YR 81/016

True Joy™ 40YR 49/546



Quiet Hideaway 81YR 81/016

Slow Living 10YR 54/034

Pocket Stone 40YR 60/103

True Joy™ 40YR 49/546

## HUMAN COLOURS

### SOOTHING SPACES

**Colours:** Warm neutrals, inspired by raw materials act as a backdrop for our positive Colour of the Year. This colour can augment a patient's quality of life, reduce feelings of stress and anxiety and aid recovery.

**Relevance:** Healthcare spaces are often branded as sterile, but patients need positivity, creativity and culture, to aid healing and make their days pleasant.<sup>[1]</sup> These spaces should be friendly and visually attractive, where the wellbeing of patients is enhanced, staff feel more motivated and visitors are greeted warmly.

**Result:** Positive spaces that bring a sense of optimism that help patients, visitors and staff feel more at ease.

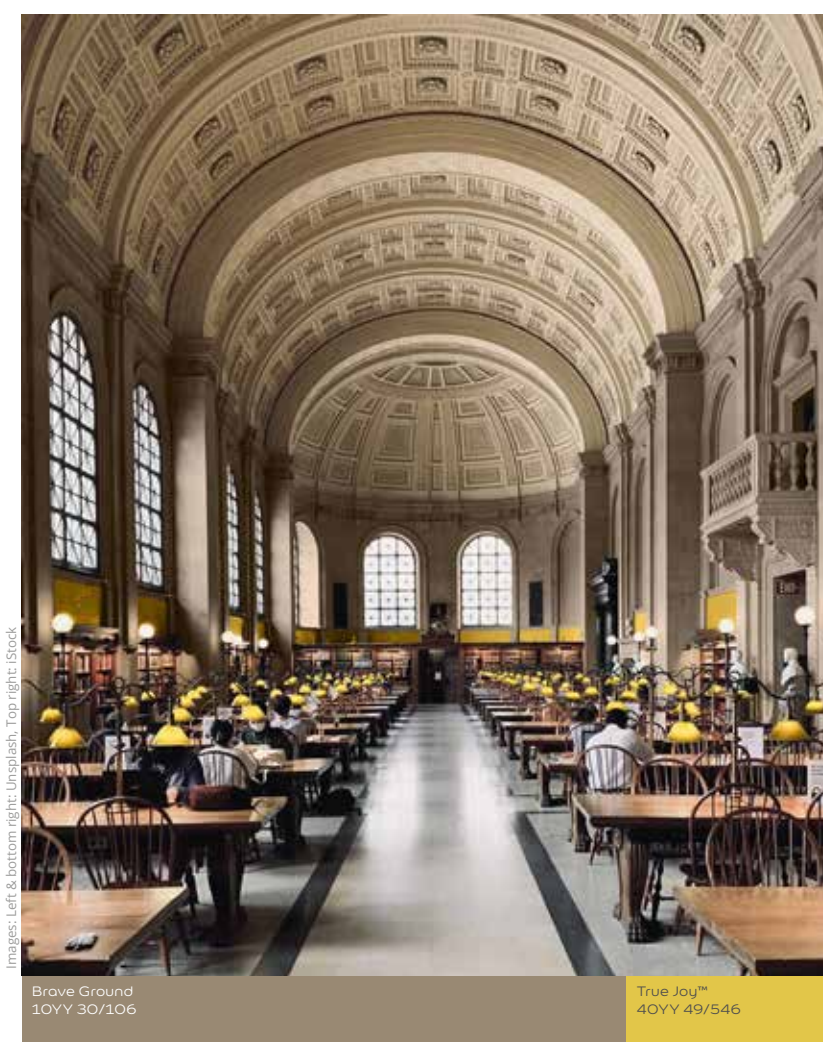
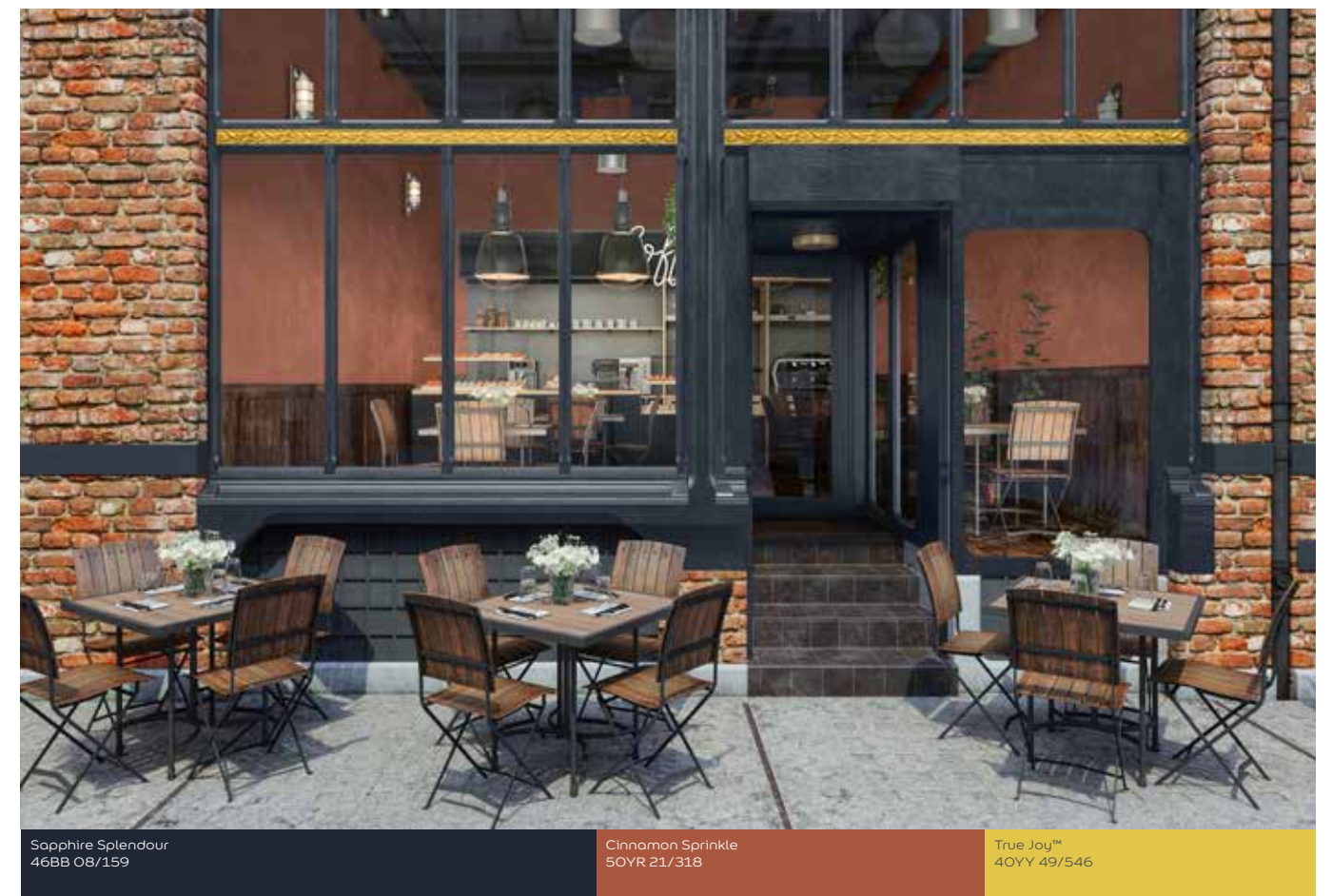
<sup>[1]</sup> <https://www.nytimes.com/2022/04/08/opinion/globalization/global-culture-war.html>





# HOSPITALITY SPACES

Hotel, restaurant or library, hospitality spaces need to feel appealing and welcoming. This attracts visitors and creates a home away from home.



## PROUD COLOURS ECLECTIC SPACES

**Colours:** Comprising deep, rich tones inspired by local cultures and communities across the globe, this palette creates a comfortable and homely feel no matter where you are from or have travelled from.

**Relevance:** Using traditional patterns, tribal motifs or iconic local symbols can infuse the space with cultural depth.<sup>[1]</sup> Soft lighting paired with rich and saturated colours is ideal. Since this is a place where visitors can relax and eat, the colours support an air of warmth and informality.

**Result:** Spaces that make you feel rooted no matter where you are from. One that proudly reflects the local culture around us so we can embrace new inspiration.





Holiday Bough  
10GY 14/135

Neptune Seas  
78GG 19/078

Tuscan Gold  
24YY 28/384

True Joy™  
40YY 49/546

Rustic Chestnut  
00YY 19/261



Brave Ground  
10YY 30/106

True Joy™  
40YY 49/546

Cinnamon Sprinkle  
50YR 21/318



Images: Left & Bottom right: Unsplash

True Joy™  
40YY 49/546

Tuscan Gold  
24YY 28/384

Brave Ground  
10YY 30/106

Sapphire Splendour  
46BB 08/159

Our proud colour story brings a friendly and cosy feel to hospitality spaces, making visitors feel at home immediately.



# COMMERCIAL COLOUR SERVICES

Our Commercial Colour Services team can help you create harmony between your space and the role it fulfills. From vibrant and dynamic to calm and focused, choosing the right colour scheme is key to delivering your brief's objectives.

## Step 1: Brief - email & photos

Contact your Dulux Trade representative. They will gather all the necessary information about the space in question, including digital photographs if possible, and pass the information to the Dulux Trade Commercial Colour Services team.



## Step 3: Design research & development

The Commercial Colour Services team will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience, and flair to create an original yet appropriate colour scheme.



## Step 2: Design service level confirmed and process activated

The brief will then be handed over to the designers from the Commercial Colour Services team via email. Depending upon the size and scale of the project, the Commercial Colour Designer will then arrange a site visit, telephone call or video consultation if required.



## Step 4: Design presentation

The resultant colour schemes will be presented to you in the format most appropriate for your project or client: digitally coloured imagery, printed mood boards or bespoke colour cards.



For more information about the colour support provided, contact one of our Dulux colour consultants today: Call 0333 222 7171, or e-mail [TAC\\_supportedservices@akzonobel.com](mailto:TAC_supportedservices@akzonobel.com) or visit [Duluxtrade.co.uk](http://Duluxtrade.co.uk)

# CHANGE STARTS HERE

We're determined to make a positive impact on your business, your client's, your projects and communities while reducing our impact on the planet. We believe that every time you paint, there is an opportunity to make a positive difference. That's why we are committed to developing innovative products and solutions that have lower VOC emissions, protect surfaces for longer and use renewable materials.

We're also proud to partner with organisations like **Volunteer It Yourself, Community RePaint** and the **CRASH** construction industry charity to improve communities and transform lives across the UK.

And with our digital tools like the **Paint Calculator** that helps you save time and money, while also reducing waste, or the **Colour Schemes** that helps you creates bespoke designs, you're getting great support too.

So when you choose **Dulux Trade**, you're not just getting great products and tools – you're also **helping change communities**.

To find out more visit:  
[www.duluxtrade.co.uk/sustainability](http://www.duluxtrade.co.uk/sustainability)





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