SHARE+
APPLY

INTUITIVEPLAYFULTRANSFORMATIVEREGENERATIVECIRCULAR

RAL COLOUR
FEELING 2023+

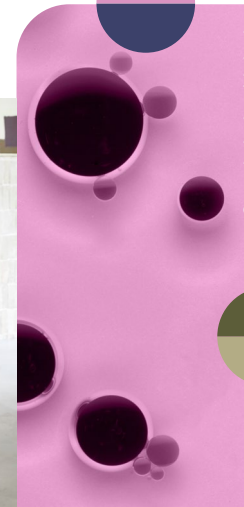Subscribe to the RAL
Newsletter for updates!

2023+

INTUITIVE

CIRCULAR

REGENERATIVE

PLAYFUL

TRANSFORMATIVE

SHARE + APPLY encourages motivational design.

With SHARE + APPLY we are sharing an activating to regenerating range of colours for applications in architecture, design, professional trades and industry.

Nowadays design has to perform to a higher level than ever before in between the many global and personal challenges. As one of the most influential design tools, colour has a special place in this. Colour supports the design of positive scenarios and opportunities for action. A successful selection of colour encourages identification and communication. Colours serve people and are a sign of cultural significance. They create atmosphere and can inspire us from a sensual and

aesthetic perspective. Intentional colour design is good for us.

Everyone knows that systemic changes are necessary and possible. More is rightly expected from businesses than simply talking about sustainability. Working in a circular, regenerative, ethical and fair way is a requirement. Everyone must do more good things instead of fewer bad things. A holistic approach and inclusivity are important objectives of meaningful renewal.

SHARE + APPLY is correspondingly adjusted to contemporary aesthetics, which facilitates combinations with long-term added value. The colour range for 2023+ intentionally sees itself as a further development of this. Three colours have been retained from the previous year to make it even easier to supplement design elements which already exist. The 15 colours are optimal for phygital (physical + digital) designs. The nuances with a natural look have been inspired by algae and clay-based colours. The more artificial nuances reflect the upbeat mood and exciting creativity of the metaverse. Save resources and if possible, work with materials' inherent colours as well as agricultural and industrial waste to derive appealing pigments. The market is ready for colour variations and planet-centric design.

Our inspirational colours make it easier to design suitable spaces, products and collections for professional and private use by various individuals and groups. They encourage constructive exchanges, help to reduce anxiety and support wellbeing. Vary and expand the colour selection simply and quickly with RAL DESIGN SYSTEM *plus*.

You can find further background information on the trend report, suggestions, helpful tips and professional design tools on the website. There you can download all the colour ranges in RAL COLOUR FEELING free of charge as an ASE file. RGB, HEX, and CMYK values are also available for you there.

www.ral-farben.de/en/colour-feeling

RAL	Name
RAL 010 40 25	Mineral red
RAL 030 60 20	Desert red
RAL 040 50 40	Ant red
RAL 060 70 20	Peanut butter
RAL 090 85 05	Pepper white
RAL 095 70 40	Banana green
RAL 100 70 20	Sand brown
RAL 110 40 20	Antique green
RAL 160 80 05	Fog green
RAL 170 50 55	Absinthe turquoise
RAL 260 80 10	Powder soft blue
RAL 280 60 25	Opal violet
RAL 290 30 25	Gloomy blue
RAL 320 80 05	Light violet
RAL 340 70 35	Firm pink

COMBINATIONS

All the shades in the colour range can be combined with each other flexibly. We offer inspirational colour profiles for high-quality working and living spaces to help in the decision-making process. Support activity, functionality, sensuality, creativity and regeneration purposefully.
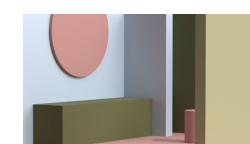
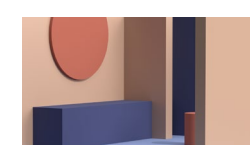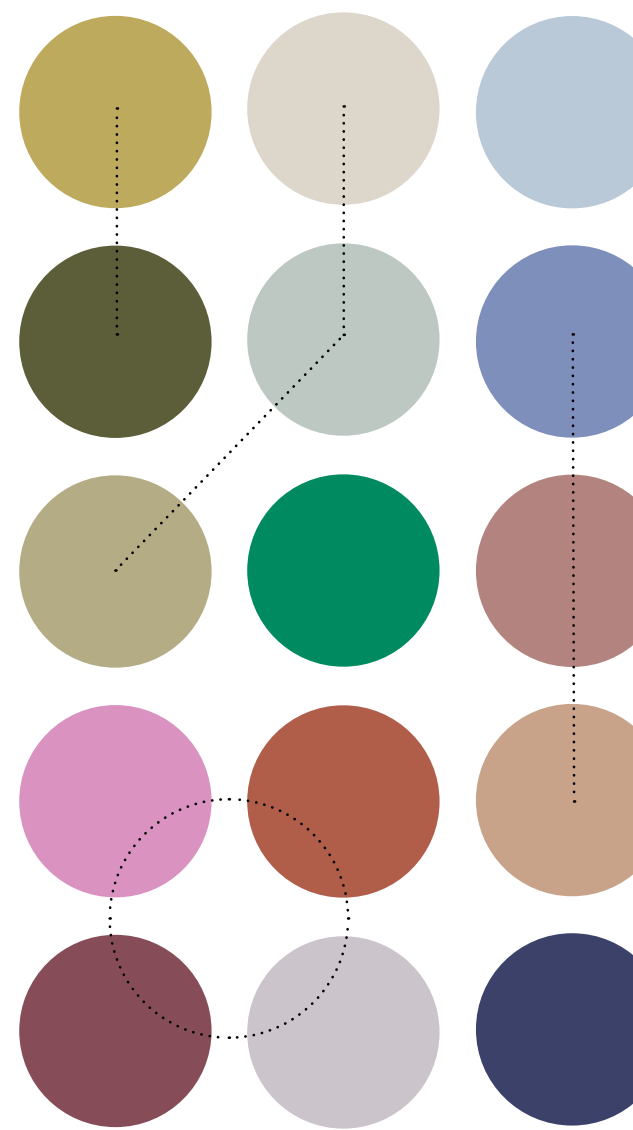|	
FUNCTIONAL	**work** clear focussed simple
SENSUAL	**feel** tactile emotional soft
ETHICAL	**regenerate** relaxed balancing natural
NARRATIVE	**communicate** accessible diversified connective
PLAYFUL	**experiment** dynamic innovative optimistic

COLOUR CODING

HUE

LIGHTNESS

CHROMA
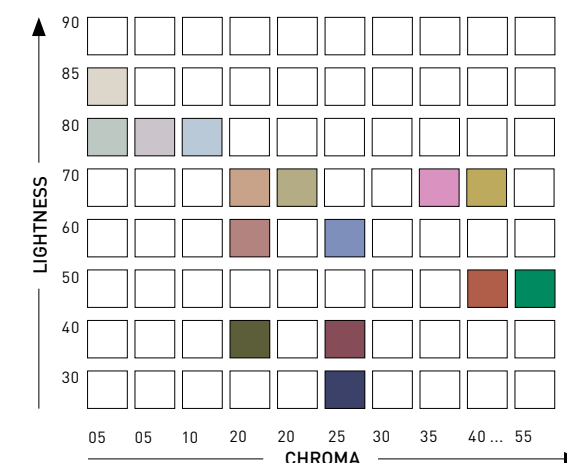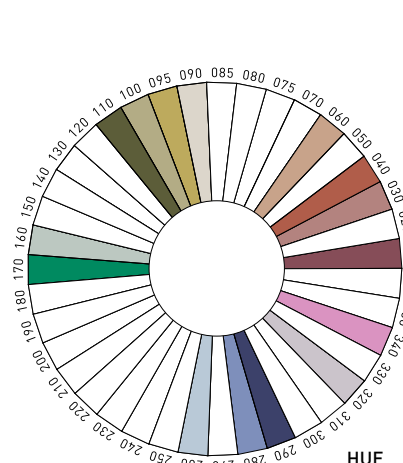
COLOUR MATRIX

INVIGORATING	REFRESHING	CALMING
↓	↓	↓

RAL TREND 2023+

SHARE + APPLY combines natural and digital-looking nuances for the functional and atmospheric design of physical and virtual products, spaces and collections. The colour matrix encourages fitting and imaginative design. Our research method complies with scientific standards and all the colours can be combined optimally. We will share additional application options and background information on the effect of colour on the social media channels of RAL COLOURS.

COLOUR, MATERIAL, TEXTURE

The 15-part colour range gives designers the freedom to play with their applications with the confidence of being able to fall back on a proven shade selection.

You can find all the colours in the RAL DESIGN SYSTEM *plus*. The colour system, which includes 1,825 nuances, enables accurate colour communication and true-to-colour implementation worldwide. Vary the overall effect with different materials, finishes and textures.

The colours appear more subtle with matt surfaces. Increase the emphasis with higher gloss levels. The more intensive nuances are also very well-suited to playing with transparencies. Which colours will be best for your next project? #colourfeeling

- FACEBOOK.COM/RALCOLOURS
- INSTAGRAM.COM/RALCOLOURS_OFFICIAL
- LINKEDIN.COM/COMPANY/RAL-COLOURS
- PINTEREST.DE/RALCOLOURS

Cooperation partners:

RAL COLOURS · IIT HAWK HILDESHEIM · bund deutscher innenarchitekten bdia · covestro · OBJECT CARPET · TIGER