

### RAL 010 20 10 Wenge black



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 010 20 15 Cherry black

Plucked fresh from the tree, glossy and enticing. Colours like this guarantee pleasure.



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 010 20 20 Dark mahogany

The varietion of darker shades gains significance because they are more colourful and sophisticated.



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



### RAL 010 20 25 Rusty red

This colour with its hint of urbanity suits all things delicate, shiny and gentle to the touch.



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 010 30 10 Wood-black red

Every period of history needs its sources of darkness to guarantee design precision.



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 010 30 15 Night mauve

Late Romantic period gloom. Genre painters of the Munich School loved the weight of velvet, draping its folds in three layers.



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 010 30 20 Pinkish brown

Opposites attract when delicate rosé joins with deep brown.



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



### RAL 010 30 25 Chestnut red

Bursting with autumnal freshness, shiny and playful, it falls into the hands of children.



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 010 30 30 Leather red

 $\ensuremath{\mathsf{A}}$  fashion staple, at home in bars and clubs and on hand-bags everywhere.



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 010 30 35 Anthracite red

A couple of drops of black: and appearance alters reputation. Adding value with a colourful gesture.



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 010 30 40 Brown magenta

Easily at home in the grand salons of many a French chateau



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 010 30 44 Atlas red

This strong red suits the sturdy atlas weave of satin fa-



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



### RAL 010 40 10 Caput mortuum grey red

Moving enigmatically from black to red-brown. A dark mystery from the Middle Ages.



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 010 40 15 Rust brown

The fashion-forward colour is one of those archetypical designs that only improve with age.



Communication	very low → very high	Custoinahilitu	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 010 40 20 Sunset red

The last rays of the setting sun, accompanied by lightning, thunder and dark clouds.



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 010 40 25 Mineral red

Stone-coloured relic from prehistoric times. Chemistry of the seas, creator of cliffs and sedimentary conglomerates.



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 010 40 30 Dull magenta

Primal essence makes way for solitary intention: gentle, muted and with a beautiful melody.



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 010 40 35 Velvet red

Whether on the doublets worn by the high clergy or prima donnas, red velvet as far as the eye can see.



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



### RAL 010 40 40 Algae red

It lights up the seas and oceans, spreading out like a carpet before disappearing forever.



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



### RAL 010 40 45 Raspberry ice cream red

The purer the colour, the fruitier the flavour. A mouth-watering thought.  $\,$ 



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



# RAL 010 40 50 Fuchsia red

With its blinding, ear-splitting cry for attention, this red pierces the most impenetrable thicket.



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



#### RAL 010 40 53 Primal red

Is at once seductive, purer than rose red, as loud as the big bang, creative and boundlessly power hungry.



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



### RAL 010 50 10 Old mahogany

When the polish loses its shine, house and home share in its faded dignity.



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 010 50 15 Dull dusky pink

Melancholic trust in the condition of ageing with dignity. Regrets fade like dusty photographs.



Communication	very low → very high	Custainahilitu	very low → very high
Communication forward-looking	0 • 0 0 0	Sustainability ecological	000•0
animated	$\circ \circ \bullet \circ \circ$	fresh	$\bullet$ 0 0 0 0
human	$\circ \bullet \circ \circ \circ$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	00000	healing	• 0 0 0 0
calming	0 • 0 0 0	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	0000	envied 	0 • 0 0 0
happy	• 0 0 0 0	trustworthy	00000
melancholy exciting	0000	surprising interesting	
exciting		interesting	
Senses		Internal-Effect	
cool	• 0 0 0 0	sentimental	0000
dry	0000	secretive	00000
smooth	$0 \bullet 0 0 0$	self-confident	
fragrant soft	00000	distinguished sexy	0000
3011		JUNY	
Charisma		Perception of Quality	
glamorous	• 0 0 0 0	precious	0000
charming exotic	0 • 0 0 0	discrete universal	00000
extrovert	00000	indifferent	$0 \bullet 0 0 0$
introvert	00000	rare	
		1010	
Function		Symbolism	
certain	0 • 0 0 0	sensible 	00000
realistic	0000	passionate	0 0 0 0 0
functional	0 • 0 0 0	powerful striking	00000
activating heavy	0 • 0 0 0	expressionless	
neavy		CAPICOSIUIICOS	



### RAL 010 50 20 Brickwork red

Its strength will weather the sands of time better than concrete.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	$\circ \circ \bullet \circ \circ$	ecological	00 • 00
animated	$\circ \bullet \circ \circ \circ$	fresh	$\circ \bullet \circ \circ \circ$
human	$\circ \bullet \circ \circ \circ$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	00000	healing	0 0 0 0 0
calming	00 • 00	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	$\circ \circ \bullet \circ \circ$	envied	$\circ \circ \bullet \circ \circ$
happy	• 0 0 0 0	trustworthy 	00000
melancholy	00000	surprising	• 0 0 0 0
exciting	• 0 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	$\circ \circ \circ \bullet \circ$	sentimental	$\circ \bullet \circ \circ \circ$
dry	00000	secretive	0000
smooth	0 • 0 0 0	self-confident	0000
fragrant soft	0 • 0 0 0	distinguished	00000
5011	0000	sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	$\circ \bullet \circ \circ \circ$	precious	$\circ \circ \circ \bullet \circ$
charming 	• 0 0 0 0	discrete	0000
exotic	0000	universal	0 • 0 0 0
extrovert introvert	$0 \bullet 0 0 0$	indifferent	
IIItiovert		rare	
Function		Symbolism	
certain	$\circ \circ \bullet \circ \circ$	sensible	$\circ \circ \bullet \circ \circ$
realistic	0000	passionate	• 0 0 0 0
functional	0 • 0 0 0	powerful	0000
activating	0 • 0 0 0	striking	00000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$\circ \bullet \circ \circ \circ$



### RAL 010 50 25 Matte carmine

Remembrances of leftover pieces of wallpaper, bleached and weathered, crumbling with simple dignity.



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



### RAL 010 50 30 Marble red

Adorns Venetian palaces and cathedrals in large squares decorated with inlays.



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 010 50 35 Geranium red

Seen through its pretty petals, the day passes pleasurably.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated	00000	ecological fresh	00000
human with a narrative calming		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 010 50 40 Slate pink

The colour was long hidden beneath the earth, pressed and pushed.



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



### RAL 010 50 45 Tulip red

Red tulips. Holland when the tulips flower – the most colourful place in the world.  $\,$ 



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



### RAL 010 50 50 Vibrant red

Christo's wife Jeanne-Claude. Her bright red hair shining amidst a crowd of thousands thronging in front of the Reichstag in Berlin.



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



### RAL 010 60 10 Lilac grey

The previously life-giving colour is finite. Shadows fall across the lilacs.



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 010 60 15 Ice orchid red

Some of its grandeur has flown. A certain glamour and illustrious formality remains perceptible.



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 010 60 20 Lime pink

A picture emerges, its lines drawn in damp chalk, beautifully faded.



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



### RAL 010 60 25 Lipstick pink

Even years later, the perfumed scent of a bygone era clings to the ancient draperies.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00 • 00	ecological	00 • 00
animated	$\circ \circ \bullet \circ \circ$	fresh	• 0 0 0 0
human	$\circ \circ \circ \bullet \circ$	helpful	$\circ \bullet \circ \circ \circ$
with a narrative	$\circ \circ \circ \bullet \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	0000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	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	00000
dry	00000	secretive	00000
smooth	0 • 0 0 0	self-confident	0000
fragrant soft	0 • 0 0 0	distinguished	00000
SUIL	0000	sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	0000	precious	00000
charming	00000	discrete	00000
exotic	0000	universal	0 • 0 0 0
extrovert introvert	$0 \bullet 0 0 0$	indifferent	00000
muovert		rare	
Function		Symbolism	
certain	$\circ \circ \bullet \circ \circ$	sensible	$\circ \circ \circ \bullet \circ$
realistic	00000	passionate	0 • 0 0 0
functional	00000	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 010 60 30 Japanese coral

Redolent of pathos and song, the east-Asian, narcissistic red is full of imagination.



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



#### RAL 010 60 35

#### Rose red

Rose red is gentle and elegant, full of vitality and treasured charm.



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



### RAL 010 60 40 Strawberry milkshake red

A persuasive colour that plays with our senses.



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 010 60 45 Luminous pink

A colour that is on the look-out for a pleasure trip.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00000	ecological	00 • 00
animated	0000	fresh	0000
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \circ \bullet \circ$	healing	$\circ \circ \circ \bullet \circ$
calming	• 0 0 0 0	long-term	$\circ \circ \bullet \circ \circ$
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	$\circ \bullet \circ \circ \circ$	sentimental	$\circ \circ \circ \bullet \circ$
dry	$\circ \circ \bullet \circ \circ$	secretive	$\circ \circ \bullet \circ \circ$
smooth	0000	self-confident	00000
fragrant	0000	distinguished	00000
soft	0000	sexy	0000
Charisma		Perception of Quality	
glamorous	$\circ \circ \circ \circ \bullet$	precious	$\circ \bullet \circ \circ \circ$
charming	$\circ \circ \circ \bullet \circ$	discrete	$\circ \circ \circ \bullet \circ$
exotic	0000	universal	0000
extrovert	00000	indifferent	0 0 0 0 0
introvert	0 • 0 0 0	rare	00000
Function		Symbolism	
certain	$\circ \circ \circ \bullet \circ$	sensible	$\circ \bullet \circ \circ \circ$
realistic	$\circ \circ \bullet \circ \circ$	passionate	0000
functional	0 • 0 0 0	powerful	0000
activating	0000	striking 	00000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	$\bullet$ 0 0 0 0



#### RAL 010 70 10 Pale mauve

Elegant and reserved – as much as can be. Matches wardrobe, interior and accessories.



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 010 70 15

#### Powder rose

Good for traditionally elegant chintz, mohair and brocade fabrics with a subtle lustre.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0000	ecological	00 • 00
animated	$\circ \bullet \circ \circ \circ$	fresh	$\circ \bullet \circ \circ \circ$
human	$\circ \circ \circ \bullet \circ$	helpful	$0 \bullet 0 0 0$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \bullet \circ \circ \circ$
calming	0 • 0 0 0	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	00000	envied	0000
happy	0 • 0 0 0	trustworthy	00000
melancholy	0000	surprising	• 0 0 0 0
exciting	• 0 0 0 0	interesting	0000
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	0000
dry	00000	secretive	00000
smooth	0000	self-confident	00000
fragrant soft		distinguished	0000
5011		sexy	
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	0000
charming	0 • 0 0 0	discrete	0000
exotic extrovert	0 0 0 0 0	universal indifferent	00000
introvert		rare	
merovere		Tate	
Function		Symbolism	
certain	0000	sensible	0000
realistic	0000	passionate	0 • 0 0 0
functional	00000	powerful	0000
activating	0 • 0 0 0	striking	0000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	$\circ \circ \bullet \circ \circ$



#### RAL 010 70 20 Silver rose

Constant reinvention sees this colour celebrating its rebirth as a receptacle for spring-like feelings.



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 010 70 25 Flamingo pink

The good morning story begins for the pink flamingo with a fishing expedition.



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



#### RAL 010 70 30 Cherry blossom pink

The most Japanese colour. It heralds the arrival of summer by lighting up the crown of the cherry tree.



	very low → very high		very low → very high
Communication		Sustainability	
forward-looking animated	00000	ecological fresh	0000
human	00000	helpful	
with a narrative	00000	healing	
calming	0 • 0 0 0	long-term	0 • 0 0 0
<b>,</b>		<b>3</b>	
Feelings		External-Effect	
pleasant	0000	admired	0000
sensitive	00000	envied	00000
happy	0000	trustworthy	0000
melancholy exciting		surprising interesting	
exciting		interesting	
Senses		Internal-Effect	
cool	$\circ \bullet \circ \circ \circ$	sentimental	$\circ \circ \circ \bullet \circ$
dry	$\circ \circ \circ \bullet \circ$	secretive	$\circ \circ \bullet \circ \circ$
smooth	$\circ \circ \bullet \circ \circ$	self-confident	0000
fragrant	0000	distinguished	0000
soft	$\circ \circ \bullet \circ \circ$	sexy	00000
Charisma		Perception of Quality	
glamorous	$\circ \circ \circ \bullet \circ$	precious	$\circ \circ \bullet \circ \circ$
charming	$\circ \circ \circ \bullet \circ$	discrete	$\circ \circ \circ \bullet \circ$
exotic	$\circ \circ \circ \circ \bullet$	universal	$\circ \circ \bullet \circ \circ$
extrovert	$\circ \circ \circ \bullet \circ$	indifferent	$\circ \circ \circ \bullet \circ$
introvert	$0 \bullet 0 0 0$	rare	00000
Function		Symbolism	
certain	$\circ \bullet \circ \circ \circ$	sensible	00 • 00
realistic	0000	passionate	0000
functional	$\bullet$ 0 0 0 0	powerful	$\circ \circ \bullet \circ \circ$
activating	$\circ \circ \circ \bullet \circ$	striking	$\circ \circ \bullet \circ \circ$
heavy	$\circ \bullet \circ \circ \circ$	expressionless	$\circ \bullet \circ \circ \circ$



#### RAL 010 70 35 Baby pink

Do babies really love pink? Their mothers and fathers do, if only to aid identification.



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 010 80 10 Mud pink

The colour of sun-drenched villas – not just in American magazines. It conjures up visions of Hollywood in the sixties.



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 010 80 15 Ice hot pink

Dis aut expe et miliquae laturion placeriame ommoste sciaspiscil et utatur, quatat res et ad magnis eatus et poreperem iur? Nimus assimpo remolupta sapella ccullant.



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 010 80 20 Pastel pink

The ecstatic colour of every young girl's dreams. Even old age, they say, cannot dim their memory.



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 010 85 05 Pearl rose

The colour of blushing cheeks, a flattering reflection of all too human foibles.



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 010 85 10 Salmon rose

The colour is exquisite, teasing the palate and hinting at sensual pleasures.



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



#### RAL 010 85 15 Milkshake pink

Small desires accompany the colour. It smells so good, tastes so sweet, is soft and delicate.



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



# RAL 010 85 20 Carnation pink

One of innumerable skin tones. A hint of colour that lends beauty to the visage.



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



### RAL 010 90 05

#### Rose cream

A suggestion of colourful poetry, a blank page filled with sweet-as-honey hopes and dreams.



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 010 90 10 Light apricot

A cream-filled delight for food lovers of all ages and persuasions.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0 • 0 0 0	ecological	00 • 00
animated	0000	fresh	0000
human	$\circ \circ \circ \bullet \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \bullet \circ \circ \circ$	healing	$\circ \bullet \circ \circ \circ$
calming	$\circ \circ \bullet \circ \circ$	long-term	0 • 0 0 0
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \circ \bullet \circ \circ$
sensitive	0000	envied 	0000
happy	00000	trustworthy	00000
melancholy exciting	0 • 0 0 0	surprising interesting	
cxoning		interesting	
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	00000
dry	0000	secretive	0 • 0 0 0
smooth	$0 \bullet 0 0 0$	self-confident distinguished	
fragrant soft	• 0 0 0 0	sexy	0 • 0 0 0
0011		OUN	
Charisma		Perception of Quality	
glamorous	0000	precious 	0 • 0 0 0
charming exotic	0000	discrete universal	0000
extrovert	$0 \bullet 0 0 0$	indifferent	$0 \bullet 0 0 0$
introvert	00000	rare	
Function		Symbolism	
certain	• 0 0 0 0	sensible 	0 • 0 0 0
realistic functional	00000	passionate	0000
activating		powerful striking	
heavy	0 • 0 0 0	expressionless	0 • 0 0 0
		5p1 00010111000	S <del>S</del> S S S