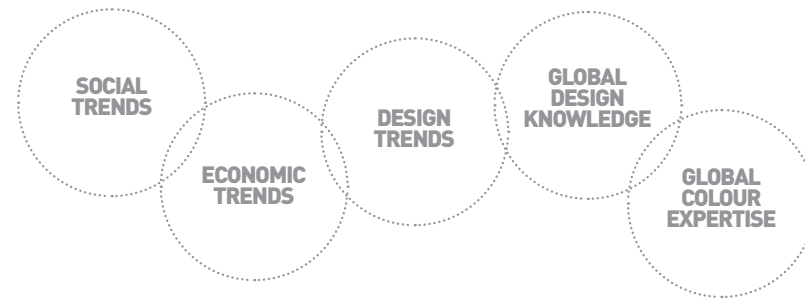




# UNLOCKING POTENTIAL



# WELCOME

Welcome to AkzoNobel ColourFutures 2014.  
Trend and colour forecasting is a vital and inspiring part of our business, enabling AkzoNobel to be one step ahead of customers' needs for years to come.

**OUR MISSION IS  
TO 'ADD COLOUR TO  
PEOPLE'S LIVES'**

As the largest colour manufacturer worldwide we keep our fingers on the pulse of emerging social, economic and design trends around the world, as it is often here that we see the first signs of future colour movements.



# UNLOCKING POTENTIAL

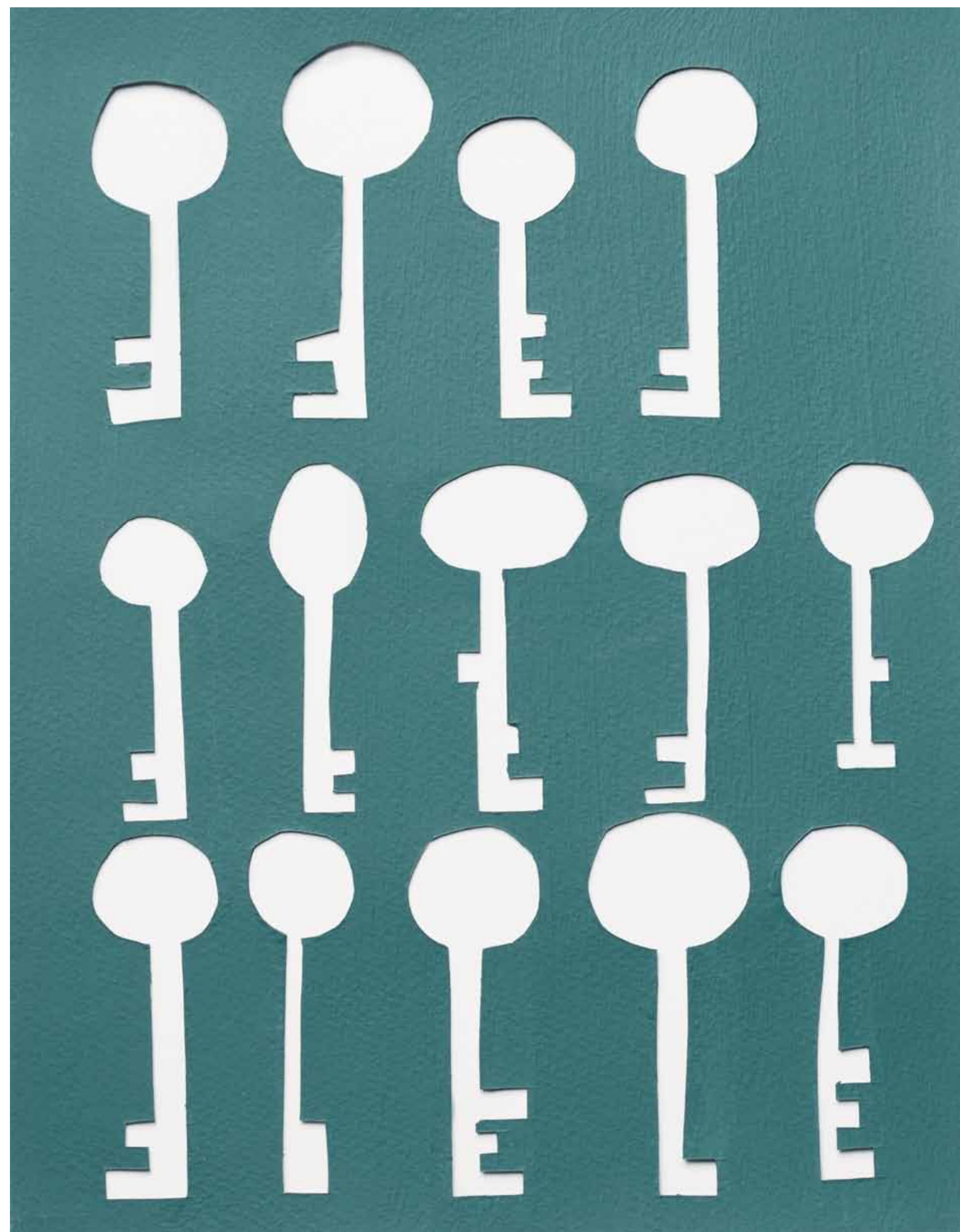
## THE DRIVING INFLUENCE FOR 2014

Every year, ColourFutures presents one dominant idea which inspires us to create the five colour trends. This idea influences each of the trends in a different way but also holds them together with a single concept that determines what the most pivotal hue, The Colour of the Year, will be.

We are in a time of great change and in order to capitalise on new and exciting opportunities we must understand who we are and how we fit into the new order of things. By looking afresh at what we have we can unlock the

potential that surrounds us. This applies to countries, businesses and individuals. Every home, office, school or factory has huge potential if you just know how to unlock the space and the ideas within.

The mood of the moment has a great effect on the type of colours that are popular and for 2014 we see a world in search of answers, which provides us with an open and exciting palette of colours to inspire renewal in the year ahead.





## INTRODUCTION 02-09

- 02 Unlocking potential
- 06 Colour of the Year 2014
- 08 2014 Palette

## TRENDS 10-61

- 12 Silent revolution
- 22 Margin of proof
- 32 Urban folk
- 42 Secret garden
- 52 Do it now!

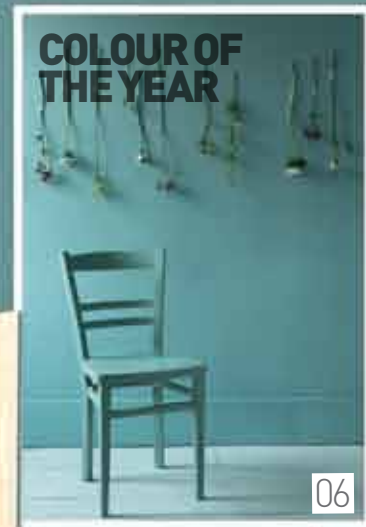
## COLOURS 62-71

- 64 Reds
- 65 Oranges
- 66 Yellows
- 67 Greens
- 68 Blues
- 69 Violets
- 70 Warm neutrals
- 71 Cool neutrals

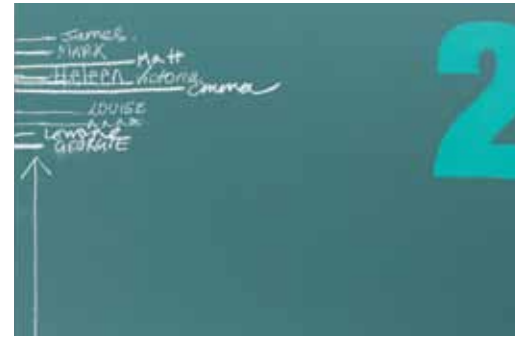
## RESOURCES

- 72 Resources

# 2014 TRENDS







90GG 19/151 P0.20.40



# TEAL

## COLOUR OF THE YEAR 2014

The top trend colour for 2014 perfectly combines the natural harmony of green with the tranquillity of blue. Reflecting the overriding trend of unlocking, this muted teal has a gentle character and is a favourite in the world of design. Deeper and more sophisticated than turquoise, teal has a subdued richness which is often used to describe tropical seas of shimmering bluish green.

A tertiary colour, teal is the combination of primary blue and secondary green which today is used to describe several different tones of this majestic colour. Somewhere between blue and green it has come to symbolise balance, but should be combined with neutral tones and shades of wood so as not to overwhelm a space.

For such a statement colour, teal is surprisingly versatile and works well in different colour combinations. Sitting opposite coral on the colour wheel it works beautifully with delicate pinkish tones and warm ochre yellow, but for a trend look should be combined with other tones of teal, green or blue to create a tone-on-tone effect. Layering teal with indigo, denim or navy provides an oceanic feeling, cool, dynamic and welcoming. Combining our Colour of the Year with greens such as mint, duck egg or emerald will give a fresh natural effect; or for a neutral combination choose a colour with a natural wood tone.



Sophisticated  
Balanced  
Versatile  
Tranquil



## **2014 PALETTE**

The colour story for 2014 is largely about complex tones that almost sit between colour families and keep you guessing as to which hue they truly are. These colours have an intriguing quality that changes depending on which shades they are combined with. This enables

colour scheming to become about exploring new combinations. If used alone, simple or primary colours can be dull and predictable but used in combination with this fascinating palette they add a touch of simplicity and clarity which feels new and surprising.



**THE FIVE  
KEY TRENDS  
FOR 2014**



**SILENT  
REVOLUTION**



**MARGIN  
OF PROOF**



**URBAN  
FOLK**



**SECRET  
GARDEN**



**DO IT  
NOW!**

INTROVERTED

HUMAN

MODEST

INTROSPECTIVE

HIDDEN

# Silent Revolution

'For an introvert his environment is himself and can never be subject to startling or unforeseen change'

Quentin Crisp





With power moving to the Introvert, design is starting to lose its ego, becoming more understated and thoughtful

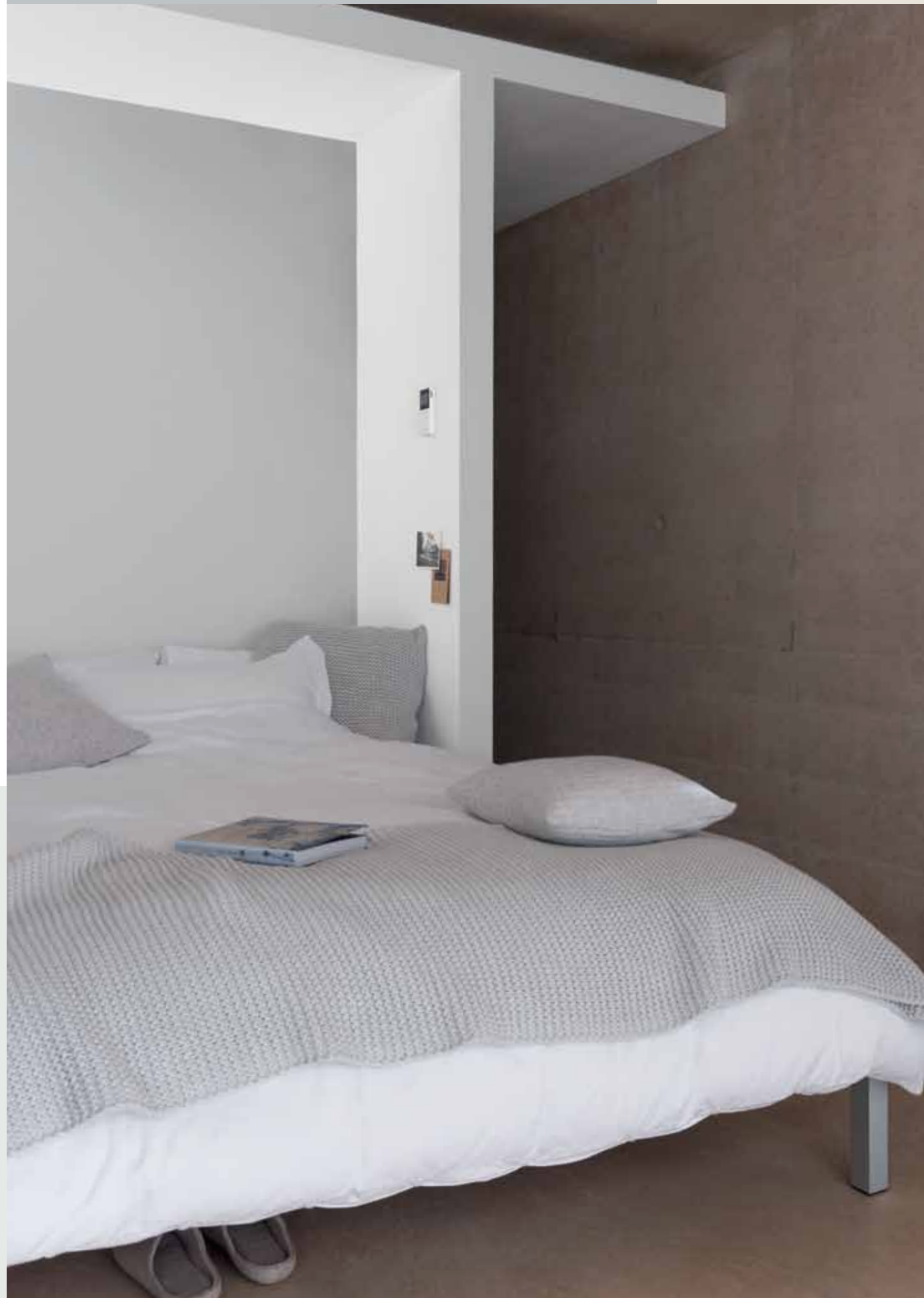


Introverted design  
celebrates simplicity and  
innovation to create  
beautiful forms and spaces  
that don't show off





The Silent Revolution  
palette is extremely  
subtle using slight  
shifts in hue and tone  
to create delicate  
combinations



Silent  
Revolution

# Silent Revolution

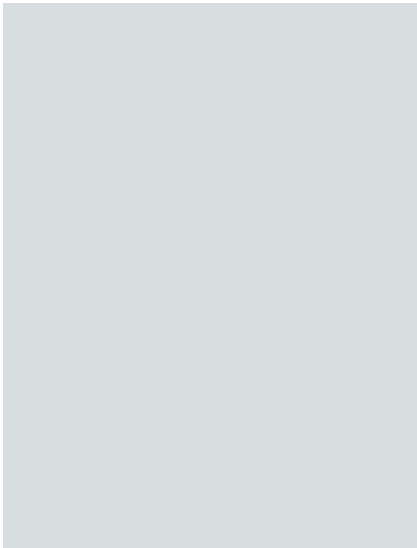
For decades we have listened to those who shouted the loudest and revered individuals who built the tallest building and the fastest cars. Since industry began, the power to shape our world has firmly been held by the extrovert, ready to speak up and push themselves forward with a new grand idea at the slightest chance. Though there is no evidence that the best speaker has the best ideas we have often followed these charismatic individuals who know how to work the crowd. But times are changing!

We no longer communicate within a purely physical world where it is so important to ‘be seen’. Gone are the days when a big financial backer was needed to get your work known as it can now be shared online and be judged and recommended to others by your peers.

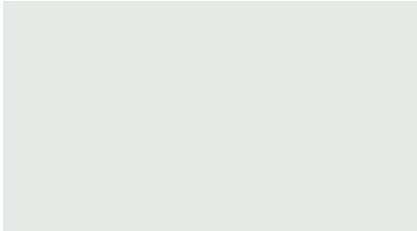
Power is moving to the introvert and with it design in many areas is starting to lose its ego and becoming more understated and thoughtful. In her top-selling book ‘Quiet’, Susan Cain discusses how solitude breeds creativity and that we all need to ‘stop the madness of constant group work’ and be afforded the space at work and school for deep personal thought, as this is where the richest ideas are likely to lie.

Our consumerist nature is starting to change too. For the majority of people money and space are at an increasing premium and it has never been more important to really consider what we need and how we will use it. Introverted design celebrates simplicity and innovation to create beautiful forms and spaces that don’t ‘show off’ but meet our changing needs in new and sophisticated ways.

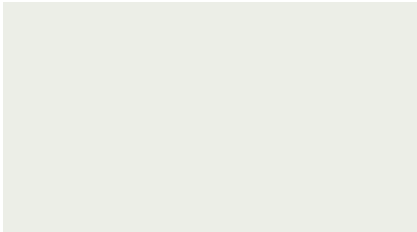
The Silent Revolution palette is extremely subtle, using slight shifts in hue and tone to create delicate combinations of tinted white and neutral mid tones. These colours give a restful and silent effect that showcases the trend’s clever use of texture and natural materials. Nothing says modernity and space like whites do and these shades have great warmth creating a look which is human and inviting rather than clinical and austere. Think of fluffy clouds and the soft variations of shade in arctic furs. The more robust shades are still delicate and can be found in pebbles and sun-dried shells.



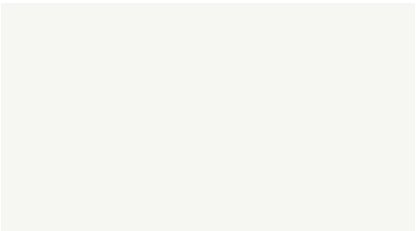
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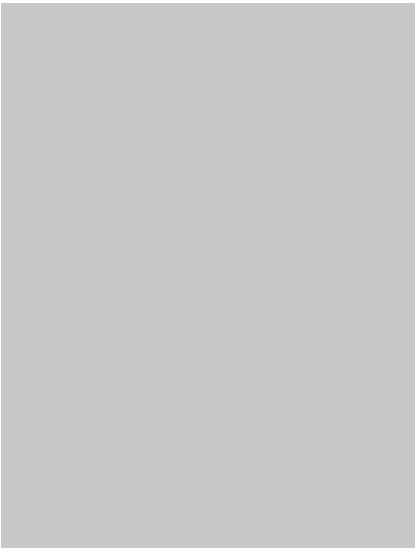
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72BG 75/023



QN.02.88  
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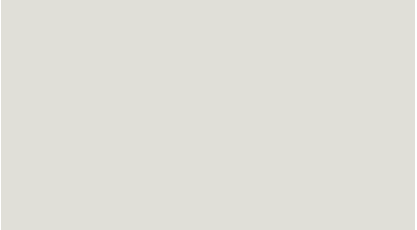
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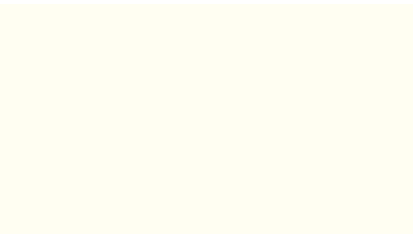
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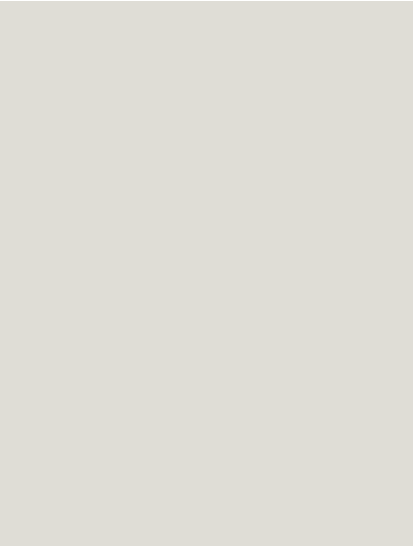
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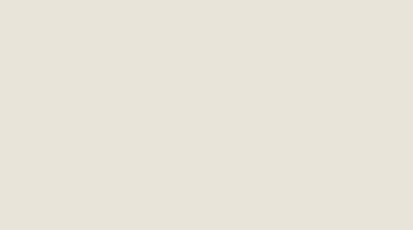
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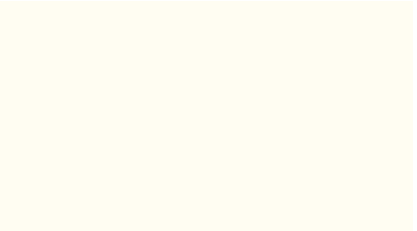
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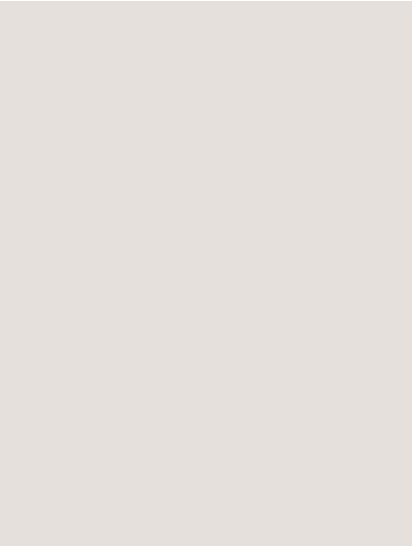
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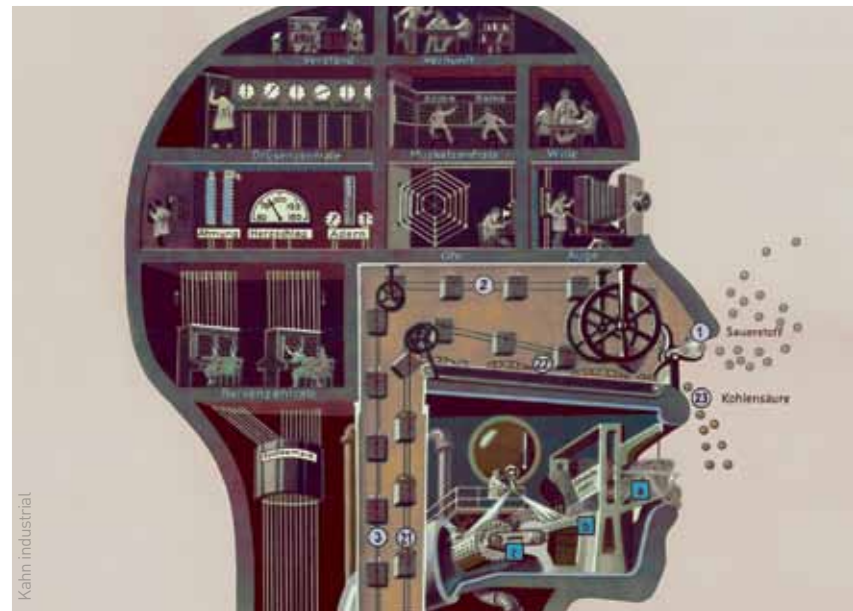
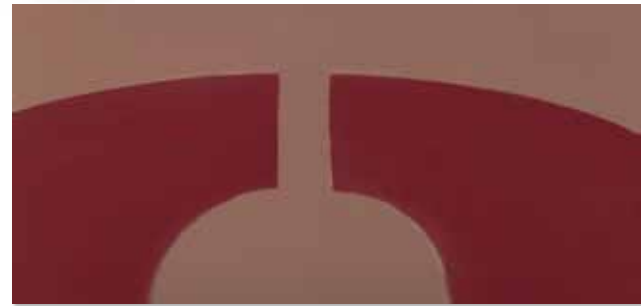
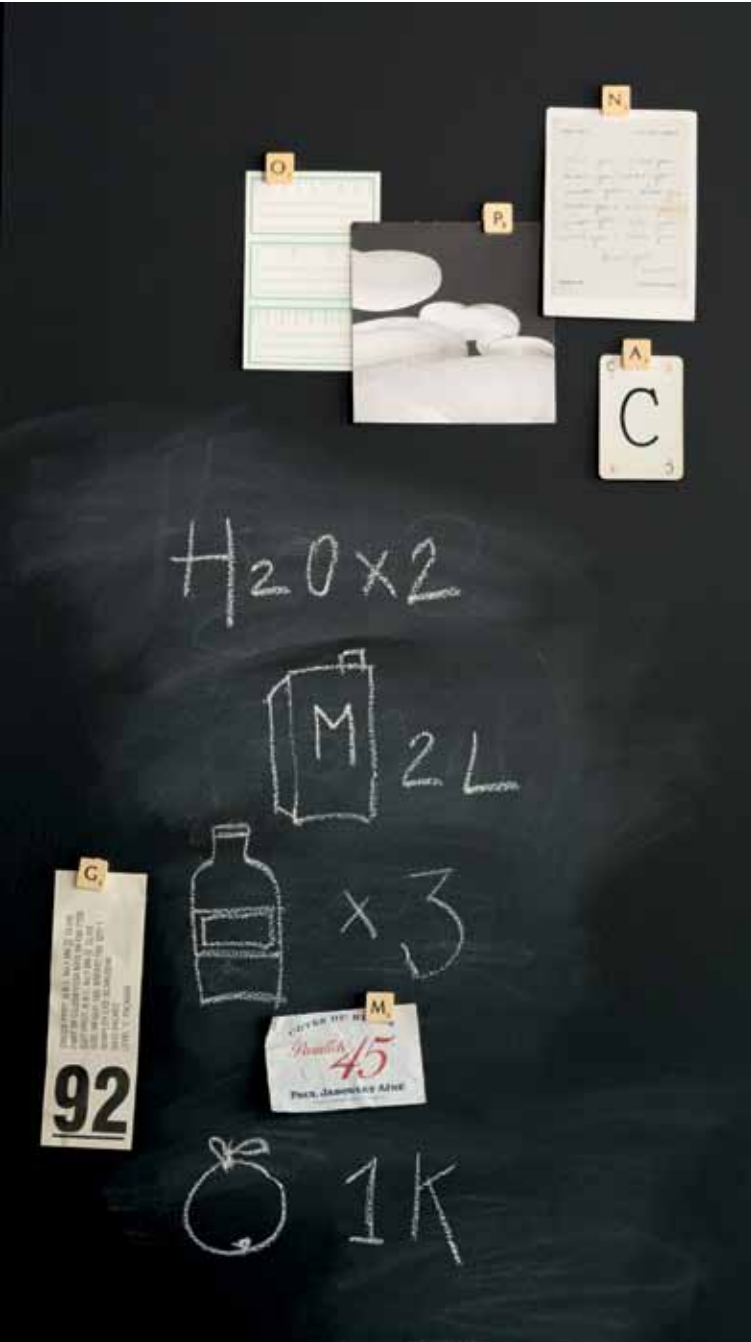


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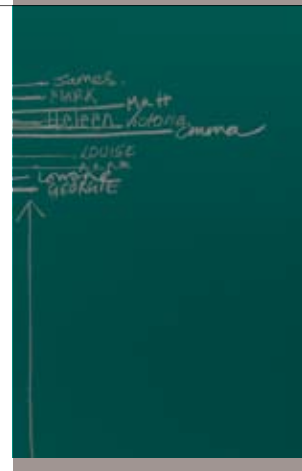




# MARGIN OF PROOF

'PEOPLE HAVE NEVER BEFORE  
MANAGED THEIR LIVES SO PRECISELY'

JOHN FU



C

. NUMBERS .  
. MEASUREMENT .  
. FACTS .  
. SELF IMPROVEMENT .  
. ANALYSIS .

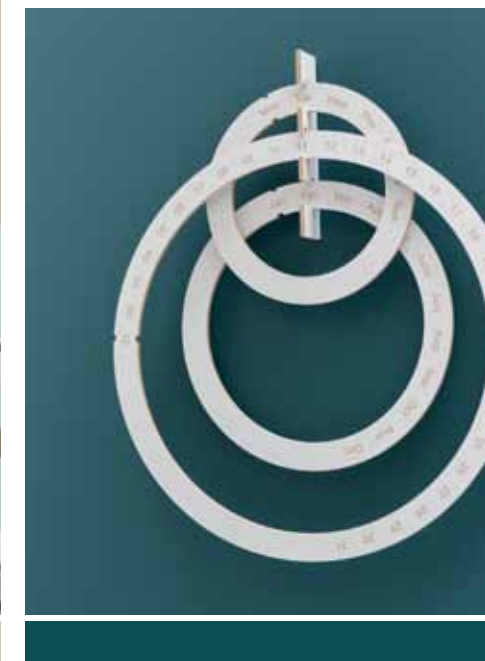




AT THE HEART  
OF THIS PALETTE  
SIT MASCULINE  
NEUTRALS WITH AN  
ARCHITECTURAL  
APPEARANCE







MARGIN  
OF  
PROOF

HAVING A NUMBER  
TO HOLD ONTO CAN BE  
COMFORTING IN THE  
CHAOS OF OUR FAST  
PACED LIVES



MORE OF US ARE TAKING AN ANALYTICAL APPROACH IN OUR HOME LIFE, SETTING OBJECTIVES AND MEASURING OUR PERFORMANCE IN ORDER TO MAXIMISE OUR POTENTIAL.



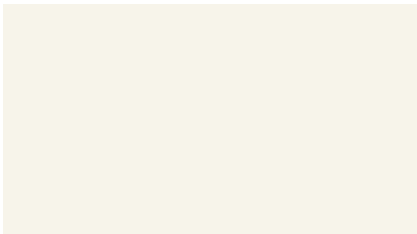
# MARGIN OF PROOF

Just when we think life can't get any faster it steps up another gear! The pressure to become the best you can be, the healthiest you can be and have the perfect work-life balance is a full time pursuit and one that requires us to analyse ourselves and our lives in order to stay on top.

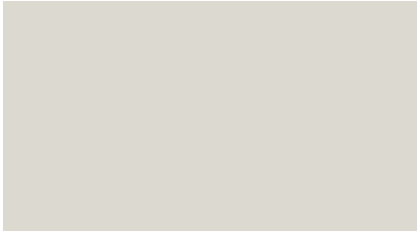
In the chaos of our fast paced lives, having a number to hold onto can be comforting. If we know our nutritional RDA, blood pressure and cholesterol level then we can evaluate our lifestyle and make changes that may help us avoid chronic disease. It is a recognised approach in business to review past performance and set development objectives. However, more of us are taking this analytical approach in our home life too and using the kind of measuring devices that would once have been relegated to the doctor's surgery. Street artists, The Wooster Collective have seen this obsession with self-improvement as inspiration for a piece called 'Take the Stairs' which takes the stickman style figures we know from road signs and uses them to highlight what will happen to your waistline if you don't take the stairs.

In a world of ambiguity and grey areas, there is something enticing about the reliability and definitive nature of mathematics and science. There is something immediate and decisive about an equation, a pictogram, a date or even a number standing alone. Where languages change, numbers stay the same, unifying us with the same piece of information no matter where we are in the world.

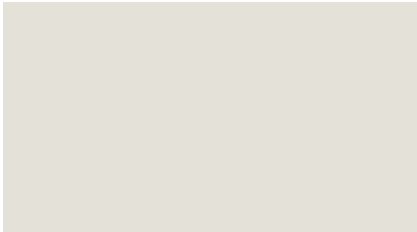
The Margin of Proof palette is constructed of masculine neutrals with an architectural appearance. These sophisticated tones of putty, plaster and brick should provide the largest proportion of the colour scheme and then be enriched with full bodied deeps like darkest emerald or oxblood. The brightest accents are a small but important touch as they add the graphical edge. Here bright teal, scarlet and ochre provide a surprising and mature alternative to more primary accents. This is a mature and measured palette which will complement natural materials like dark wood, marble and cork as well as concrete.



ON.00.90  
00NN 83/000



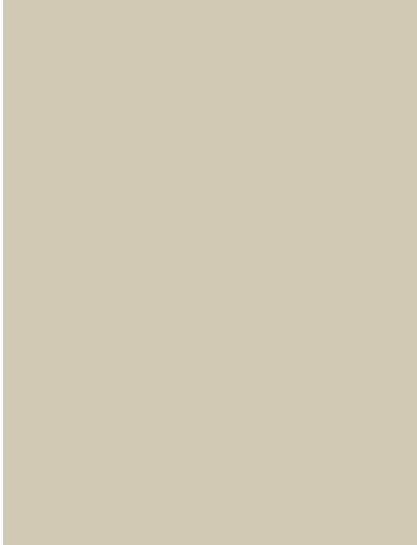
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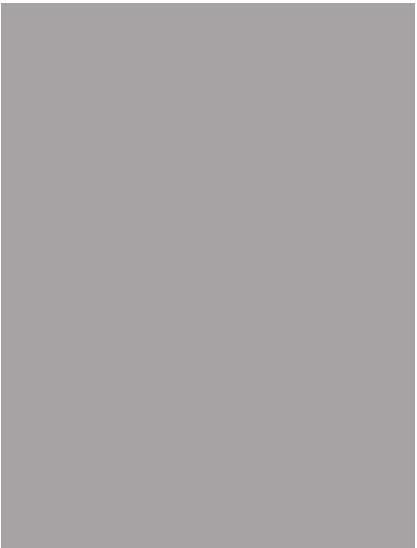
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E8.15.65  
10YY 41/175



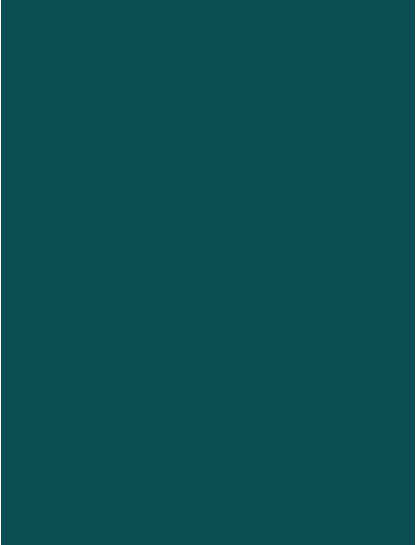
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30YY 53/125



ON.00.60  
50YR 38/017



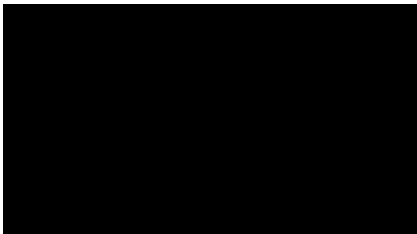
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30BG 10/111



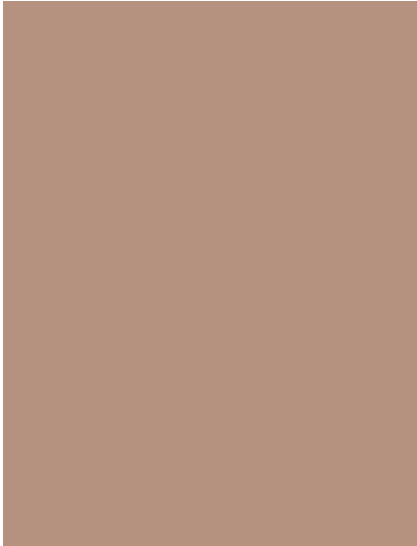
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ON.00.10  
00NN 05/000



E8.05.70  
90YR 55/051



D6.15.55  
70YR 33/175



C4.20.40  
30YR 16/162



CN.02.57  
60YR 33/047



C2.53.40  
16YR 16/594



B0.25.25  
09YR 05/305



E6.63.47  
00YY 23/557



FN.02.47  
30YY 20/029

# Urban Folk

'NOT ALL THOSE WHO  
WANDER ARE LOST'

J.R.R. TOLKIEN



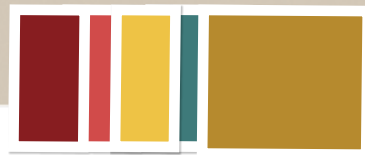




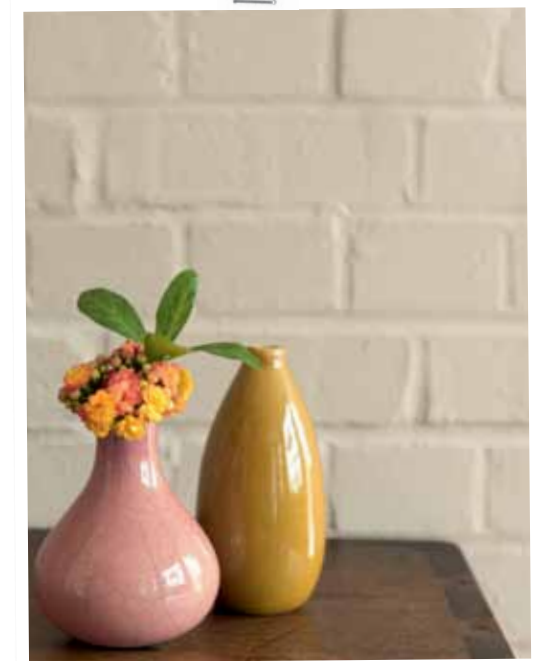
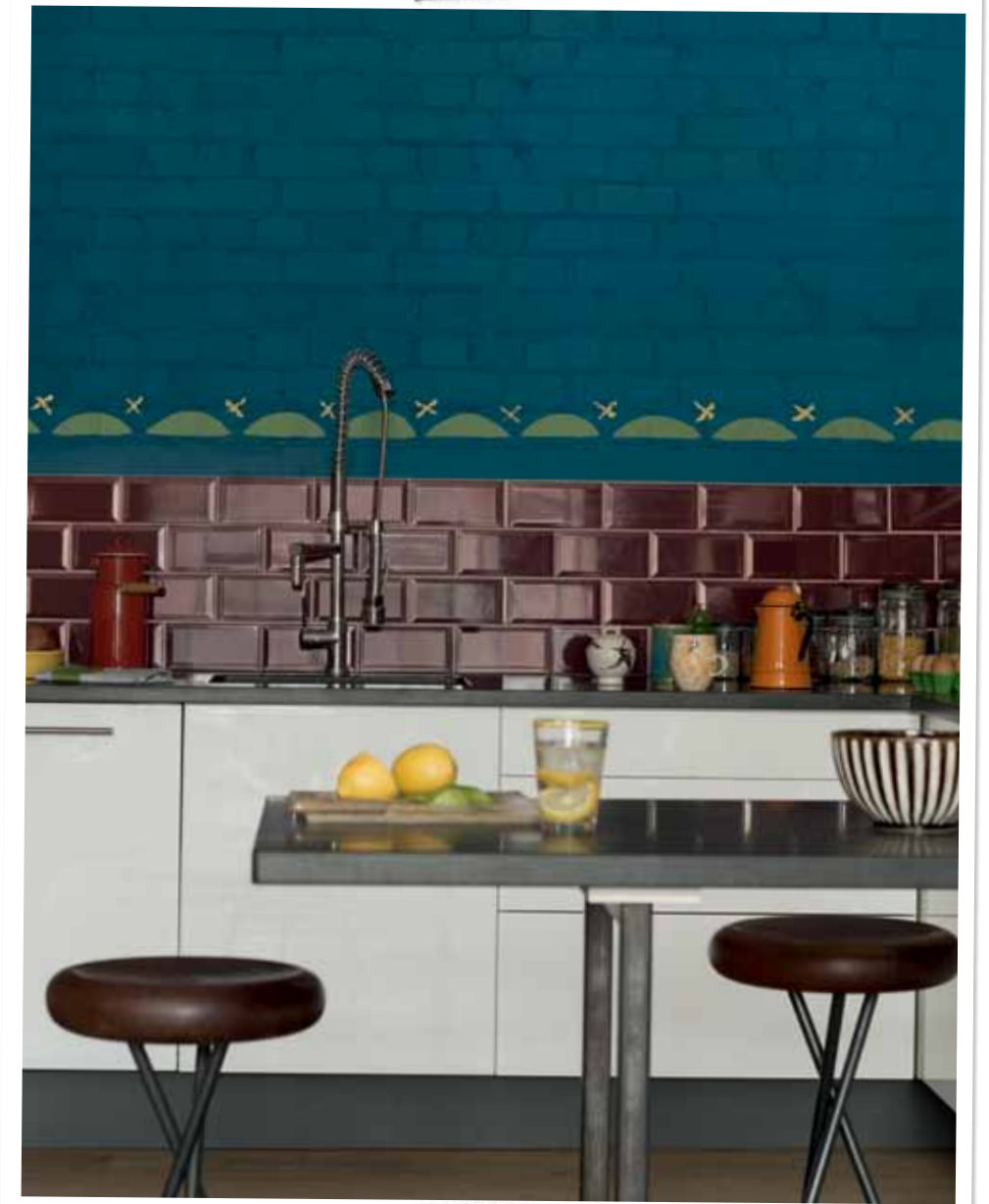
WE ALL WANT  
TO BE PART  
OF SOMETHING THAT  
IS BIGGER THAN  
OURSELVES

RECONNECTING  
WITH OUR ROOTS  
REMINDS US WHERE  
WE HAVE COME  
FROM





**Urban  
Folk**



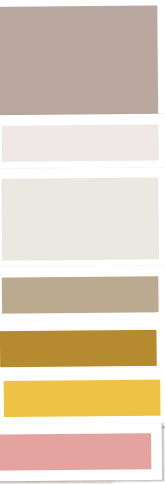
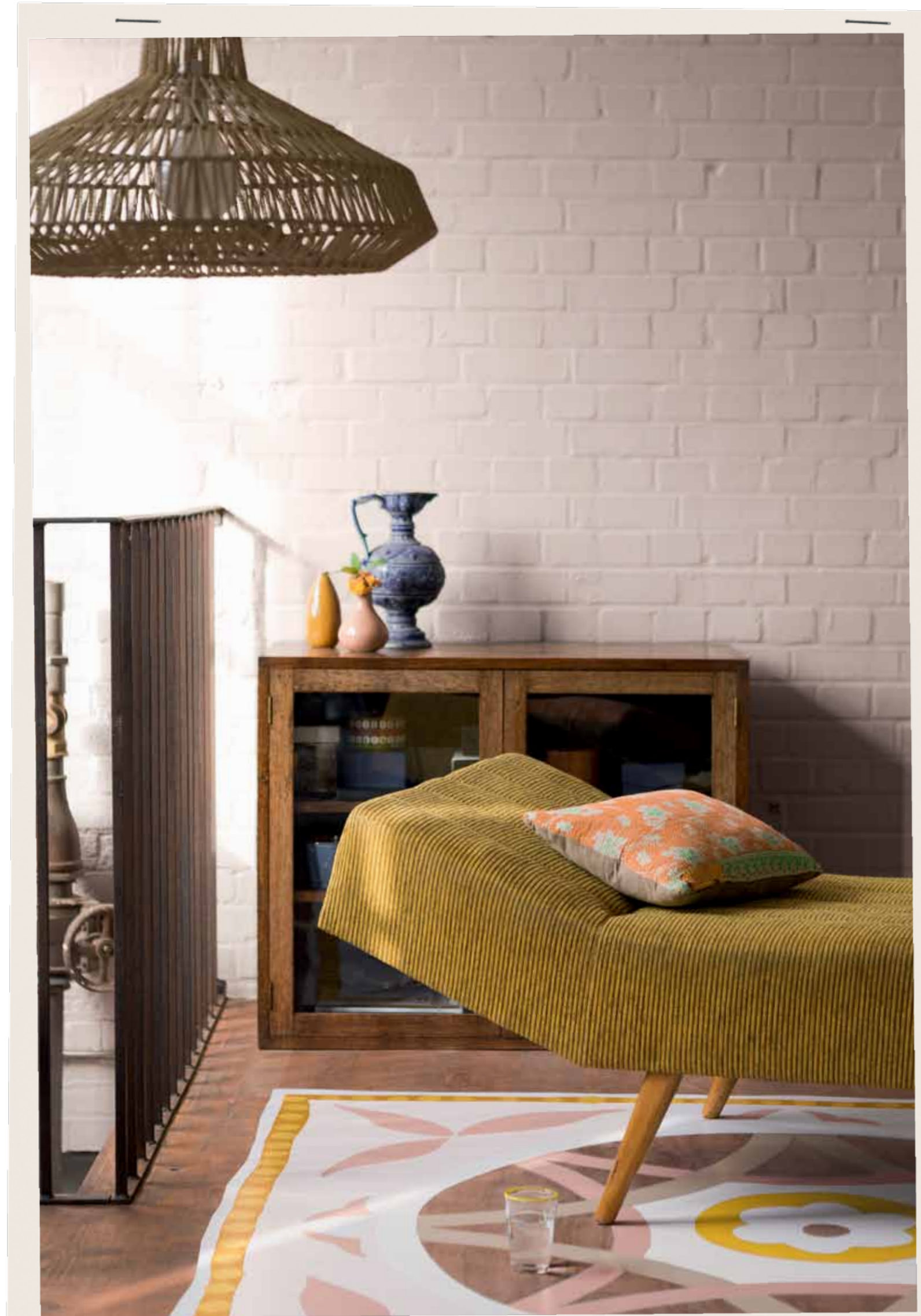
PATTERNS IN FOLK ART DIFFER WIDELY  
AROUND THE WORLD BUT ALTHOUGH THE  
NARRATIVE CHANGES THERE IS A  
COMMON SENSE  
OF WARMTH AND COMMUNITY





THE URBAN FOLK PALETTE IS ALIVE WITH FRIENDLY AND ROBUST SHADES WHICH FEEL FAMILIAR BUT LOOK VERY NEW

**Urban  
Folk**



# Urban Folk

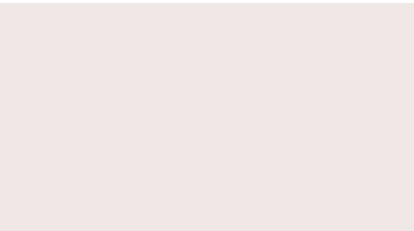
In times of uncertainty we look for what we know and understand. The patterns and traditions of folk art differ widely around the world but although the narrative changes there is a common sense of warmth and community which is captured by their simple designs and rich colours.

Once relegated to Grandma’s house, the traditional mentality of folkloric design is being made new again by a fresh generation who want to tell a story through the things that they create to form an emotional connection with their audience. As industry grew in developing markets, vast quantities of the population moved to the primary cities to find work and earn better wages, but many around the world have found the price of being cut off from their children and loved ones too great a price to pay. We now see, particularly in China, individuals moving away from these metropolises to smaller towns and cities in order to find balance and a better quality of life. However, this is not about returning to the old ways as the knowledge and technology of the city goes with them. The benefit of fusing old and new is something Chinese homeware brand Jia is exploring. Jia invites international designers from different cultural backgrounds to reinterpret Chinese customs such as tea culture into a new direction in modern design. In this way many brands are learning from yesterday to enrich today.

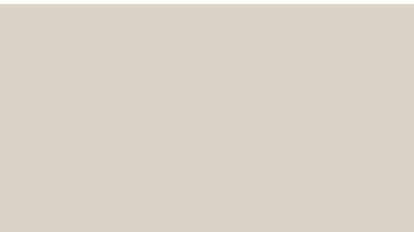
As individuals we want to be part of something that is bigger than ourselves. Reconnecting with our roots reminds us where we have come from. Storytelling has long been the chosen tool for passing down lessons from generation to generation but as the flexibility of the tablet has reduced the commonality of the printed word, so the book is becoming an inspiring symbol of communication. Literary texts, calligraphy, and the handwritten letter have a new elegance and value in this electronic age.

The Urban Folk palette is alive with friendly and robust shades which feel familiar but look very new. Combine similar shades for a harmonious story like plum, damson and burgundy and then add a surprise contrast of ochre or light petrol blue to create something more personal. Though our natural landscapes are all very different we can all relate to these authentic tones of heavy silks and cosy yarns as they have appeared in folkloric design around the world since storytelling began. These colours are inspired by the homely shades of a cross-stitch pattern, the bright ornamentation of Russian dolls, the light and cheery decoration of Scandinavia and the sumptuous fabrics of India, South America and China.

This is a trend which captures all the positivity of times gone by and wraps it up in a contemporary and very relevant way.



WN.02.82  
50RB 74/033



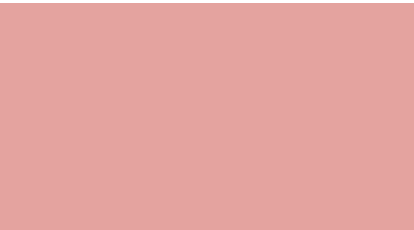
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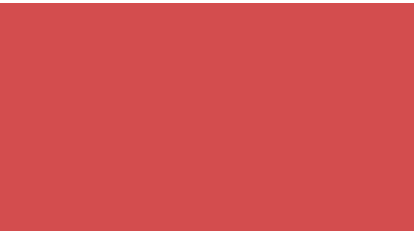
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B6.15.65  
10YR 41/223



C0.40.40  
10YR 17/465



W0.10.30  
10RB 10/116



F2.50.50  
20YY 26/490



F6.30.30  
30YY 12/263



E8.15.65  
10YY 41/175



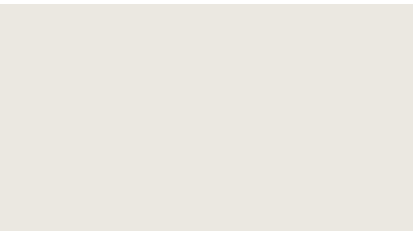
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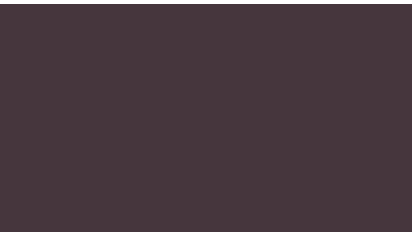
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FN.02.85  
50YR 83/003



C4.40.20  
23YR 10/308



Z0.05.20  
30RR 08/044



P0.20.40  
90GG 19/151



R9.35.22  
70BG 09/171





*Blurred*

*Fragile*

*Intangible*

*Diffused*

*Floral*

Müller Van Tol, interior design by Bas van Tol

# Secret garden

*'Flowers always make people better, happier, and more helpful; they are sunshine, food and medicine for the soul'*

*Luther Burbank*



*This look is romantic, poetic and curious with misty shades adding a subtle veil of surprise*







## Secret garden

This fascinating trend explores the idea of more harnessing the barely there, the fleeting and the ephemeral







Floral motifs underpin  
this trend, but not bright  
frothy blooms, rather delicate  
blurred designs which are open  
to interpretation



# Secret garden

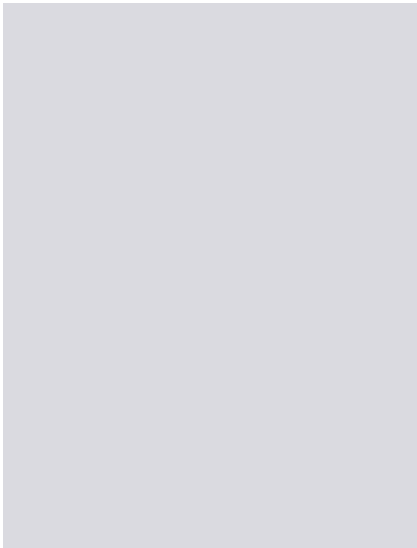
When the first shards of light shine through the trees or the kiss of dusk embraces the garden a kind of magic falls over the space, diffusing its colours and creating a sense of mystery.

This is a fascinating trend which explores the ideas of harnessing the barely there, the fleeting and the ephemeral. Finnish artist Sanna Kannisto has achieved this by capturing rainforest flora and fauna with a mobile studio constructed in the branches. The result, is images that truly capture their subject matter but with an otherworldly quality. Many other artists have employed the intangible quality of projected images of nature such as branches and trees to add a fragile quality to urban spaces. Adding a touch or magic in this way makes us think again about how we view our environment and adds light into the darkest corners of the city.

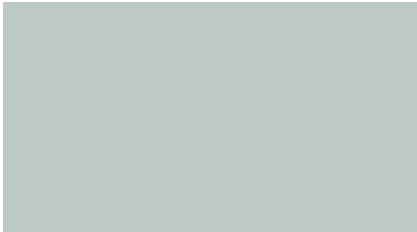
Florals are the motif that underpins this trend, not bright frothy blooms, but rather delicate fragmented or blurred designs which are open to interpretation by the viewer. Hautology is the aesthetic of encompassing the barely there and is an idea that is inspiring the music world as well as art and design. William Basinski started to create ‘The Disintegration Tapes’, a series of recordings almost a decade ago, that are only now striking a chord with their mysterious sounds.

Though this look is romantic, it is also poetic and curious with misty shades adding a subtle veil of surprise so that the overall effect is feminine but enigmatic. Mercury mirrors and distressed fabrics add a sense that objects are only on loan to us for a short time and will in the end return to nature.

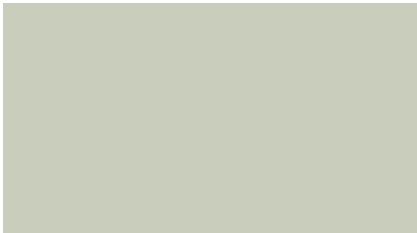
The Secret Garden palette is filled with soft, smoky tones. Imagine ripe plums, almost neutral tones of lilac and that perfect shade of delicate dove grey. An array of greens from dark spruce to charming pastel shades of mint, make it easy to create a sensitive tone-on-tone tranquil effect. Neutrals are important here but they are always tinted with the slightest touch of rose or lavender. Fragile and ethereal materials like voile, lace and frosted glass complete the look and add a layered quality.



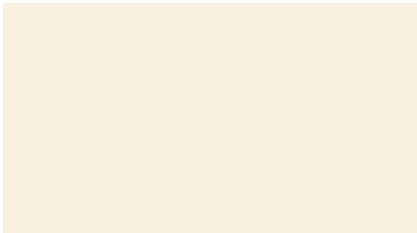
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F6.03.87  
43YY 78/053



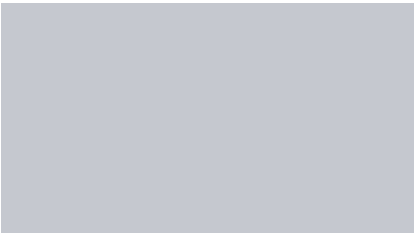
LN.02.47  
30GY 27/036



CN.02.57  
60YR 33/047



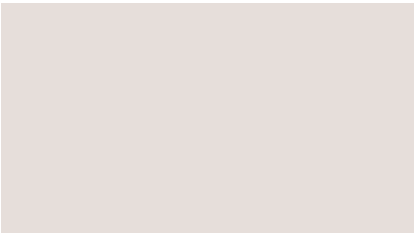
W7.07.44  
50RB 20/091



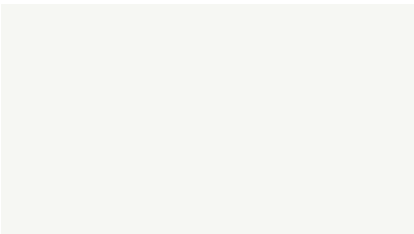
U0.05.75  
70BB 55/044



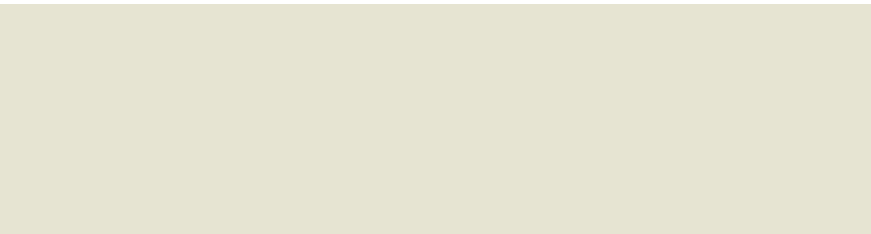
WN.02.77  
50RB 48/051



ZN.01.83  
10RR 73/023



SN.02.85  
10BB 83/020



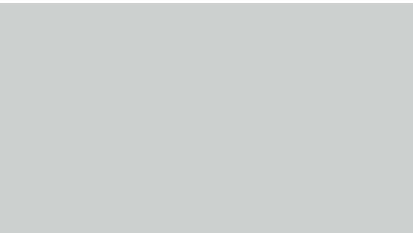
G4.05.81  
70YY 73/083



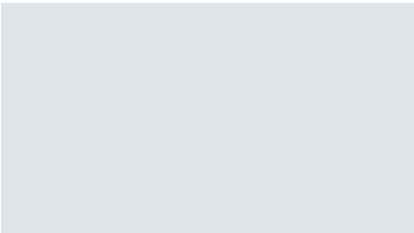
P0.05.35  
50BG 14/036



CN.02.67  
50RR 54/018



S0.04.78  
50BG 64/028



U0.04.84  
30BB 72/045



SHARING

PROVOCATIVE

ENERGETIC

INTERACTIVE

COLLABORATIVE

Do it now!

'LIFE IS FAR TOO IMPORTANT A THING  
EVER TO TALK SERIOUSLY ABOUT' OSCAR WILDE



CREATE SOMETHING  
JUST FOR THE  
FUN OF IT!







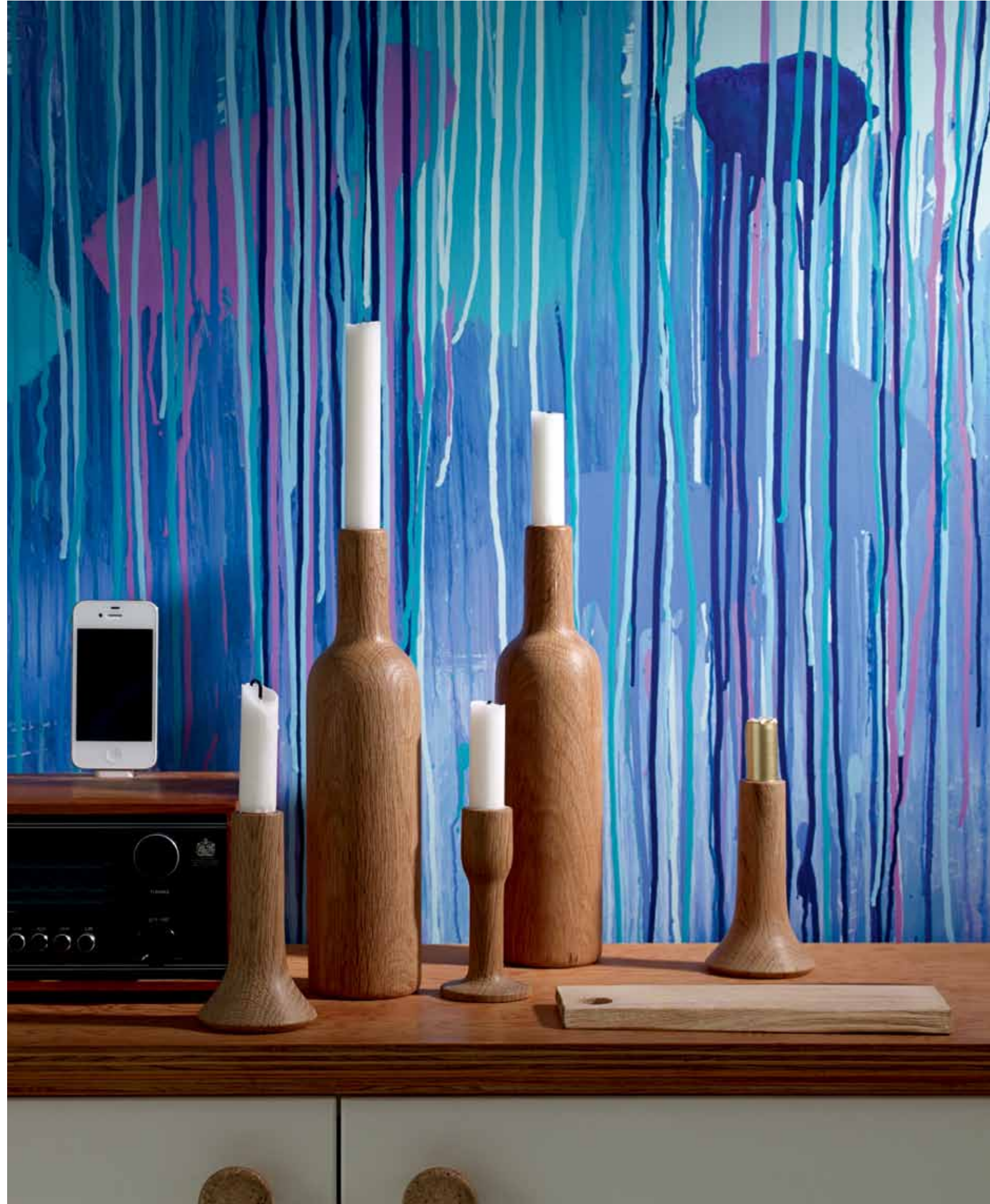
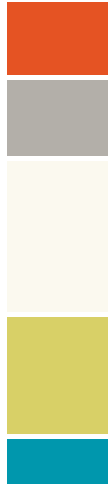
DON'T PUT OFF  
UNTILL TOMORROW  
WHAT YOU CAN  
DO TODAY ☺



**CUT LOOSE**  
AND EMBRACE  
THE IMPERMANENCE OF  
**CHEAP** AND  
**THROW-AWAY**  
MATERIALS TO  
CREATE IMPERFECT DESIGN  
AND **DRAMATIC**  
**PATTERNS**

**Do it  
now!**





RAISE AN  
EYEBROW  
OR TWO,  
ENCOURAGING  
A **SMILE**  
OR STIMULATE A  
CONVERSATION

Do it  
now!



There is a time for thinking and a time for taking action. Tired of standing still and waiting for projects to slowly take shape, many individuals and collectives want to make a change now! This trend has energy and exuberance; create something just for the fun of it, on your own or through exciting collaborations. Here designers are cutting loose and embracing the impermanence of cheap and throw-away materials to make imperfect design and dramatic patterns. This is not about building something that stands the test of time but raising an eyebrow or two, encouraging a smile or stimulating a conversation in the here and now.

Once the domain of street artists, hack design and graffiti are now nudging their way into the mainstream. Not content with an object’s original form, hack design or hacktivism takes an existing piece and redesigns it to look more individual or to meet a totally different function. Urban artists such as Banksy have broken down barriers and silenced many critics that once

thought this genre of expression was crass and simplistic. Hotel Au Vieux Panier in Marseille, France annually redesigns five rooms by using artists and designers to create a unique flavour to each space. Recently graffiti artist Tilt created ‘panic room’ for the hotel, a half graffiti half blank space. The contrast of chaotic and serene, vivid and bland creates a striking effect and shows that even unrestrained art like this is being absorbed into society. Which sparks the question, what will the new provocative and powerful form of art be?

This palette says ‘get up and go for it!’ This is a high octane, energetic medley of colours where anything goes. Clash and contrast or combine and blend to create a riot of colour, or something a little more paired back. Fizzy lemon and intense teal rub shoulders with bright emerald green, lime, violet and fiery orange. Blues in this palette come in all shapes and sizes too, from navy to ultramarine, sky and pale cyan; there is something for everyone.



J0.30.80  
10GY 61/449



E6.58.65  
04YY 51/583



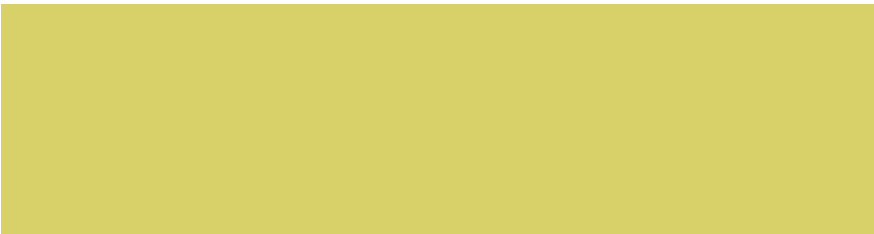
Q0.40.50  
16BG 29/350



R7.22.69  
79BG 53/259



F8.40.80  
46YY 74/602



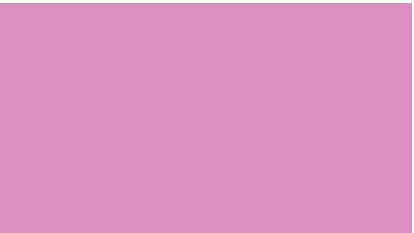
G4.40.70  
70YY 59/485



L5.60.43  
02GG 21/542



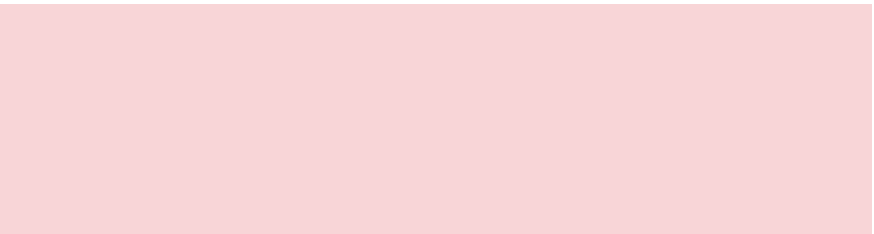
C6.49.48  
50YR 18/650



X7.16.66  
88RB 37/328



FN.02.67  
30YY 46/036



C1.10.79  
23YR 66/193



X0.20.50  
41RB 24/309



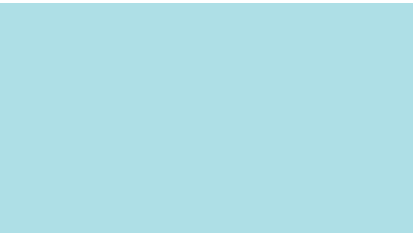
U7.27.36  
69BB 17/324



V3.35.14  
91BB 07/263



ON.00.90  
00NN 83/000



Q0.10.80  
40BG 70/146



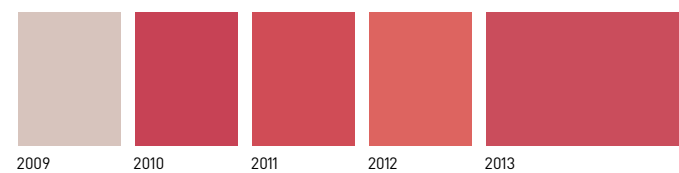
## COLOURS

This section of ColourFutures presents all colours chosen for 2014 as colour families: Reds, Oranges, Yellows, Greens, Blues and Violets followed by Warm and Cool Neutrals.

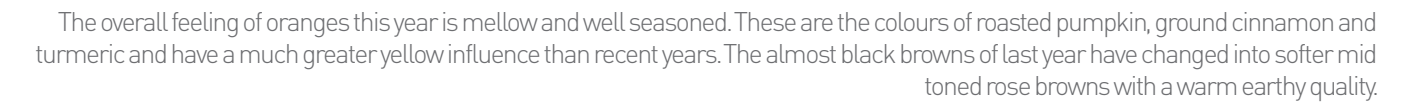
At the bottom of each page you can see the transition of each hue over the years.



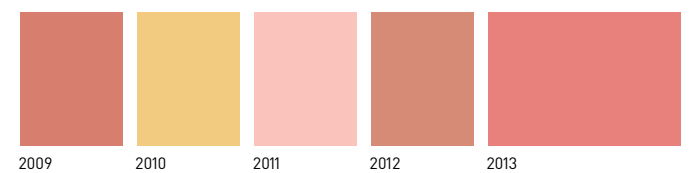
**Key Red:** For the last couple of years we have seen reds becoming warmer and more robust. This continues for 2014 with a deep maroon inspired by folk fabrics and ornamentation from around the world and a more architectural, measured approach to design.



**Red's transition:** The neutralised and greyed-off pinks which dominated last year's palette have moved aside to make way for a cleaner and more dynamic palette. The pretty and feminine shades of 2012 have bought a smart suit and gained a swagger in their step. These are reds with attitude.



**Key Orange:** Fiery and intense this is the kind of colour that wants to stand up and be noticed. Occurring in nature through sunsets, the petals of the Tiger Lily and the flesh of the Persimmon fruit, this shade still feels authentic and organic and not synthetic as many bold colours do.



**Orange's transition:** This colour has slightly evolved from last year's papaya taking on a little more red for an even fierier effect. Becoming progressively more powerful since 2011 this colour family now packs a real punch.




YELLOWS


GREENS

Last year's larger palette of more greyed-off shades has reduced down to a small but important selection of yellows. Taking four distinct characters this hue area is made up of: the soft, almost green yellow of new leaves and shoots, eye catching primary yellow, spicy ochre and barely there whites with a tint of yellow.

**Key Yellow:** Recognisable in countless traditional folkloric fabrics and patterns this yellow is as old as saffron itself but feels incredibly new when combined with other colours. Use it to add a quirky twist and make the mundane, extraordinary.




F2.50.50  
20YY 26/490

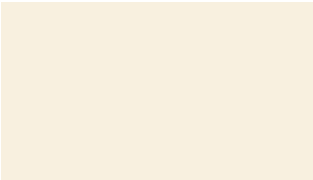


KEY COLOUR 2014


F2.50.65  
30YY 49/562



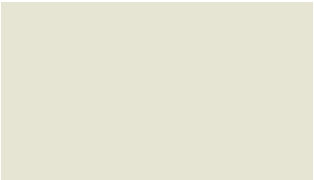
F8.40.80  
46YY 74/602



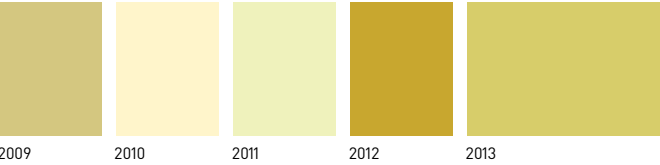
F6.03.87  
43YY 78/053



G4.40.70  
70YY 59/485




G4.05.81  
70YY 73/083




**Yellow's transition:** The subtle hint of olive that influenced last year's key yellow has melted away and in its place the warmer tones of nectar, mustard and amber return. Do not discount green toned yellows as they are still important but no longer hold centre stage.

The most important growth area for 2014: greens come in all shapes and sizes. The character of these colours fall into four groups but most have a blue undertone: clean dynamic urban greens like lime, jade and emerald, neutralised greens influenced by grey and brown, whites with a hint of green and a very natural leafy shade.


**Key Green:** This influential colour has a magical quality which captures the tranquillity and grandeur of vast lakes and undiscovered forests. Lying in between green and blue it possesses the power of both; balanced, tranquil and calming but in its depth you will also find drama and unexpected warmth.



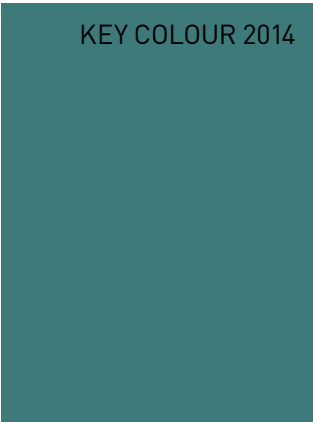
J0.30.80  
10GY 61/449



L5.60.43  
02GG 21/542




P0.50.40  
70GG 16/390




KEY COLOUR 2014


P0.20.40  
90GG 19/151




Q0.20.30  
30BG 10/111




P0.05.35  
50BG 14/036




F6.30.30  
30YY 12/263




J0.20.50  
30GY 23/232



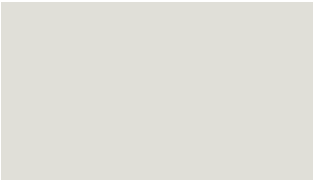
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30GY 27/036



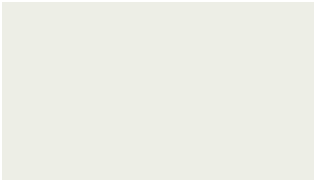
J0.05.75  
10GY 58/105



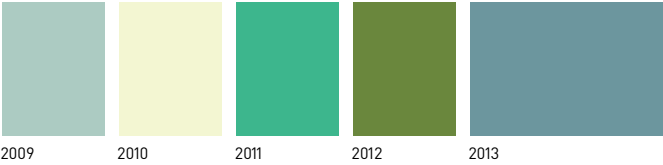
N704.73  
50GG 55/049



ON.00.83  
30GG 72/008



QN.02.88  
10BG 83/018



**Green's transition:** Last year's greens moved from a notable yellow character to shades which in the main trod a line between green and blue. This trend continues with our teal Colour of the Year, but last year's soft spruce is now darker, richer and more evocative.

2013 was all about blue and this continues to be an important, varied and inspiring colour area. As we see greens becoming increasingly blue, so blues with a green edge also come back into vogue with the re-emergence of teal, aqua and turquoise against more degraded green greys and cooler tones of sky blue and indigo.

**Key Blue:** A close cousin to the Colour of the Year this shade also falls into the teal family. Cool and mysterious it is only used by nature to decorate its most elaborate creations; a peacock feather, the wing of a butterfly or a topaz jewel.

Cool and sophisticated this palette of darkest berry and shadow like lavenders is almost a collection of tinted neutrals drifting away from last year's pretty plum and amethyst tones. One clear violet remains with a pink character, resembling the petals of a Heliotrope flower:

**Key Violet:** Lavender grey is a soft and very flattering shade becoming popular in interiors and cosmetics for its subtly different nuance on grey. The colour of the dried flowers themselves, this shade has a demure and understated quality.

KEY COLOUR 2014

V3.35.14  
91BB 07/263

R0.10.60  
50BG 32/114

Q0.40.50  
16BG 29/350

R9.35.22  
70BG 09/171

U7.27.36  
69BB 17/324

S0.04.78  
50BG 64/028

Q0.10.80  
40BG 70/146

R7.22.69  
79BG 53/259

U0.04.84  
30BB 72/045

TN.02.82  
72BG 75/023

QN.02.78  
90BG 72/038

KEY COLOUR 2014

W0.10.30  
10RB 10/116

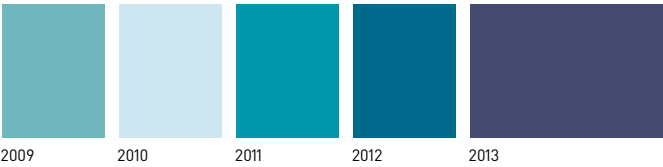
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WN.02.77  
50RB 48/051

WN.02.82  
50RB 74/033

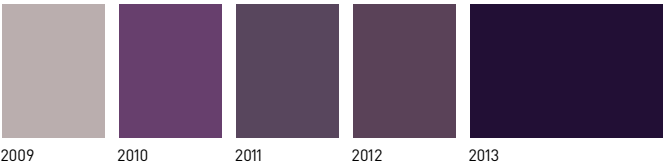
W7.07.44  
50RB 20/091

X0.20.50  
41RB 24/309



**Blue's transition:** Since 2010 the blue colour palette has been getting cooler until last year when we saw a purple influence in our indigo Colour of the Year. The depth and strength of colour remains bold and robust but a green influence gives this palette a more oceanic feel.

**Violet's transition:** Since 2009 violets have been getting darker and more robust in nature until last year's shade, which was such a dark berry, it was almost black. The general feeling of the palette for 2014 is much softer and easier to use with violet becoming more of an influence than a colour in its own right.





# WARM NEUTRALS

# COOL NEUTRALS

This is a palette of chic and modern material tones that works effortlessly with colour or to stunning effect on their own. Sandstone, camel and caramel add richness; mushroom and taupe make the perfect canvas, and whisperingly light shades of hessian and pearls add delicate warmth.

**Key Warm neutral:** Some of the most interesting colours sit in the space between two hues and this year's warm neutral palette focuses on a shade which treads lightly between warm and cool. A pale taupe with the slight hint of rose and pewter; it is an essential in creating an easy to live with modern colour scheme.

D6.05.65  
60YR 41/072

CN.02.57  
60YR 33/047

E8.15.65  
10YY 41/175

F6.10.70  
30YY 53/125

E8.05.70  
90YR 55/051

KEY COLOUR 2014

F6.07.77  
30YY 67/084

G0.05.80  
30YY 69/048

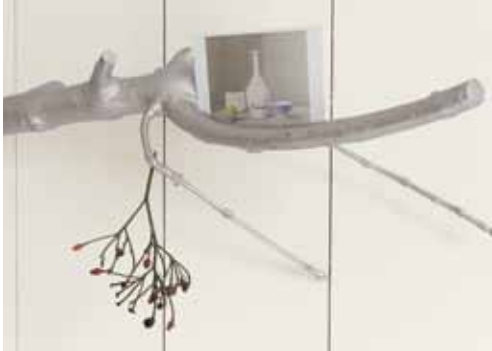
ON.00.81  
30YY 68/024

CN.02.67  
50RR 54/018

HN.02.85  
81YY 81/016

GN.00.88  
30GY 88/014

FN.02.85  
50YR 83/003



2009

2010

2011

2012

2013

**Warm neutral's transition:** Over the last three years key shades in this colour area have had a grey edge with a small dash of a different hue giving them character. With a similar feel to last year's shade this colour has a tiny pinch of red lending it warmth and accessibility.

**Cool neutral's transition:** Looking back over the last five years there is a pattern emerging where our key cool neutral is almost white one year and then a more characterful grey the next. This year's most important grey is very similar to that of 2012, but where that shade had a slight green undertone, the influence for 2014 is blue, resulting in an architectural concrete grey.

2009

2010

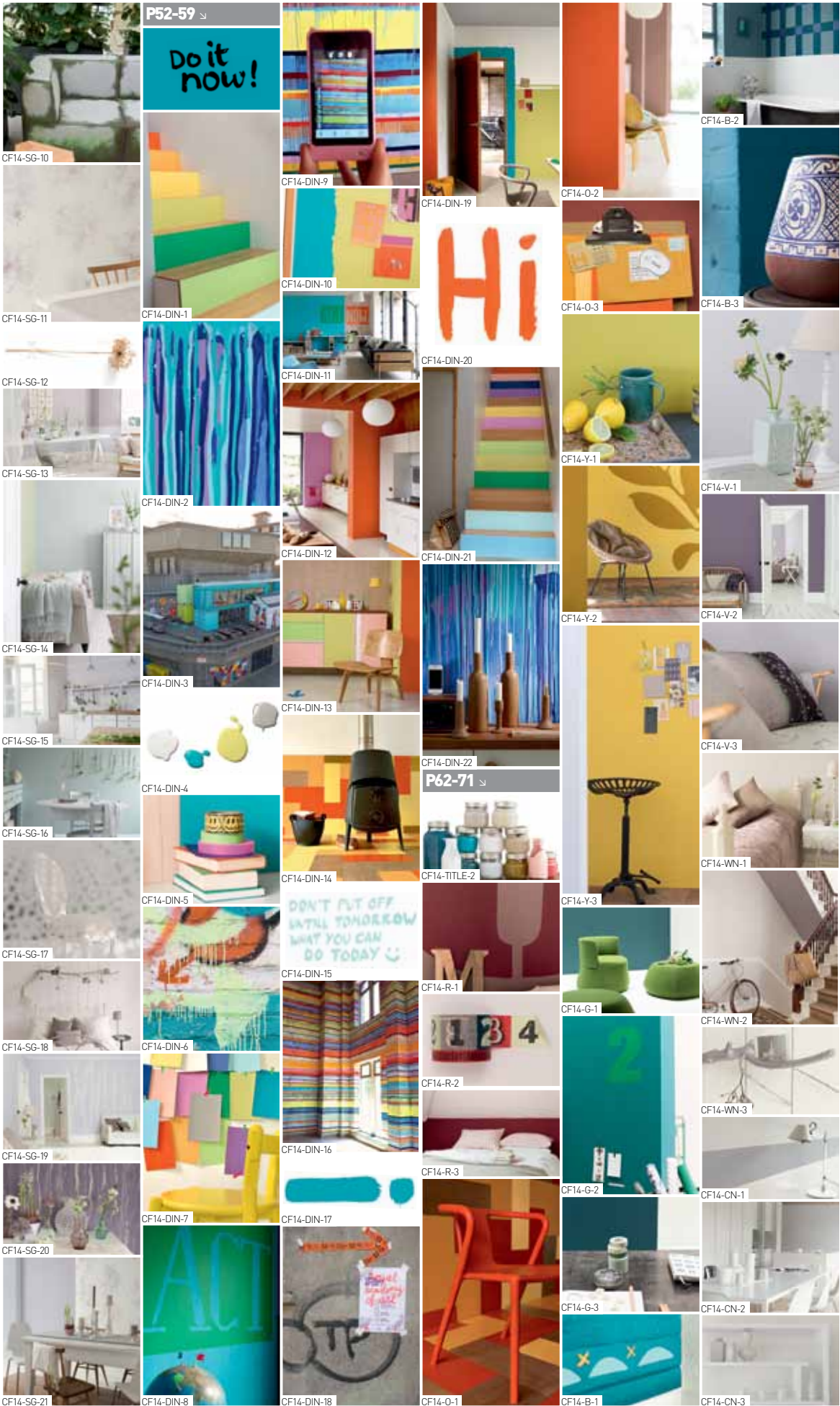
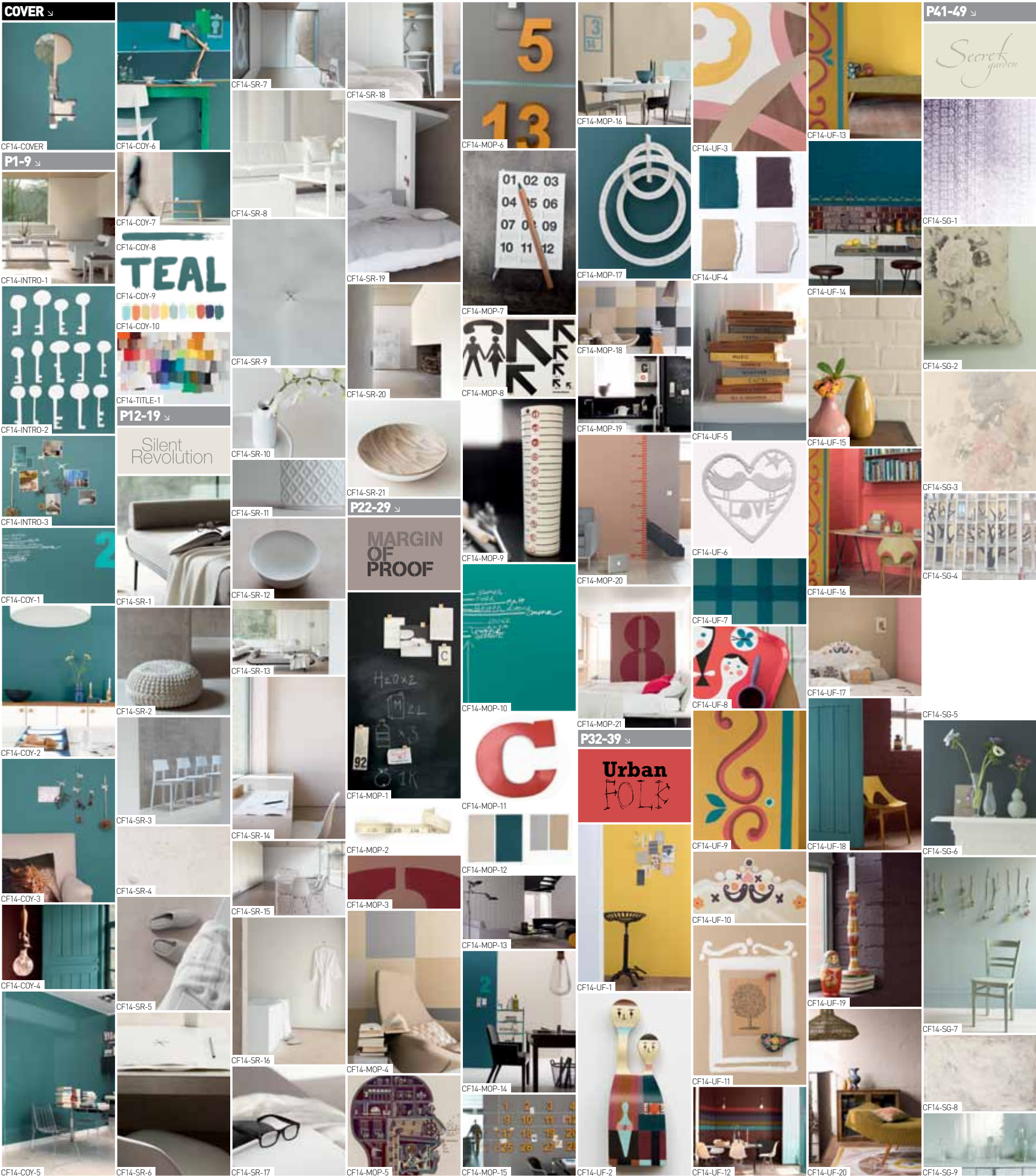
2011

2012

2013



# RESOURCES



Here you will find an index of the pictures that have been used in this publication.

For the online version of the book, please go to [www.colourfutures.com](http://www.colourfutures.com)





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