

RAL COLOUR-DNA



RAL 320 20 05 Lava black

A colour emanating from the depths of the earth. Molten rock the colour of the beginning of the world.



very low → very high

Communication

forward-looking	○ ● ○ ○ ○
animated	● ○ ○ ○ ○
human	● ○ ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ● ○ ○
charming	● ○ ● ○ ○
exotic	○ ○ ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 320 20 10 Obsidian red

Molten remnants of red set the tone. Only the subtlety of its differences is characteristic.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ○ ●

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ● ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ○ ● ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 20 15 Spinel violet

Violet graduating to black, in octahedron form, contained in marble, violet sets the tone.



very low → very high

Communication

forward-looking	○	○	○	●	○
animated	○	●	○	○	○
human	○	○	●	○	○
with a narrative	○	○	●	○	○
calming	○	○	○	●	○

Feelings

pleasant	○	○	●	○	○
sensitive	○	○	●	○	○
happy	○	●	○	○	○
melancholy	○	○	○	●	○
exciting	○	●	○	○	○

Senses

cool	○	●	○	○	○
dry	○	○	○	●	○
smooth	○	○	●	○	○
fragrant	○	○	○	●	○
soft	○	○	○	●	○

Charisma

glamorous	○	○	○	●	○
charming	○	○	●	○	○
exotic	○	○	○	●	○
extrovert	○	○	○	●	○
introvert	○	●	○	○	○

Function

certain	○	○	●	○	○
realistic	○	○	●	○	○
functional	○	○	○	●	○
activating	○	●	○	○	○
heavy	○	○	○	●	○

very low → very high

Sustainability

ecological	○	○	○	●	○
fresh	○	●	○	○	○
helpful	○	○	●	○	○
healing	○	○	●	○	○
long-term	○	○	○	○	●

External-Effect

admired	○	○	○	●	○
envied	○	○	●	○	○
trustworthy	○	○	●	○	○
surprising	○	○	○	●	○
interesting	○	○	○	○	●

Internal-Effect

sentimental	○	○	●	○	○
secretive	○	○	○	●	○
self-confident	○	○	○	●	○
distinguished	○	○	○	○	●
sexy	○	○	●	○	○

Perception of Quality

precious	○	○	○	●	○
discrete	○	○	○	●	○
universal	○	○	●	○	○
indifferent	○	○	●	○	○
rare	○	○	○	●	○

Symbolism

sensible	○	○	●	○	○
passionate	○	○	●	○	○
powerful	○	○	○	○	●
striking	○	○	○	●	○
expressionless	●	○	○	○	○

RAL COLOUR-DNA



RAL 320 20 20 Aubergine mauve

The intense colour envelops a delicious fruit whose flesh is coloured a delicate green.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ○ ● ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

very low → very high

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

very low → very high

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	○ ○ ○ ○ ●

very low → very high

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	○ ○ ○ ● ○

very low → very high

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

very low → very high

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

very low → very high

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

very low → very high

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ○ ○
indifferent	○ ● ○ ● ○
rare	○ ○ ○ ● ○

very low → very high

Symbolism	
sensible	○ ○ ● ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 20 25 Dark purple

A stone filled with glamour and glory. Rich with fire, dreams and stories.



very low → very high

Communication

forward-looking	○	○	●	○	○
animated	○	○	○	●	○
human	○	●	○	○	○
with a narrative	○	○	●	○	○
calming	○	○	○	●	○

Feelings

pleasant	○	○	●	○	○
sensitive	○	○	●	○	○
happy	○	●	○	○	○
melancholy	○	○	○	○	●
exciting	○	○	●	○	○

Senses

cool	○	●	○	○	○
dry	○	○	●	○	○
smooth	○	○	○	●	○
fragrant	○	●	○	○	○
soft	○	○	○	○	●

Charisma

glamorous	○	○	○	●	○
charming	○	●	○	○	○
exotic	○	○	○	●	○
extrovert	○	○	○	○	●
introvert	○	●	○	○	○

Function

certain	○	○	●	○	○
realistic	○	●	○	○	○
functional	○	●	○	○	○
activating	○	○	●	○	○
heavy	○	○	○	●	○

very low → very high

Sustainability

ecological	○	○	○	●	○
fresh	○	○	●	○	○
helpful	○	○	○	●	○
healing	○	○	○	●	○
long-term	○	○	○	○	●

External-Effect

admired	○	○	○	●	○
envied	○	○	●	○	○
trustworthy	○	○	●	○	○
surprising	○	○	●	○	○
interesting	○	○	○	○	●

Internal-Effect

sentimental	○	○	○	●	○
secretive	○	○	○	○	●
self-confident	○	○	○	●	○
distinguished	○	○	●	○	○
sexy	○	○	●	○	○

Perception of Quality

precious	○	○	○	●	○
discrete	○	○	●	○	○
universal	○	○	○	●	○
indifferent	○	○	○	●	○
rare	○	○	○	●	○

Symbolism

sensible	○	○	○	●	○
passionate	○	○	○	●	○
powerful	○	○	○	○	●
striking	○	○	○	●	○
expressionless	●	○	○	○	○

RAL COLOUR-DNA



RAL 320 30 05 Violet black

Another typical fruit colour, one that looks like it grew from a lacquer with a mirror finish.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ● ○ ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ○ ○ ●

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ○ ●
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 320 30 10 Stone violet

Kiln-fired bricks make any building façade weather-proof and colour-fast.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ○ ● ○
soft	○ ○ ○ ○ ●

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ○ ●
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ○ ●

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ○ ● ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 30 15 Amethyst dark violet

Multi-faceted, it is cut for jewellery that sparkles like glass with an oily sheen.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ● ○ ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ● ○ ○ ○
sexy	○ ○ ○ ● ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ● ○ ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 30 20 Dark blackberry

Blackberry picking was an adventure. The sweet, swollen berries that grow in the wild have the best flavour.

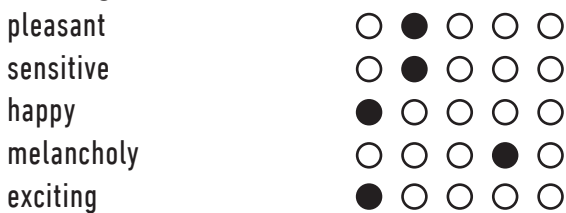


very low → very high

Communication



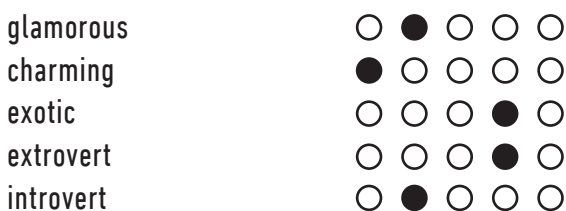
Feelings



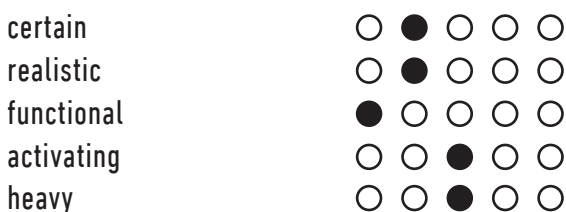
Senses



Charisma

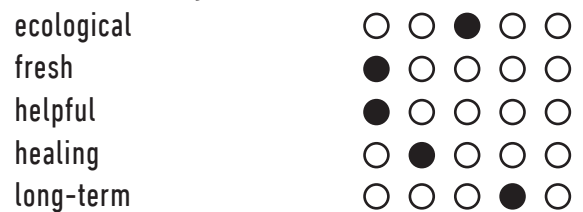


Function

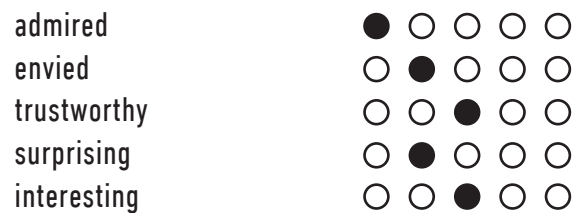


very low → very high

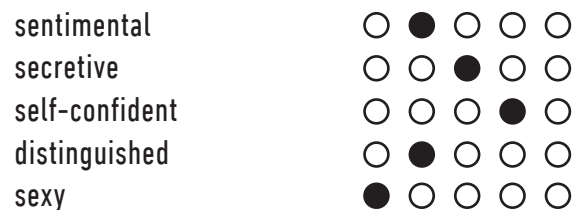
Sustainability



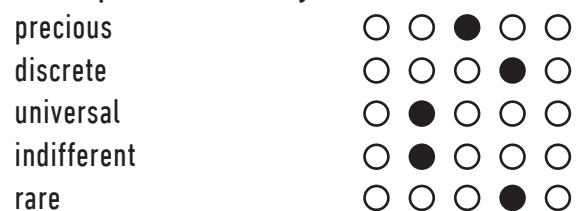
External-Effect



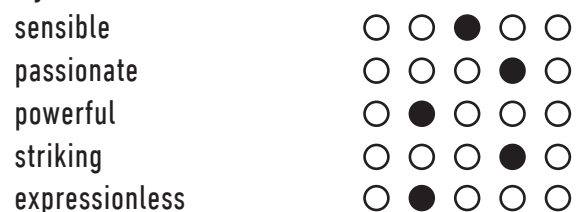
Internal-Effect



Perception of Quality



Symbolism



RAL COLOUR-DNA



RAL 320 30 25 Purpurite violet

As if it were pure purple, the stone reveals a noble chroma that fills people's hearts with pride.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	● ○ ○ ○ ○

Feelings	
pleasant	● ○ ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ● ○ ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ● ○ ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	● ○ ○ ○ ○
indifferent	● ○ ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ● ○ ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 30 30 Damson mauve

Eating the juiciest fruits straight from the tree is one of the most colourful and unforgettable pleasures of childhood summers.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 30 35 Grape purple

This colour tastes so delicious that once tried, it is never forgotten.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	● ○ ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ○ ○ ●
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ○ ●

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 30 37 Lounge violet

The classic colour of upscale hotel lobbies, high society concert halls, fine ladies with lorgnettes and sophisticated lifestyles.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ○ ● ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	○ ○ ● ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ○ ●
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ○ ○ ●
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 05 Slate mauve

Colours emerge through the deposit of flattened fossils through layers of quartz, mica, calcite and particle mixtures.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	● ○ ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ○ ●

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	● ○ ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	● ○ ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ○ ● ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 320 40 10 Olivine basalt

Similar in colour to obsidian and other volcanic rocks, with olivine inclusions.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	● ○ ○ ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ● ○ ○
striking	○ ● ○ ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 15

Antique grey

Containing an animating red-blue component to raise its value with the powerful effect of a natural patina.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 20 Basil mauve

Basil and its pretty flowers – the seasoning of fine cuisine.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ○ ●
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ○ ● ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ● ○ ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ○ ●

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 25 Gladiola violet

In every garden, the sturdy, soaring blooms are a high-light. The blue-violet flowers are a feast for the eyes.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ○ ●
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ○ ●

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 30

Cabbage blossom violet

Cabbage blossom makes a bright violet display. The vivid shade attracts over long distances, much to the delight of insects.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ○ ●
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ○ ○ ● ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 35 Lilac violet

The oft-celebrated lilac, important harbinger of better times, when the sun has us again.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ○ ●
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ○ ○ ●

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ○ ●
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 40 40 Violet purple

Time and time again, sacred colours break into the profane world: precious, hip and discernibly left-field.



very low → very high

Communication	
forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ○ ● ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ○ ● ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ○ ●
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 05 Grey violet

The unassuming shades are just as fascinating as the all too strident ones. But it is the sumptuously restrained ones that stay with us.



very low → very high

Communication

forward-looking	○	○	○	○	●
animated	○	○	○	●	○
human	○	○	○	●	○
with a narrative	○	○	●	○	○
calming	○	●	○	○	○

Feelings

pleasant	○	○	○	●	○
sensitive	○	○	○	●	○
happy	○	○	●	○	○
melancholy	○	●	○	○	○
exciting	●	○	○	○	○

Senses

cool	○	○	●	○	○
dry	○	○	○	●	○
smooth	○	○	○	●	○
fragrant	●	○	○	○	○
soft	○	○	○	●	○

Charisma

glamorous	●	○	○	○	○
charming	●	○	○	○	○
exotic	●	○	○	○	○
extrovert	○	●	○	○	○
introvert	○	○	○	●	○

Function

certain	○	○	○	●	○
realistic	○	○	○	○	●
functional	○	○	○	●	○
activating	○	○	●	○	○
heavy	○	○	○	●	○

very low → very high

Sustainability

ecological	●	○	○	○	○
fresh	●	○	○	○	○
helpful	●	○	○	○	○
healing	○	○	●	○	○
long-term	○	○	○	●	○

External-Effect

admired	●	○	○	○	○
envied	○	○	●	○	○
trustworthy	○	○	○	●	○
surprising	○	●	○	○	○
interesting	○	○	●	○	○

Internal-Effect

sentimental	○	●	○	○	○
secretive	○	○	●	○	○
self-confident	○	○	●	○	○
distinguished	○	○	○	●	○
sexy	○	●	○	○	○

Perception of Quality

precious	○	●	○	○	○
discrete	○	○	●	○	○
universal	○	○	●	○	○
indifferent	○	○	○	●	○
rare	○	●	○	○	○

Symbolism

sensible	○	○	●	○	○
passionate	●	○	○	○	○
powerful	○	●	○	○	○
striking	○	○	●	○	○
expressionless	○	○	●	○	○

RAL COLOUR-DNA



RAL 320 50 10 British grey mauve

Seasoned with a generous pinch of understated charm, this colour chimes perfectly with British tastes and deserves a round of applause.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	● ○ ○ ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ● ○ ○
indifferent	○ ○ ○ ● ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ● ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 15 Parma grey

A variation of "Parma mauve": the colour of relaxed introversion and timeless elegance.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	● ○ ○ ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	● ○ ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 20 Cyclamen

The blooms of the much-loved cyclamen sport this familiar shade.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ○ ●
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	● ○ ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 25 Poetry mauve

Poetry albums and their bindings, the book of books for girls to whom boys dedicated lovingly composed verses and pictures.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	○ ○ ● ○ ○

Function

certain	○ ● ○ ○ ○
realistic	● ○ ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ● ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 30 Viola grey

A once-in-a-century colour for individualists, separatists, aesthetes, prophets, journalists and protagonists.



very low → very high

Communication

forward-looking	○ ● ○ ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	● ○ ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ● ○ ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 35 Aster violetta

The colour of the "Ramblatt Aster". As an ornamental cultivar and in the wild where it grows along rivers and streams and in woodlands.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	● ○ ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ○ ● ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ● ○
introvert	○ ○ ● ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 50 40 Empire violet

Loved by potentates. Celebrated in the Napoleonic era. It is also a much-loved shade for the pomp de funèbre.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ○ ● ○ ○
charming	● ○ ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	● ○ ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ○ ●
fresh	○ ○ ● ○ ○
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ● ○ ○
envied	○ ○ ● ○ ○
trustworthy	● ○ ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ● ○ ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	● ○ ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 60 05 Aragonite grey

The stone gleams like glass. Deposits can be found in Spain and in the Erzberg region of Styria in Austria.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ○ ○ ●
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ● ○
trustworthy	○ ○ ○ ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 320 60 10 Chalk violet

A nuance quieter, barely emphasized elegance. An interesting cashmere and mohair colour, perfect for early autumn.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ● ○ ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 60 15 Amethyst grey violet

The subdued nuances take their place in the ranks of discreet shades. In this way, they accede to the desire for stillness.



very low → very high

Communication

forward-looking	○	○	○	○	●
animated	○	○	○	●	○
human	○	○	○	●	○
with a narrative	○	○	○	●	○
calming	○	○	●	○	○

Feelings

pleasant	○	○	○	○	●
sensitive	○	○	○	●	○
happy	○	○	●	○	○
melancholy	○	○	○	●	○
exciting	○	○	○	●	○

Senses

cool	○	●	○	○	○
dry	○	○	○	●	○
smooth	○	○	○	○	●
fragrant	○	○	○	●	○
soft	○	○	●	○	○

Charisma

glamorous	○	○	○	○	●
charming	○	○	○	●	○
exotic	○	○	○	○	●
extrovert	○	●	○	○	○
introvert	○	○	●	○	○

Function

certain	○	○	●	○	○
realistic	○	○	●	○	○
functional	○	○	○	●	○
activating	○	○	○	○	●
heavy	○	○	●	○	○

very low → very high

Sustainability

ecological	○	○	○	●	○
fresh	○	●	○	○	○
helpful	○	○	●	○	○
healing	○	○	●	○	○
long-term	○	○	○	○	●

External-Effect

admired	○	○	○	○	●
envied	○	○	○	●	○
trustworthy	○	○	●	○	○
surprising	○	○	○	○	●
interesting	○	○	○	●	○

Internal-Effect

sentimental	○	○	○	○	●
secretive	○	○	○	●	○
self-confident	○	○	○	●	○
distinguished	○	○	○	○	●
sexy	○	●	○	○	○

Perception of Quality

precious	○	○	○	●	○
discrete	○	○	●	○	○
universal	○	○	●	○	○
indifferent	○	●	○	○	○
rare	○	○	○	●	○

Symbolism

sensible	○	○	●	○	○
passionate	○	○	○	○	●
powerful	○	○	○	●	○
striking	○	○	●	○	○
expressionless	●	○	○	○	○

RAL COLOUR-DNA



RAL 320 60 20 Wonder violet

It feels at home in light-flooded, warm forests. Linné gave it its name: he was amazed that it grew different flowers in summer.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 60 25 Nightshade violet

The night violet likes to vegetate on the outskirts of civilization: preferably on street verges or railway embankments. Its scent enchants the evening.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

very low → very high

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ● ○ ○ ○

very low → very high

Senses	
cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

very low → very high

Charisma	
glamorous	○ ○ ○ ○ ●
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

very low → very high

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

very low → very high

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ○ ●

very low → very high

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

very low → very high

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

very low → very high

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 60 30

Lobby lilac

In high class hotels, the colour of the lobby has a greater power of attraction than any pianist.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ○ ● ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ● ○ ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 60 35 Blackberry sorbet

Refreshes the palate and the senses on hot summer days, when the wind barely stirs.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ○ ○ ●
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ○ ●
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	● ○ ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 320 70 05 Elderberry grey

The deep, vibrant colour of elderberries becomes cloudy as they are made into a creamy dessert.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ○ ●

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	○ ● ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ○ ● ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	● ○ ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 320 70 10 Bellflower violet

In the meadows between May and July, the flowers atop their long stems turn towards the sun.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ○ ●
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ○ ●

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ○ ●

Internal-Effect	
sentimental	○ ○ ○ ○ ●
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 70 15 Quartz violet

This shade is frequently found in rock crystals – often hidden in geodes contained in volcanic rock.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ○ ●
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ● ○ ○
introvert	○ ○ ● ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ○ ●
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ○ ●

Internal-Effect	
sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 70 20 Beach lilac

The mudflats on the North Sea and Baltic Sea coasts are home to the common beach lilac with its small blossoms.



	very low → very high
Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ○ ●
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ○ ●
happy	○ ○ ○ ● ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

	very low → very high
Sustainability	
ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ○ ●

Internal-Effect	
sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 70 25
Lilac pink

It decorates front gardens in big cities and small villages where lilac bushes in bloom usher in the month of May.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ○ ●
calming	● ○ ○ ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ●
melancholy	○ ○ ● ○ ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ○ ● ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 320 80 05 Light violet

A shade whose delicateness and transparency have adorned bodies for thousands of years.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ○ ●
with a narrative	○ ○ ○ ● ○
calming	● ○ ○ ○ ○

Feelings

pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ○ ●
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	● ○ ○ ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ○ ○ ● ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ● ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ● ○ ○ ○
distinguished	○ ● ○ ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

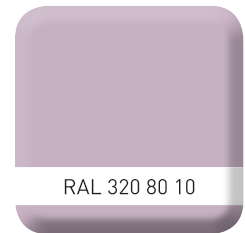
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ● ○ ○ ○
striking	○ ● ○ ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 80 10 Amethyst light violet

Amethyst is described as a compendium of violet because its depths reflect many different shades.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ○ ●
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ○ ●

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ○ ●
happy	○ ○ ○ ○ ●
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ○ ● ○
soft	● ○ ○ ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ○ ●

Function	
certain	○ ○ ○ ○ ●
realistic	○ ● ○ ○ ○
functional	● ○ ○ ○ ○
activating	○ ○ ● ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ○ ●
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ○ ●

Internal-Effect	
sentimental	○ ○ ○ ○ ●
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ○ ●

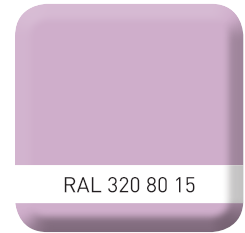
Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ● ○ ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 80 15 Cosmetic mauve

A chic powder puff colour. International and ageless thanks to its intelligent genes. Entry ticket to the opera, concerts and cabaret.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ○ ●
with a narrative	○ ○ ○ ○ ●
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ○ ●
happy	○ ○ ○ ○ ●
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ○ ○ ●
soft	○ ● ○ ○ ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	● ○ ○ ○ ○
realistic	● ○ ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ○ ●
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ● ○ ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ○ ● ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ● ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ○ ●

Symbolism

sensible	● ○ ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 85 05 Blackberry cream

The frothy shade is reminiscent of a light and creamy blackberry cream: An invitation to taste.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ● ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ○ ● ○
soft	● ○ ○ ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function	
certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	● ○ ○ ○ ○
activating	○ ● ○ ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ● ○ ○
envied	○ ○ ○ ● ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ● ○ ○ ○
distinguished	○ ○ ○ ● ○
sexy	○ ○ ● ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ● ○ ○ ○
passionate	○ ○ ● ○ ○
powerful	● ○ ○ ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 320 85 10 Ametrine quartz

A rare crystal in a pale shade. Its colouration is light, its texture appears soft and flattering.



very low → very high

Communication

forward-looking	○	○	○	●	○
animated	○	○	○	●	○
human	○	○	●	○	○
with a narrative	○	○	●	○	○
calming	○	○	○	●	○

Feelings

pleasant	○	○	○	○	●
sensitive	○	○	●	○	○
happy	○	○	○	●	○
melancholy	○	○	○	●	○
exciting	●	○	○	○	○

Senses

cool	○	○	●	○	○
dry	○	●	○	○	○
smooth	○	○	○	○	●
fragrant	○	○	○	●	○
soft	●	○	○	○	○

Charisma

glamorous	○	○	○	●	○
charming	○	○	●	○	○
exotic	○	●	○	○	○
extrovert	○	●	○	○	○
introvert	○	○	●	○	○

Function

certain	○	●	○	○	○
realistic	○	●	○	○	○
functional	●	○	○	○	○
activating	●	○	○	○	○
heavy	○	●	○	○	○

very low → very high

Sustainability

ecological	○	○	●	○	○
fresh	○	○	●	○	○
helpful	○	●	○	○	○
healing	○	●	○	○	○
long-term	○	○	○	●	○

External-Effect

admired	○	●	○	○	○
envied	○	○	●	○	○
trustworthy	○	○	●	○	○
surprising	○	●	○	○	○
interesting	○	○	●	○	○

Internal-Effect

sentimental	○	○	○	●	○
secretive	○	○	●	○	○
self-confident	○	○	●	○	○
distinguished	○	●	○	○	○
sexy	●	○	○	○	○

Perception of Quality

precious	○	○	○	●	○
discrete	○	○	○	●	○
universal	○	●	○	○	○
indifferent	○	●	○	○	○
rare	○	○	●	○	○

Symbolism

sensible	●	○	○	○	○
passionate	○	○	●	○	○
powerful	●	○	○	○	○
striking	○	●	○	○	○
expressionless	●	○	○	○	○

RAL COLOUR-DNA



RAL 320 90 05

Apatite pink

Formed as prismatic crystals, the mineral occurs in a range of colours from colourless to pink to red and green and glassy transparency.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ○ ○ ● ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	○ ● ○ ○ ○
soft	● ○ ○ ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ● ○ ○ ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○