

**RETHINK+**  
**CREATE**  
HARMONIOUS  
SENSUAL  
HUMANE  
FLEXIBLE  
LONG-LASTING



Subscribe to the RAL  
Newsletter for updates!

ISBN 978-3-00-067014-5

RAL COLOUR  
FEELING 2021+

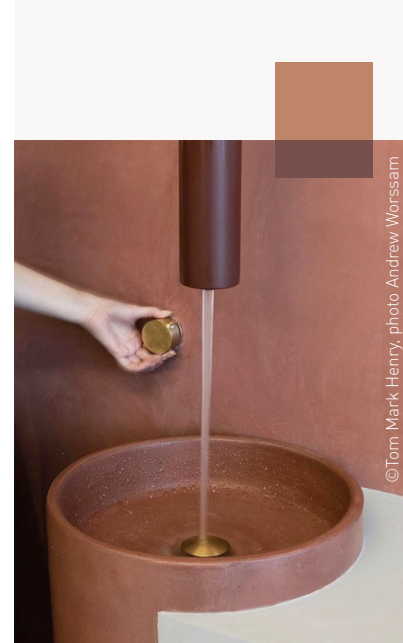




# 2021+



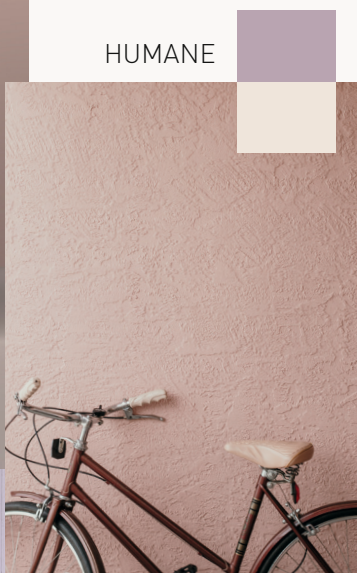
LONG-LASTING



SENSUAL



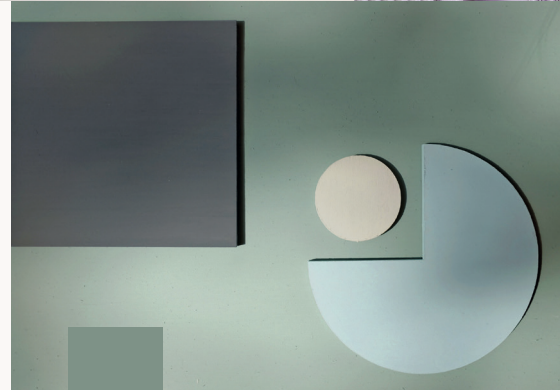
HUMANE



FLEXIBLE



HARMONIOUS



**reThink** stands for humane use of colour which is easy to implement.

With **reThink** we are providing designers and architects with a 15-part colour space. The shades selected are very well-suited to product design/architecture and flexible so they can be adapted to a range of requirements.

The colour range invites you to feel, think, rethink and combine freely. Polarities - such as natural/artificial or monumental/delicate - complement each other in this unobtrusively inspiring colour space.

The colours may differ from the original RAL sample due to printing.

	RAL 040 70 10 Mohair mauve
	RAL 040 80 05 Natural silk grey
	RAL 070 90 05 Off white
	RAL 085 80 30 Moonlight yellow
	RAL 085 70 20 Feldspar grey
	RAL 095 80 10 Sapphire light yellow
	RAL 030 40 20 Cranberry red
	RAL 050 60 30 Medium brown
	RAL 110 70 10 Chinese tea green
	RAL 160 60 10 Slate green
	RAL 310 80 10 Powder viola
	RAL 340 70 10 Buckwheat mauve
	RAL 240 40 05 Blue anthracite
	RAL 220 70 10 Mohair soft blue grey
	RAL 220 80 05 Pastel blue

With the RAL DESIGN SYSTEM *plus* the colour selection can easily be varied and expanded.

**reThink** is the impulse for a society where empathy and humane objectives are important in a networked and unpredictable world, we see an increased orientation towards values of mindfulness and holistic prudence. Creativity and a creative drive are combined with a growing holistic sense of responsibility on a global and individual level.

Subtle, variable colours and sensual surfaces create a balance to the digitalization and sensory overload of everyday life. The range is characterized by a reserved, changeable colourfulness. Matt shades reminiscent of lime paint and chromatic shadowy tones create versatile applicable harmonies. Selected shade-in-shade combinations modulate empty spaces discreetly. Thanks to mainly light to medium tonalities, the overall impression is light and yet solid. Materials inspired by clay, stone, loam and sturdy plasters provide strength and sensitive textures. By using light, transparencies and soft graduations an airy atmosphere is created. Despite being unobtrusive, surface and product designs appear imaginative, personal and approachable.

Further **background information** on the trend report can be found on the website. The ASE colour libraries and RGB, HEX and CMYK values are also available there.

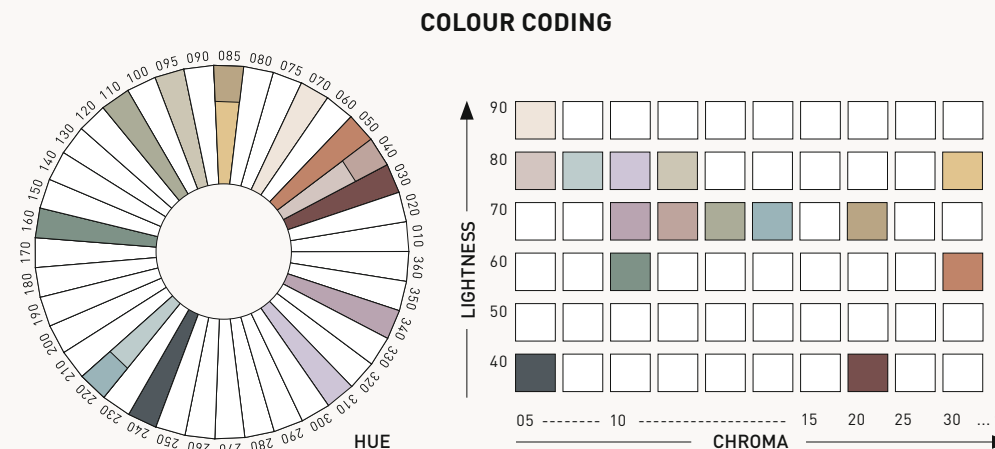
[www.raldesignplus.de/en/colour-feeling/](http://www.raldesignplus.de/en/colour-feeling/)



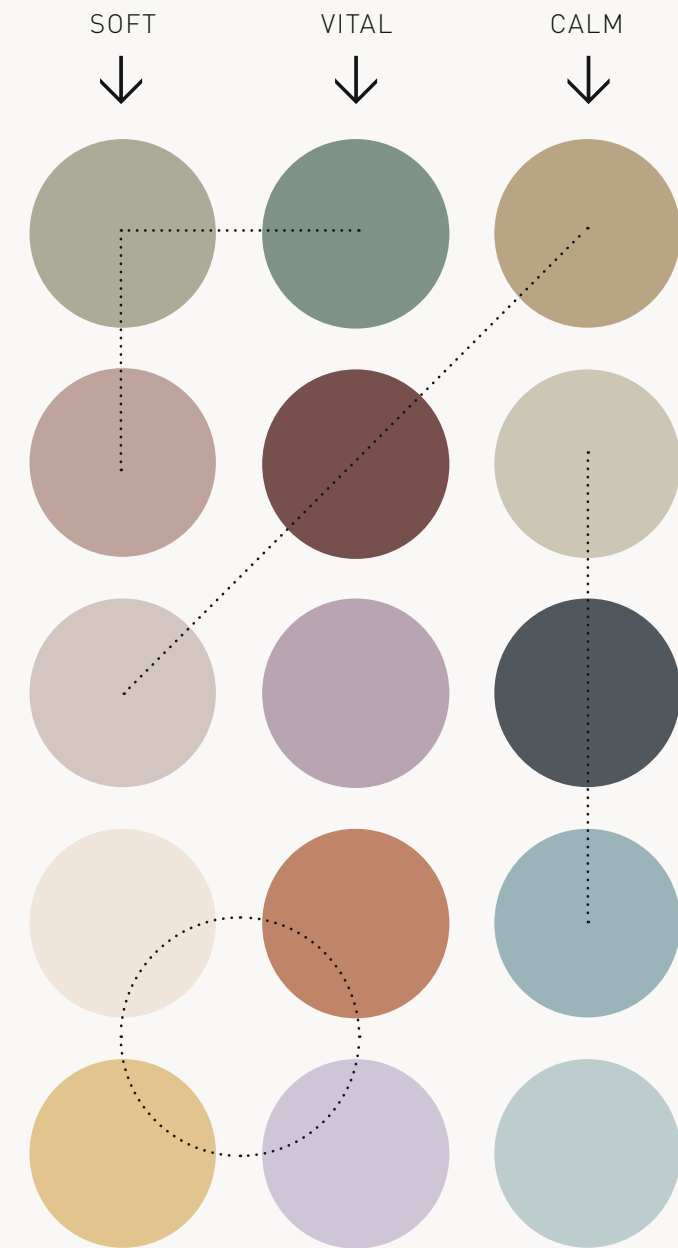
## COMBINATIONS

The colour combinations provide inspirations for designing new living spaces between living and working, local and global, action and regeneration.

FUNCTIONAL				<b>work</b> focused clear simple cooling
NARRATIVE				<b>communicate</b> accessible connective diversified warming
ETHICALLY				<b>regenerate</b> relaxed natural balancing gentle
MYSTICAL				<b>reflect</b> exciting inspiring dreamy mysterious
SENSUAL				<b>feel</b> physical soft emotional tactile
PLAYFUL				<b>experiment</b> dynamic innovative optimistic stimulating



## COLOUR MATRIX



RAL TREND 2021+

In order to provide significant sustainability, an easy combinability and longevity become key requirements for design. **reThink** encourages the creation of spaces and products that create long-

term added value. We call the confrontation with the current topics of our times and their colours **reThink**. The result is a colour world with the challenge to all to integrate it into their projects: **CREATE!**

## COLOUR, MATERIAL, TEXTURE

Appealing colours and sensual surfaces create a positive relation to our surroundings.



All the shades in the **reThink** colour scheme can be combined with each other.

### IMPRINT

RAL gemeinnützige GmbH  
Fränkische Straße 7  
53229 Bonn, Germany  
Telephone: +49 228 68895 120  
E-Mail: [colourfeeling@ral.de](mailto:colourfeeling@ral.de)

Project team: Institute Colour Research Design  
Livia Baum, Beate Breitenstein, Markus Frentrop, Sabine Hirsch,  
Martin Kern, Timo Rieke, Alina Scharthner, Markus Schlegel,  
Jutta Werner, Melanie Zitzke

[FACEBOOK.COM/RALCOLOURS](https://www.facebook.com/ralcolours)  
[INSTAGRAM.COM/RALCOLOURS\\_OFFICIAL](https://www.instagram.com/ralcolours_official)  
[LINKEDIN.COM/COMPANY/RAL-COLOURS](https://www.linkedin.com/company/ral-colours)

ISBN 978-3-00-067014-5  
© 2020