



COLOUR OF THE YEAR 2025

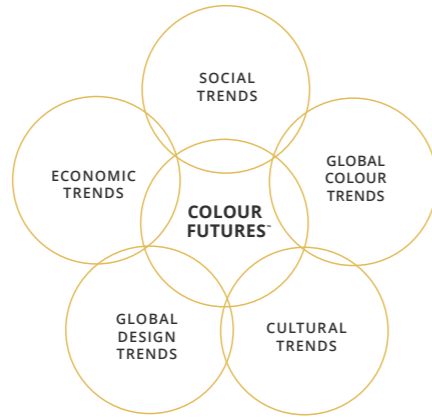
**TRUE JOY™**





# 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.



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

-Claudia Lieshout



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.



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.



SHARING JOY





# 3 INSPIRATIONAL COLOUR PALETTES

## 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 & CRAFTSMANSHIP

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.

To help with colour selection, our experts have created three colour palettes that bring the Colour of the year 2025 to life.

Each of these palettes evokes a different mood and feeling, aiding in choosing the right colours that feel personal and fit the moment.

# WE LOVE YELLOW

A colour that fills homes and spaces with creative energy, optimism, pride, and imagination. Making it easy to experiment with confidence and create spaces that are empowering & distinctive.



True Joy™  
40YY 49/546  
COTY 2025

Milled Flour  
57YY 72/138



True Joy™  
40YY 49/546  
COTY 2025

Sweet Embrace™  
70RR 64/034



True Joy™  
40YY 49/546  
COTY 2025

## 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.



# OUR BOLD COLOUR STORY

Bold colours bring spontaneity and energy to a space. On a base of light neutrals, add pops of colour to create somewhere that pleasantly takes us out of our comfort zone



Incorporate these colours in areas with limited natural light. They are also perfect for energising spaces like home offices or study areas. Start small by framing windows, and get creative with pops of coloured furnishings to capture the eye as it wanders.





# 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 craftsmanship that puts us in touch with what matters.



Soft, gentle warm neutrals help create a cosy and inviting space, perfect for unwinding and relaxing. To enhance this cocoon-like feeling, incorporate accessories in complementary materials such as wood, clay and cashmere.





# 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.

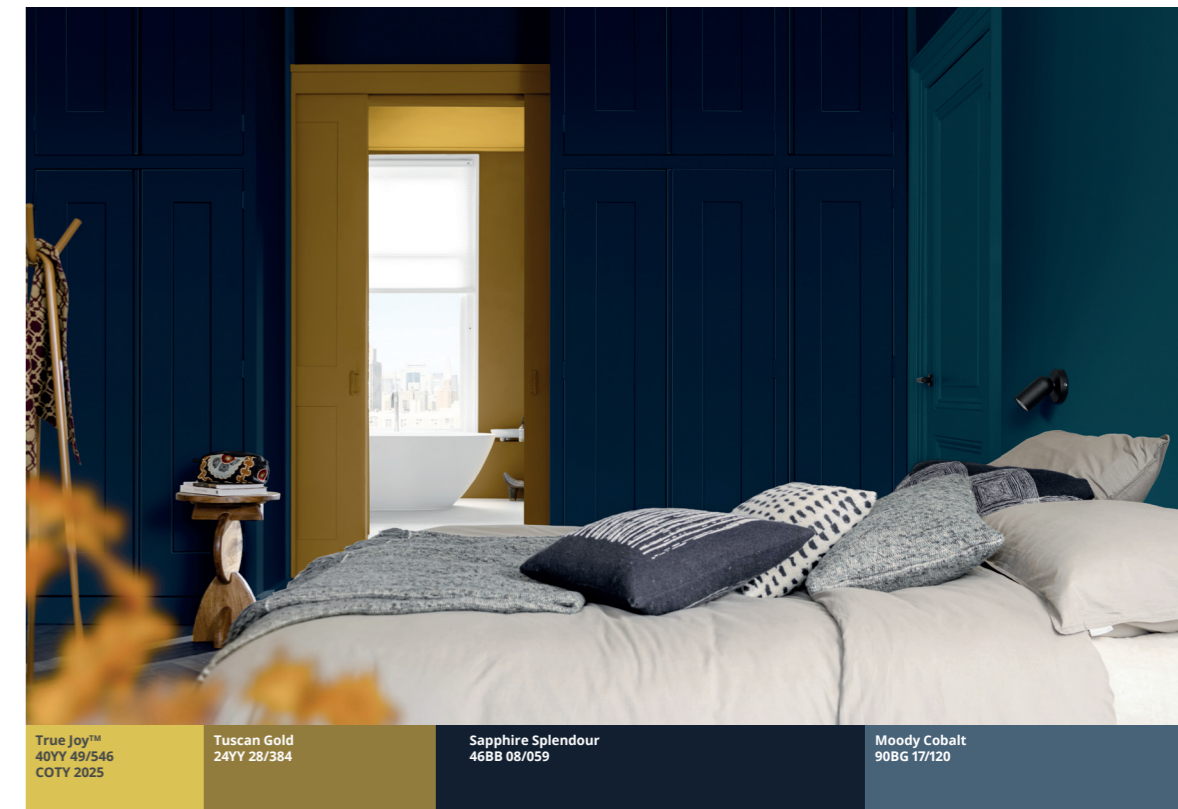


Tuscan Gold 24YY 28/384  
Cinnamon Sprinkle 50YR 21/318  
True Joy™ 40YY 49/546 COTY 2025



True Joy™ 40YY 49/546 COTY 2025  
Moody Cobalt 90BG 17/120

Utilise rich, saturated tones to craft distinctive spaces. Be bold and adventurous with your choices, envisioning the entire area as a cohesive canvas. Extend the colour across all walls and experiment with various textures and patterns to enhance visual interest.



True Joy™ 40YY 49/546 COTY 2025  
Tuscan Gold 24YY 28/384  
Sapphire Splendour 46BB 08/059  
Moody Cobalt 90BG 17/120



# TOP TIPS FOR COLOUR SELECTION

## THINK ABOUT THE SPACE

Consider the mood your customer wants to create in the room. Should the space feel relaxing and comforting, or energising and uplifting? Understanding their desired atmosphere will guide you in choosing the right colour palette.



THE BOLD SPACE



THE PROUD SPACE

## VISUALISATION



Visualising how colours will look in a space helps bring them to life before you even start painting. With the Dulux Visualizer in our Dulux Trade Paint Expert App, you can use augmented reality technology to see how different colours will appear in the room.



## GET CREATIVE

Why limit your customer's walls to just one colour when a custom design awaits? Consider the walls as canvases, open to a variety of shapes & colour options.



## TEST YOUR COLOURS



Once your customer finalises their palette and selects their favorite shades, the best way for them to see the exact colour is by using a sample pot.

# THE HOME OF PAINTING & DECORATING EXCELLENCE

Whether you're just starting out in your career or a time served decorator we're sure we have something that will support you to reach your personal and professional ambitions. Training delivered to meet your needs online and in person.

## FACE TO FACE TRAINING

Dulux Academy offers hands-on, face-to-face courses across the UK, starting at **£150+VAT**. Subjects include wallpaper, spray, decorative effects, colour confidence and painting & decorating.

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# CF25

COLOURFUTURES™ 2025 INTERNATIONAL COLOUR TRENDS

CF  
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CE  
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“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 INTO THE SPACE WITH RAW AND EARTHY SHADES.



## BOLD COLOURS

ADD ADVENTURE TO YOUR HOME WITH BRIGHT AND UPLIFTING COLOURS.



## PROUD COLOURS

RICH AND SATURATED TONES TO CREATE A UNIQUE HOME.





# JUST LEAP

with True Joy™ Dulux Colour of the Year 2025



Feeling inspired?  
Find out more about True Joy™  
at [duluxtrade.co.uk/CF25](https://duluxtrade.co.uk/CF25)

**The AkzoNobel Building**  
Wexham Road  
Slough  
SL2 5DS

We have reproduced this document as accurately as printing will allow. Please ensure that you use a colour tester on the actual surface to be painted before decorating; the substrate and texture of the surface can change the appearance of the final colour, as can soft furnishings, the shape, size and lighting of the room.

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