

RAL 050 20 10 Granite brown

The colour of the granite is dark brown, almost black. A beautiful stone for sculptures and home interiors.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 20 16 Night brown

The eternally fashionable shade for men and women. Plain or pinstripe, in flannel, silk or cashmere.



Communication	very low → very high	Suctainability	very low → very high
forward-looking	000•0	Sustainability ecological	000•0
animated	00000	fresh	0000
human	0 • 0 0 0	helpful	0000
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \bullet \circ \circ \circ$
calming	00000	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	0000
sensitive	• 0 0 0 0	envied 	00000
happy	00000	trustworthy	00000
melancholy	$00 \bullet 00$	surprising interesting	
exciting	0 • 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	$\circ \bullet \circ \circ \circ$	sentimental	$\circ \circ \bullet \circ \circ$
dry	$\circ \circ \circ \bullet \circ$	secretive	$\circ \circ \circ \bullet \circ$
smooth	00000	self-confident	00000
fragrant	0000	distinguished	00000
soft	0000	sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	0000	precious	00000
charming	0 • 0 0 0	discrete	0000
exotic	0000	universal	0000
extrovert introvert	0 0 0 0 0	indifferent rare	
IIIIIOVEIL	•0000	laic	
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	0000	passionate	0000
functional	0000	powerful	00000
activating	00000	striking	0000
heavy	0000	expressionless	• 0 0 0 0



RAL 050 30 10 Obsidian brown

 $\ensuremath{\mathsf{A}}$ shiny, hard volcanic rock that splinters like glass. Used as a weapon in the pre-Bronze Age.



Communication	very low → very high	Suctainability	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 30 20 Tropical wood brown

Slow-growing wood from the tropics is used as a veneer on furniture, wall cladding etc. and in interior design.



Communication	very low → very high	Custoinohility	very low → very high
forward-looking	00000	Sustainability ecological	000•0
animated	0 • 0 0 0	fresh	• 0 0 0 0
human	\bullet \circ \circ \circ	helpful	\bullet 0 0 0 0
with a narrative	$00 \bullet 00$	healing	• 0 0 0 0
calming	00000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	\bullet \circ \circ \circ	envied	$\circ \circ \circ \bullet \circ$
happy	• 0 0 0 0	trustworthy 	0000
melancholy	00000	surprising	0 0 0 0 0
exciting	0 • 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	$\circ \circ \bullet \circ \circ$	sentimental	$\circ \circ \bullet \circ \circ$
dry	00000	secretive	0000
smooth	0000	self-confident	00000
fragrant soft	$0 \bullet 0 0 0$	distinguished	0000
2011		sexy	
Charisma		Perception of Quality	
glamorous	• 0 0 0 0	precious	00000
charming	0 • 0 0 0	discrete	00000
exotic extrovert	$00 \bullet 00$	universal indifferent	0 0 0 0 0
introvert	00000	rare	
mnovert		Tuic	
Function		Symbolism	
certain	0000	sensible	0 0 0 0
realistic	0000	passionate	0000
functional	00000	powerful	00000
activating	00000	striking	
heavy		expressionless	



RAL 050 30 30 Tobacco brown

Dark Brazilian cigars are this colour. It is synonymous with the "old" smoking culture.



Communication	very low → very high	Suctainability	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 30 36 Rosewood brown

Santos rosewood comes from South America. It has a very distinctive grain – prized as a "highly decorative" interior.



Communication	very low → very high	Sustainahility	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 40 10 Mocha black

A ceremonial colour, drunk from tiny cups. Starting point for a creative break accompanied by petits fours flavoured with honey, cardamom and cinnamon.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 40 20 Florentine brown

A sugary chocolate sweetmeat decorated with crunchy almonds: energy-boosting and delicious.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 40 30 Curry brown

The colour of warm spices, one that made spices from the Middle East known and loved in nearly every Western country.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 40 40 Madeira brown

The colour "Madeira", like the wine, originated on the "wood island" in the Atlantic Ocean. The colour is like that of a heavy aperitif wine.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 40 50 Autumn red

The forest changes its appearance. It takes on a lively, rebelliously red mantle.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 50 10 Teakwood brown

In its matt dullness, the wood reveals qualities of stability and design permanence.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0 • 0 0 0	ecological	00 • 00
animated	$\circ \bullet \circ \circ \circ$	fresh	\bullet \circ \circ \circ
human	\bullet 0 0 0 0	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	0000	healing	0 • 0 0 0
calming	$\circ \circ \circ \bullet \circ$	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \bullet \circ \circ \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	\bullet \circ \circ \circ	envied	$\circ \bullet \circ \circ \circ$
happy	\bullet \circ \circ \circ	trustworthy	$\circ \circ \circ \bullet \circ$
melancholy	\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc	surprising	\bullet 0 0 0 0
exciting	• 0 0 0 0	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	\bullet \circ \circ \circ	sentimental	\bullet \circ \circ \circ
dry	$\circ \circ \circ \circ \bullet$	secretive	$\circ \circ \bullet \circ \circ$
smooth	$\circ \bullet \circ \circ \circ$	self-confident	$\circ \circ \circ \bullet \circ$
fragrant	• 0 0 0 0	distinguished	• 0 0 0 0
soft	0000	sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	\bullet \circ \circ \circ	precious	$\circ \circ \bullet \circ \circ$
charming	\bullet 0 0 0 0	discrete	$\circ \circ \bullet \circ \circ$
exotic	$\circ \circ \circ \bullet \circ$	universal	0000
extrovert	0 • 0 0 0	indifferent	00000
introvert	00000	rare	0 • 0 0 0
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	$\circ \circ \circ \bullet \circ$	passionate	$\circ \bullet \circ \circ \circ$
functional	$\circ \circ \bullet \circ \circ$	powerful	$\circ \circ \circ \bullet \circ$
activating	$\circ \circ \bullet \circ \circ$	striking	$\circ \circ \circ \bullet \circ$
heavy	$\circ \circ \circ \circ \bullet$	expressionless	\bullet 0 0 0 0



RAL 050 50 20 Milk coffee brown

A classic colour – just like a Brazilian roast, medium strength with a splash of milk and a sprinkle of sugar.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 50 30 Golden brown

Layers of dust dull the gilded surface. It is like the spines of precious books.



Communication	very low → very high	Sustainahility	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 50 40 Copper-metal red

Rust-proof, red copper bands encircle Art Deco standard lamps made with Macore wood with calyx-shaped lampshades.



	very low → very high		very low → very high
Communication		Sustainability	
forward-looking	$\circ \bullet \circ \circ \circ$	ecological	$\circ \circ \circ \bullet \circ$
animated	$0 \bullet 0 0 0$	fresh	$\circ \bullet \circ \circ \circ$
human	$0 \bullet 0 0 0$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \bullet \circ \circ \circ$
calming	$\circ \circ \bullet \circ \circ$	long-term	$\circ \circ \bullet \circ \circ$
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	$0 \bullet 0 0 0$	envied	$\circ \circ \bullet \circ \circ$
happy	$0 \bullet 0 0 0$	trustworthy	$\circ \circ \circ \bullet \circ$
melancholy	$\circ \circ \circ \bullet \circ$	surprising	$\circ \bullet \circ \circ \circ$
exciting	0 • 0 0 0	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	\bullet 0 0 0 0	sentimental	$\circ \bullet \circ \circ \circ$
dry	$\circ \circ \circ \bullet \circ$	secretive	$\circ \bullet \circ \circ \circ$
smooth	$0 \bullet 0 0 0$	self-confident	$\circ \circ \bullet \circ \circ$
fragrant	$0 \bullet 0 0 0$	distinguished	$\circ \bullet \circ \circ \circ$
soft	00000	sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	\bullet 0 0 0 0	precious	$\circ \bullet \circ \circ \circ$
charming	\bullet 0 0 0 0	discrete	$\circ \bullet \circ \circ \circ$
exotic	$\circ \circ \bullet \circ \circ$	universal	$\circ \circ \bullet \circ \circ$
extrovert	$0 \bullet 0 0 0$	indifferent	$\circ \circ \bullet \circ \circ$
introvert	00 • 00	rare	• 0 0 0 0
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	$\circ \circ \bullet \circ \circ$
realistic	$\circ \circ \bullet \circ \circ$	passionate	$\circ \bullet \circ \circ \circ$
functional	$\circ \circ \bullet \circ \circ$	powerful	$\circ \circ \bullet \circ \circ$
activating	$\circ \bullet \circ \circ \circ$	striking	\bullet 0 0 0 0
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$\circ \circ \bullet \circ \circ$



RAL 050 50 50 Gold varnish brown

 $\ensuremath{\mathsf{A}}$ shade close to rose gold, this colour promises value and lasting substance.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0000	ecological	000•0
animated	0 • 0 0 0	fresh	• 0 0 0 0
human	0 • 0 0 0	helpful	0 • 0 0 0
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	$\circ \circ \bullet \circ \circ$	long-term	00000
Feelings		External-Effect	
pleasant	0000	admired	0 • 0 0 0
sensitive	0 • 0 0 0	envied	• 0 0 0 0
happy	0 • 0 0 0	trustworthy	0000
melancholy exciting	00000	surprising interesting	
exciting		interesting	
Senses		Internal-Effect	
cool	• 0 0 0 0	sentimental	$0 \bullet 0 0 0$
dry	0000	secretive	0000
smooth	0000	self-confident	0000
fragrant soft	0 • 0 0 0	distinguished sexy	• 0 0 0 0
3011		ЗЕЛУ	
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	0000
charming	• 0 0 0 0	discrete	0 • 0 0 0
exotic	0000	universal indifferent	0000
extrovert introvert	00000	rare	0 0 0 0 0
IIIIIOVEIL		laic	
Function		Symbolism	
certain	$\circ \circ \bullet \circ \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	0 • 0 0 0	passionate	0 • 0 0 0
functional	0000	powerful	0000
activating	0 • 0 0 0	striking	0 0 0 0 0
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$\circ \circ \bullet \circ \circ$



RAL 050 50 60 Titian red

The much-loved, flickering light cast by candles and lantern flames: mysterious guardian of the secrets of light and shade.



Camananniaatian	very low → very high	Custainahilitu	very low → very high
Communication forward-looking	0000	Sustainability ecological	0000
animated	0000	fresh	0 • 0 0 0
human	$\circ \circ \bullet \circ \circ$	helpful	0 • 0 0 0
with a narrative	$\circ \circ \circ \bullet \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	$\circ \bullet \circ \circ \circ$	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	0 • 0 0 0	envied	0 • 0 0 0
happy	0000	trustworthy · ·	00000
melancholy	0000	surprising	0000
exciting	• 0 0 0 0	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	0000	sentimental 	0000
dry	00000	secretive	0 • 0 0 0
smooth	$00 \bullet 00$	self-confident	00000
fragrant soft	00000	distinguished sexy	
3011		JUNY	
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	00000
charming	0 • 0 0 0	discrete	00000
exotic	00000	universal	0000
extrovert	0 • 0 0 0	indifferent	0000
introvert	00000	rare	0 • 0 0 0
Function		Symbolism	
certain	$\circ \circ \bullet \circ \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	$\circ \circ \bullet \circ \circ$	passionate	$\circ \circ \bullet \circ \circ$
functional	0 • 0 0 0	powerful	00000
activating	0000	striking	0000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 050 50 70 Poppy red

This colour, stirred gently by the breeze, is pure poetry.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00000	ecological	000•0
animated	00000	fresh	
human	00000	helpful	0000
with a narrative	0000	healing	0000
calming	• 0 0 0 0	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	$\circ \bullet \circ \circ \circ$	envied	$\circ \bullet \circ \circ \circ$
happy	$\circ \circ \bullet \circ \circ$	trustworthy	$\circ \circ \circ \bullet \circ$
melancholy	0 0 0 0	surprising	$\circ \bullet \circ \circ \circ$
exciting	00000	interesting	0000
Senses		Internal-Effect	
cool	\bullet 0 0 0 0	sentimental	$\circ \circ \bullet \circ \circ$
dry	00000	secretive	0 • 0 0 0
smooth	0000	self-confident	0000
fragrant	0000	distinguished	0000
soft	00000	sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	$\circ \bullet \circ \circ \circ$	precious	$\circ \circ \circ \bullet \circ$
charming	$\circ \circ \bullet \circ \circ$	discrete	$\circ \circ \bullet \circ \circ$
exotic	$\circ \circ \circ \bullet \circ$	universal	$\circ \bullet \circ \circ \circ$
extrovert	$0 \bullet 0 0 0$	indifferent	\bigcirc
introvert	00000	rare	0 • 0 0 0
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	00000
realistic	$\circ \circ \bullet \circ \circ$	passionate	$\circ \circ \circ \bullet \circ$
functional	$\circ \circ \bullet \circ \circ$	powerful	$\circ \circ \bullet \circ \circ$
activating	$\circ \bullet \circ \circ \circ$	striking	$\circ \circ \bullet \circ \circ$
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$\circ \bullet \circ \circ \circ$



RAL 050 50 78 Persian orange

This colour wears its heart on its sleeve: one made from finely spun oriental silk, turning exotic arabesques against a background of shot gold.



very low → very high		very low → very high
Communication	Sustainability	
forward-looking OOOO	ecological	00000
animated O O O	fresh	00000
human OOOO	helpful	0000
with a narrative	healing	0000
calming O • O O	long-term	00000
Feelings	External-Effect	
pleasant OOOO	admired	$\circ \circ \circ \bullet \circ$
sensitive O O O	envied	$\circ \circ \bullet \circ \circ$
happy $\bigcirc \bullet \bigcirc \bigcirc$	trustworthy	$\circ \circ \bullet \circ \circ$
melancholy ○ ○ ● ○ ○	surprising	$\circ \bullet \circ \circ \circ$
exciting O • O O	interesting	$\circ \circ \bullet \circ \circ$
Senses	Internal-Effect	
cool • O O O	sentimental	$\circ \circ \bullet \circ \circ$
dry ○ ○ ○ ● ○	secretive	$\circ \circ \bullet \circ \circ$
smooth O O O	self-confident	$\circ \circ \bullet \circ \circ$
fragrant O O • O	distinguished	$0 \bullet 0 0 0$
soft ○ ○ ● ○ ○	sexy	\bullet \circ \circ \circ
Charisma	Perception of Quality	
glamorous O • O O	precious	00 • 00
charming ○ ○ ● ○ ○	discrete	00000
exotic O O O	universal	$\circ \bullet \circ \circ \circ$
extrovert O O • O	indifferent	$\circ \circ \bullet \circ \circ$
introvert ○ ○ ● ○ ○	rare	$\circ \bullet \circ \circ \circ$
Function	Symbolism	
certain O O • O	sensible	00 • 00
realistic O O O	passionate	00000
functional O O O	powerful	0000
activating OOO		
	striking	$\circ \bullet \circ \circ \circ$



RAL 050 60 10 Ecru ochre

The surface appears calm. Its colour is like the natural tones found in stone and sand for interior and exterior spaces.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 60 20 Caramel brown

The typical shade of caramelized sugar. Loved by children and adults.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00 • 00	ecological	000•0
animated	$\circ \circ \bullet \circ \circ$	fresh	$\circ \bullet \circ \circ \circ$
human	$\circ \bullet \circ \circ \circ$	helpful	\bullet \circ \circ \circ
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	00000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	00000	envied	0 • 0 0 0
happy	0 • 0 0 0	trustworthy 	0000
melancholy	00000	surprising intersecting	0 • 0 0 0
exciting	0 • 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	• 0 0 0 0	sentimental	0 • 0 0 0
dry	00000	secretive	00000
smooth	0 • 0 0 0	self-confident	0 • 0 0 0
fragrant soft	$0 \bullet 0 0 0$	distinguished	0 0 0 0 0
2011		sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	• 0 0 0 0	precious	00000
charming	0 • 0 0 0	discrete	0000
exotic extrovert	0000	universal indifferent	0 0 0 0 0
introvert	$0 \bullet 0 0 0$	rare	
IIIIIOVEIL		laic	
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	0000	passionate	• 0 0 0 0
functional	0000	powerful	0000
activating	• 0 0 0 0	striking	0 0 0 0 0
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 050 60 30 Medium brown

This colour is often seen in cities and in villages and in the countryside. It is a pure feeling of security.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 60 40 Apricot brown

Apricots flourish in sub-tropical climes. Their flavour is sweetly astringent.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0000	ecological	000•0
animated	$\circ \circ \bullet \circ \circ$	fresh	$\circ \circ \bullet \circ \circ$
human	$\circ \bullet \circ \circ \circ$	helpful	00000
with a narrative	$\circ \bullet \circ \circ \circ$	healing	$\circ \bullet \circ \circ \circ$
calming	$\circ \circ \bullet \circ \circ$	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	0000	envied 	0000
happy	0 • 0 0 0	trustworthy	00000
melancholy	00000	surprising intersecting	0000
exciting	• 0 0 0 0	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	\bullet \circ \circ \circ	sentimental	$\circ \circ \bullet \circ \circ$
dry	0000	secretive	0 • 0 0 0
smooth	00000	self-confident	0000
fragrant soft	0000	distinguished	00000
SUIL	0000	sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	0000
charming	0000	discrete	00000
exotic extrovert	00000	universal indifferent	00000
introvert	0 • 0 0 0	rare	$0 \bullet 0 0 0$
merovere		Tare	
Function		Symbolism	
certain	0000	sensible	00000
realistic	0000	passionate	0 • 0 0 0
functional	0 • 0 0 0	powerful	0000
activating	00000	striking	0 0 0 0 0
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$0 \bullet 0 0 0$



RAL 050 60 50 Orange yellow

This exotic fruit is much-loved all year round. However, the flavour of winter oranges is superior to that of summer fruits.



	very low → very high		very low → very high
Communication		Sustainability	
forward-looking	0000	ecological	00000
animated	00000	fresh	00000
human	00000	helpful	0 0 0 0 0
with a narrative	0000	healing	0 0 0 0 0
calming	0 • 0 0 0	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	$\circ \circ \bullet \circ \circ$	envied	$\circ \circ \bullet \circ \circ$
happy	$\circ \circ \circ \bullet \circ$	trustworthy	$\circ \circ \circ \bullet \circ$
melancholy	$\circ \bullet \circ \circ \circ$	surprising	$\circ \circ \circ \bullet \circ$
exciting	$\circ \circ \circ \bullet \circ$	interesting	$\circ \circ \bullet \circ \circ$
Senses		Internal-Effect	
cool	\bullet 0 0 0 0	sentimental	$\circ \circ \bullet \circ \circ$
dry	$\circ \circ \bullet \circ \circ$	secretive	$\circ \circ \circ \bullet \circ$
smooth	$\circ \circ \circ \bullet \circ$	self-confident	$\circ \bullet \circ \circ \circ$
fragrant	$\circ \circ \bullet \circ \circ$	distinguished	$\circ \bullet \circ \circ \circ$
soft	$\circ \circ \bullet \circ \circ$	sexy	$\circ \bullet \circ \circ \circ$
Charisma		Perception of Quality	
glamorous	$\circ \circ \circ \bullet \circ$	precious	$\circ \circ \bullet \circ \circ$
charming	$\circ \circ \circ \bullet \circ$	discrete	$\circ \circ \bullet \circ \circ$
exotic	$\circ \circ \circ \bullet \circ$	universal	$000 \bullet 0$
extrovert	$\circ \circ \bullet \circ \circ$	indifferent	$\circ \bullet \circ \circ \circ$
introvert	$\circ \bullet \circ \circ \circ$	rare	$\circ \bullet \circ \circ \circ$
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	00000
realistic	0000	passionate	0000
functional	0000	, powerful	0 • 0 0 0
activating	00000	striking	00000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 050 60 60 Camel red

Once upon a time russet-brown was a widely used material for coats and blankets.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0000	ecological	000•0
animated	00000	fresh	0000
human	00000	helpful	
with a narrative	0000	healing	
calming	0 • 0 0 0	long-term	
Feelings		External-Effect	
pleasant	00000	admired	0000
sensitive	0 • 0 0 0	envied 	00000
happy	0000	trustworthy 	0000
melancholy	• 0 0 0 0	surprising	0 • 0 0 0
exciting	$\circ \circ \bullet \circ \circ$	interesting	00000
Senses		Internal-Effect	
cool	\bullet 0 0 0 0	sentimental	$\circ \circ \circ \bullet \circ$
dry	$\circ \circ \circ \bullet \circ$	secretive	$\circ \circ \bullet \circ \circ$
smooth	$\circ \circ \circ \bullet \circ$	self-confident	$\circ \bullet \circ \circ \circ$
fragrant	$\circ \bullet \circ \circ \circ$	distinguished	$\circ \bullet \circ \circ \circ$
soft	$\circ \circ \bullet \circ \circ$	sexy	$\circ \circ \bullet \circ \circ$
Charisma		Perception of Quality	
glamorous	0000	precious	$\circ \circ \circ \bullet \circ$
charming	$\circ \circ \bullet \circ \circ$	discrete	$00 \bullet 00$
exotic	$\circ \circ \bullet \circ \circ$	universal	$0 \bullet 0 0 0$
extrovert	$\circ \circ \circ \bullet \circ$	indifferent	$0 \bullet 0 0 0$
introvert	\bullet \circ \circ \circ	rare	$\circ \circ \bullet \circ \circ$
Function		Symbolism	
certain	00000	sensible	00 • 00
realistic	00000	passionate	0000
functional	0000	powerful	
activating	00000	striking	00000
heavy	00000	expressionless	• 0 0 0 0
nout y		CAPICOOIOIICOO	- 0 0 0 0



RAL 050 60 70 Carrot orange

Raw or cooked - carrots belong on the menu for children and adults.



Communication	very low → very high	Custainahilitu	very low → very high
Communication forward-looking	000•0	Sustainability ecological	000•0
animated	00000	fresh	00000
human	0000	helpful	00000
with a narrative	$\circ \circ \circ \bullet \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	• 0 0 0 0	long-term	0000
Feelings		External-Effect	
pleasant	$\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc$	admired	00000
sensitive	0000	envied	0000
happy melancholy	00000	trustworthy surprising	0 0 0 0 0
exciting		interesting	
o voicing		morosmy	
Senses	• • • • •	Internal-Effect	
cool	• 0 0 0 0	sentimental secretive	0000
dry smooth	00000	self-confident	
fragrant	0000	distinguished	0 • 0 0 0
soft	0000	sexy	0 0 • 0 0
Charisma		Perception of Quality	
glamorous	0000	precious	0000
charming	$\circ \circ \bullet \circ \circ$	discrete	$\circ \circ \circ \bullet \circ$
exotic	$\circ \circ \circ \bullet \circ$	universal	$\circ \circ \bullet \circ \circ$
extrovert	0000	indifferent	0 • 0 0 0
introvert	• 0 0 0 0	rare	00000
Function		Symbolism	
certain	00000	sensible	00000
realistic	0000	passionate	00000
functional activating	00000	powerful striking	
heavy	0000	expressionless	0000
nouty		CAPI COOIOIICOO	• 0 0 0 0



RAL 050 60 80 Gerbera red

A clear shade of red that with every bloom lends its cheerful radiance and joy to a colourful bouquet.



	very low → very high		very low → very high
Communication	0 0 0 0 0	Sustainability	
forward-looking animated	00000	ecological fresh	
human	00000	helpful	
with a narrative	0000	healing	
calming	• 0 0 0 0	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \circ \bullet$
sensitive	0000	envied	00000
happy	0000	trustworthy 	0 • 0 0 0
melancholy	• 0 0 0 0 0 0 0 •	surprising	00000
exciting	0000	interesting	0000
Senses		Internal-Effect	
cool	• 0 0 0 0	sentimental 	00000
dry	0000	secretive	0000
smooth	$0 \bullet 0 0 0$	self-confident distinguished	
fragrant soft	00000	sexy	
0011		OUN	
Charisma		Perception of Quality	
glamorous	0000	precious	00000
charming	00000	discrete	0000
exotic extrovert	00000	universal indifferent	0000
introvert	00000	rare	
mirovert		Tate	
Function		Symbolism	
certain	$\circ \circ \circ \circ \bullet$	sensible	$\circ \bullet \circ \circ \circ$
realistic	00000	passionate	0000
functional	0000	powerful	0000
activating	00000	striking	00000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 050 70 10 Bamboo beige

Depending on where it comes from and how it is used, this colour is an integral part of the world of interior design.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 70 20 Amber grey

From yellow to dark brown, from amber to red and blue: the gemstone has many facets and even more ardent admirers.



Communication	very low → very high	Sustainahility	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 70 30 Sienna ochre

The famous colour, named after the town of Sienna. It is burnt in our memory.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00 • 00	ecological	00 • 00
animated	$\circ \circ \circ \bullet \circ$	fresh	$\circ \bullet \circ \circ \circ$
human	$\circ \circ \circ \bullet \circ$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	\bullet \circ \circ \circ
calming	00000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	$\circ \bullet \circ \circ \circ$	envied	$\circ \bullet \circ \circ \circ$
happy	$\circ \bullet \circ \circ \circ$	trustworthy	$\circ \circ \circ \bullet \circ$
melancholy	00000	surprising	0000
exciting	0 • 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	\bullet 0 0 0 0	sentimental	$\circ \circ \bullet \circ \circ$
dry	00000	secretive	00000
smooth	0 • 0 0 0	self-confident	$0 \bullet 0 0 0$
fragrant	0000	distinguished	• 0 0 0 0
soft	0 • 0 0 0	sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	00000
charming	$\circ \circ \bullet \circ \circ$	discrete	$0 \bullet 0 0 0$
exotic	00000	universal	0000
extrovert	0000	indifferent	• 0 0 0 0
introvert	0 • 0 0 0	rare	0 • 0 0 0
Function		Symbolism	
certain	$\circ \circ \bullet \circ \circ$	sensible	$\circ \circ \bullet \circ \circ$
realistic	\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc	passionate	
functional	00000	powerful	0 • 0 0 0
activating	0 • 0 0 0	striking 	0 0 0 0 0
heavy	$\circ \circ \bullet \circ \circ$	expressionless	\bullet 0 0 0 0



RAL 050 70 40 Light amber orange

The leaves and wood of the American Sweet Gumtree are pale orange-brown.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 70 50 Melon red

The colour of ripe melons challenges the taste buds to enjoy a juicy treat.



Communication	very low → very high	Suctainability	very low → very high
forward-looking animated human with a narrative calming		Sustainability ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 70 60 Mango orange

The fruits are orange-red and temptingly juicy.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00000	ecological	0000
animated	0000	fresh	$000 \bullet 0$
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \circ \circ \bullet$
calming	$0 \bullet 0 0 0$	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \circ \circ \circ \bullet$
sensitive	$\circ \circ \bullet \circ \circ$	envied	$\circ \circ \circ \bullet \circ$
happy	$\circ \circ \circ \circ \bullet$	trustworthy	$\circ \bullet \circ \circ \circ$
melancholy	• 0 0 0 0	surprising	00000
exciting	00000	interesting	00000
Senses		Internal-Effect	
cool	$0 \bullet 0 0 0$	sentimental	$\circ \circ \circ \bullet \circ$
dry	\bullet 0 0 0 0	secretive	$\circ \bullet \circ \circ \circ$
smooth	$0 0 \bullet 0 0$	self-confident	0000
fragrant	00000	distinguished	0 0 0 0 0
soft	0000	sexy	0000
Charisma		Perception of Quality	
glamorous	$\circ \circ \circ \circ \bullet$	precious	$\circ \circ \bullet \circ \circ$
charming	0000	discrete	00000
exotic	0000	universal	00000
extrovert	0000	indifferent	0 0 0 0 0
introvert	• 0 0 0 0	rare	00000
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	\bullet 0 0 0 0
realistic	\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc	passionate	\bigcirc
functional	0 • 0 0 0	powerful	0 • 0 0 0
activating	0000	striking 	0000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	\bullet 0 0 0 0



RAL 050 80 10 Pale sienna

Sienna brown shines this colour when viewed in bright sunlight.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 80 20 Soft orange

A classic skin tone that makes people attractive and happy at the same time.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00 • 00	ecological	000•0
animated	$\circ \bullet \circ \circ \circ$	fresh	00000
human	$\circ \circ \circ \bullet \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \circ \bullet \circ$
calming	00000	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	$\circ \circ \circ \bullet \circ$	envied .	$\circ \circ \circ \bullet \circ$
happy	0000	trustworthy 	0000
melancholy	0000	surprising	0000
exciting	0 • 0 0 0	interesting	00000
Senses		Internal-Effect	
cool	• 0 0 0 0	sentimental	00000
dry	00000	secretive	0000
smooth	0000	self-confident	0000
fragrant soft	00000	distinguished	0000
2011		sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	0000	precious	0000
charming	0000	discrete	0000
exotic extrovert	00000	universal indifferent	00000
introvert	0 0 0 0	rare	$0 \bullet 0 0 0$
merovere		Tate	
Function		Symbolism	
certain	$\circ \bullet \circ \circ \circ$	sensible	$\circ \circ \bullet \circ \circ$
realistic	0000	passionate	00000
functional	0 • 0 0 0	powerful	0 • 0 0 0
activating	0000	striking	0000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	$\circ \bullet \circ \circ \circ$



RAL 050 80 30 Pallid orange

Along with black piano lacquer, this lascivious shade of pale orange was part of the repertoire of the Art Decomovement.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 85 05 Ocean sand

It does exist – this soft shade of sand that sprinkles its elegant colour around like powder.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0 • 0 0 0	ecological	00 • 00
animated	0000	fresh	0 • 0 0 0
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	0 • 0 0 0	long-term	00 • 00
Feelings		External-Effect	
pleasant	$\circ \bullet \circ \circ \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	$\circ \circ \bullet \circ \circ$	envied	$\circ \bullet \circ \circ \circ$
happy	0000	trustworthy 	0 0 0 0 0
melancholy	00000	surprising intersecting	0000
exciting	• 0 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	0000
dry	0 • 0 0 0	secretive	0000
smooth	00000	self-confident	00000
fragrant soft	0000	distinguished sexy	0 0 0 0 0
3011		Зелу	
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	00000
charming	0000	discrete	0000
exotic extrovert	0 0 0 0 0	universal indifferent	0 • 0 0 0
introvert		rare	0 0 0 0 0
THE OFFICE		Turo	
Function		Symbolism	
certain	0 0 0 0 0	sensible	0 0 0 0 0
realistic	• 0 0 0 0	passionate	0000
functional	• 0 0 0 0	powerful	0 • 0 0 0
activating heavy	0 0 0 0 0	striking expressionless	
neavy		evhicosiniiress	• 0 0 0 0



RAL 050 85 10 Pure beige

Applying a mere hint of colour is often more effective than slathering it on from a big pot.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 85 20 Biscuit cream

Snacking on this colour is one of life's great pleasures. The ability to resist is evidence of too much self-discipline.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 90 05 Eggshell white

A chalky white with a biologically soft appearance that adds definition to the oval body.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 90 10 Light peach rose

The palest shade in the colour scale of peachy tones that ranges all the way to bright red.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	



RAL 050 93 05 Tulle white

Our interpretation of this shade is a transparent, slightly subdued neutral white with a stable texture.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative		ecological fresh helpful healing	
calming	0000	long-term	0 • 0 0 0
Feelings pleasant sensitive happy melancholy exciting		External-Effect admired envied trustworthy surprising interesting	
Senses cool dry smooth fragrant soft		Internal-Effect sentimental secretive self-confident distinguished sexy	
Charisma glamorous charming exotic extrovert introvert		Perception of Quality precious discrete universal indifferent rare	
Function certain realistic functional activating heavy		Symbolism sensible passionate powerful striking expressionless	