

RAL 320 20 05 Lava black

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



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 320 20 10 Obsidian red

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



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 320 20 15 Spinel violet

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00000	ecological	000•0
animated	$\circ \bullet \circ \circ \circ$	fresh	$\circ \bullet \circ \circ \circ$
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	00000	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	0000	envied 	0000
happy	0 • 0 0 0	trustworthy	0000
melancholy	00000	surprising interceting	00000
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	00000	distinguished	
5011		sexy	
Charisma		Perception of Quality	
glamorous	00000	precious	00000
charming	0000	discrete	00000
exotic extrovert	00000	universal indifferent	00000
introvert	00000	rare	
muovert		Tate	
Function		Symbolism	
certain	0000	sensible	00000
realistic	0000	passionate	0000
functional	00000	powerful	0000
activating	0 • 0 0 0	striking	00000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 320 20 20 Aubergine mauve

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



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 320 20 25 Dark purple

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



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 320 30 05 Violet black

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



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



RAL 320 30 10 Stone violet

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



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 320 30 15 Amethyst dark violet

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



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 320 30 20 Dark blackberry

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0 • 0 0 0	ecological	00000
animated	0000	fresh	• 0 0 0 0
human with a narrative	00000	helpful healing	
calming	• 0 0 0 0	long-term	
3		,	
Feelings		External-Effect	• • • • •
pleasant	0 • 0 0 0	admired	• 0 0 0 0
sensitive happy	0 0 0 0 0	envied trustworthy	$0 \bullet 0 0 0$
melancholy		surprising	
exciting	• 0 0 0 0	interesting	0 0 0 0
Senses	0 • 0 0 0	Internal-Effect sentimental	0.000
cool dry	$0 \bullet 0 0 0$	secretive	
smooth	0 0 0 0 0	self-confident	
fragrant	0 • 0 0 0	distinguished	0 • 0 0 0
soft	$\circ \circ \circ \bullet \circ$	sexy	\bullet 0 0 0 0
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	00 • 00
charming	• 0 0 0 0	discrete	00000
exotic	$\circ \circ \circ \bullet \circ$	universal	$\circ \bullet \circ \circ \circ$
extrovert	\bigcirc \bigcirc \bigcirc \bigcirc \bigcirc	indifferent	\circ
introvert	$0 \bullet 0 0 0$	rare	00000
Function		Symbolism	
certain	$\circ \bullet \circ \circ \circ$	sensible	$\circ \circ \bullet \circ \circ$
realistic	$\circ \bullet \circ \circ \circ$	passionate	$\circ \circ \circ \bullet \circ$
functional	• 0 0 0 0	powerful	0 • 0 0 0
activating	0000	striking	00000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	$\circ \bullet \circ \circ \circ$



RAL 320 30 25 Purpurite violet

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



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



RAL 320 30 30 Damson mauve

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



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



RAL 320 30 35 Grape purple

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	000•0	ecological	0 • 0 0 0
animated	$\circ \circ \bullet \circ \circ$	fresh	$\circ \circ \circ \bullet \circ$
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \circ \bullet \circ$
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	$\circ \bullet \circ \circ \circ$	admired	00000
sensitive	0000	envied	0000
happy	• 0 0 0 0	trustworthy · ·	0000
melancholy	00000	surprising intersecting	0000
exciting	00 • 00	interesting	00000
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	00000
dry	0000	secretive	00000
smooth	00000	self-confident	0000
fragrant soft	$0 \bullet 0 0 0$	distinguished	
5011		sexy	
Charisma		Perception of Quality	
glamorous	0000	precious	0000
charming	0 • 0 0 0	discrete	00000
exotic extrovert	00000	universal indifferent	
introvert	00000 •0000	rare	
merovere		Tare	
Function		Symbolism	
certain	0 • 0 0 0	sensible	00000
realistic	0 • 0 0 0	passionate	00000
functional	00000	powerful	00000
activating	00000	striking	0000
heavy	$\circ \circ \circ \circ \bullet$	expressionless	\bullet 0 0 0 0



RAL 320 30 37 Lounge violet

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



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 320 40 05 Slate mauve

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



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 320 40 10 Olivine basalt

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



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 320 40 15 Antique grey

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



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



RAL 320 40 20 Basil mauve

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



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 320 40 25 Gladiola violet

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



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 320 40 30 Cabbage blossom violet

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



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 320 40 35 Lilac violet

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	000•0	ecological	000•0
animated	$\circ \circ \circ \bullet \circ$	fresh	$\circ \circ \circ \circ \bullet$
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	0 • 0 0 0	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \circ \bullet$	admired	$\circ \circ \circ \circ \circ$
sensitive	0000	envied 	0000
happy	0000	trustworthy	0000
melancholy	00000	surprising interesting	
exciting	0000	interesting	00000
Senses		Internal-Effect	
cool	0000	sentimental	00000
dry	00000	secretive	0000
smooth	00000	self-confident	0000
fragrant soft	00000	distinguished	
5011		sexy	
Charisma		Perception of Quality	
glamorous	00000	precious	0000
charming	0000	discrete	0000
exotic extrovert	0000	universal indifferent	
introvert	00000	rare	
merovere		Tare	
Function		Symbolism	
certain	0 • 0 0 0	sensible	0 • 0 0 0
realistic	0 • 0 0 0	passionate	0000
functional	0000	powerful	0000
activating	0000	striking	00000
heavy	$\circ \circ \circ \bullet \circ$	expressionless	\bullet 0 0 0 0



RAL 320 40 40 Violet purple

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



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



RAL 320 50 05 Grey violet

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



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 320 50 10 British grey mauve

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human		ecological fresh helpful	0 • 0 0 0 0 • 0 0 0
with a narrative calming	0 • 0 0 0	healing 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	



RAL 320 50 15 Parma grey

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



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 320 50 20 Cyclamen

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



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 320 50 25 Poetry mauve

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



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 320 50 30 Viola grey

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



Communication	very low → very high	Suctainability	very low → very high
forward-looking animated human with a narrative		Sustainability ecological fresh helpful healing	
calming	0 • 0 0 0	long-term	00000
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 320 50 35 Aster violetta

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	0000	ecological	000•0
animated	00000	fresh	
human	00000	helpful	
with a narrative	00000	healing	
calming	• 0 0 0 0	long-term	
oug		10.1g 10	
Feelings		External-Effect	
pleasant	$\circ \bullet \circ \circ \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	$\circ \circ \bullet \circ \circ$	envied	$\circ \circ \bullet \circ \circ$
happy	\bullet 0 0 0 0	trustworthy	$\circ \bullet \circ \circ \circ$
melancholy	$\circ \circ \circ \circ \bullet$	surprising	$\circ \circ \circ \bullet \circ$
exciting	$\circ \circ \bullet \circ \circ$	interesting	00000
Senses		Internal-Effect	
cool	$\circ \circ \circ \bullet \circ$	sentimental	$\circ \bullet \circ \circ \circ$
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	$\circ \bullet \circ \circ \circ$	distinguished	$\circ \circ \circ \bullet \circ$
soft	00000	sexy	0 • 0 0 0
Charisma		Perception of Quality	
glamorous	$\circ \circ \circ \bullet \circ$	precious	$\circ \circ \bullet \circ \circ$
charming	$\circ \bullet \circ \circ \circ$	discrete	$\circ \circ \circ \bullet \circ$
exotic	$\circ \circ \circ \circ \bullet$	universal	$\circ \bullet \circ \circ \circ$
extrovert	$\circ \circ \circ \bullet \circ$	indifferent	$\circ \circ \bullet \circ \circ$
introvert	$\circ \circ \bullet \circ \circ$	rare	00 • 00
Function		Symbolism	
certain	\bullet \circ \circ \circ	sensible	\bullet 0 0 0 0
realistic	$\circ \bullet \circ \circ \circ$	passionate	$\circ \circ \bullet \circ \circ$
functional	$\circ \bullet \circ \circ \circ$	powerful	$\circ \circ \circ \bullet \circ$
activating	$\circ \circ \circ \bullet \circ$	striking	$\circ \circ \circ \bullet \circ$
heavy	$\circ \circ \bullet \circ \circ$	expressionless	\bullet 0 0 0 0



RAL 320 50 40 Empire violet

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



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



RAL 320 60 05 Aragonite grey

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



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 320 60 10 Chalk violet

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



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 320 60 15 Amethyst grey violet

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



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



RAL 320 60 20 Wonder violet

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



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



RAL 320 60 25 Nightshade violet

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



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



RAL 320 60 30 Lobby lilac

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	000•0	ecological	000•0
animated	$\circ \circ \circ \bullet \circ$	fresh	$000 \bullet 0$
human	$\circ \circ \circ \bullet \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	$\circ \bullet \circ \circ \circ$	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \bullet \circ \circ$	admired	$\circ \circ \circ \bullet \circ$
sensitive	00000	envied	0000
happy	0000	trustworthy 	0 0 0 0 0
melancholy	00000	surprising	00000
exciting	00 • 00	interesting	0000
Senses		Internal-Effect	
cool	00000	sentimental 	0000
dry	0000	secretive	0000
smooth	0000	self-confident	00000
fragrant soft	00000	distinguished	0000
3011		sexy	
Charisma		Perception of Quality	
glamorous	00000	precious	00000
charming	0000	discrete	0000
exotic extrovert	00000	universal indifferent	$0 \bullet 0 0 0$
introvert	00000	rare	00000
merovere		Tare	
Function		Symbolism	
certain	0000	sensible	• 0 0 0 0
realistic	0000	passionate	00000
functional	0 • 0 0 0	powerful	00000
activating	00000	striking	0000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	$\circ \bullet \circ \circ \circ$



RAL 320 60 35 Blackberry sorbet



Communication	very low → very high	Suctainability	very low → very high
forward-looking	00 • 00	Sustainability ecological	000•0
animated	$\circ \circ \bullet \circ \circ$	fresh	$\circ \circ \bullet \circ \circ$
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \bullet \circ \circ \circ$	healing	$\circ \circ \circ \bullet \circ$
calming	00000	long-term	0000
Feelings		External-Effect	
pleasant	$\circ \bullet \circ \circ \circ$	admired	$\circ \circ \circ \circ \circ$
sensitive	0000	envied	0000
happy	0000	trustworthy	0000
melancholy	00000	surprising interesting	
exciting		interesting	
Senses		Internal-Effect	
cool	0000	sentimental 	0000
dry	0000	secretive	00000
smooth	00000	self-confident	00000
fragrant soft	00000	distinguished sexy	
3011		ЗЕЛУ	
Charisma		Perception of Quality	
glamorous	0000	precious	0000
charming exotic	0000	discrete	00000
extrovert	00000	universal indifferent	00000
introvert	0 0 0 0	rare	
merovere		Tate	
Function		Symbolism	
certain	0 • 0 0 0	sensible	0 • 0 0 0
realistic	• 0 0 0 0	passionate	00000
functional	0 • 0 0 0	powerful	00000
activating	00000	striking	0000
heavy	$\circ \circ \bullet \circ \circ$	expressionless	$\circ \circ \bullet \circ \circ$



RAL 320 70 05 Elderberry grey

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking	000•0	ecological	0 • 0 0 0
animated	$\circ \bullet \circ \circ \circ$	fresh	• 0 0 0 0
human	$\circ \bullet \circ \circ \circ$	helpful	$\circ \circ \bullet \circ \circ$
with a narrative	$\circ \circ \circ \bullet \circ$	healing	\bullet 0 0 0 0
calming	0000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	$\circ \circ \circ \bullet \circ$	envied	• 0 0 0 0
happy	0 • 0 0 0	trustworthy 	00000
melancholy	00000	surprising	0 • 0 0 0
exciting	• 0 0 0 0	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	• 0 0 0 0
dry	00000	secretive	0 • 0 0 0
smooth	00000	self-confident	0000
fragrant soft		distinguished	0 0 0 0 0
5011	0 • 0 0 0	sexy	• 0 0 0 0
Charisma	• • • • •	Perception of Quality	
glamorous	• 0 0 0 0	precious	0000
charming exotic	0 0 0 0 0	discrete universal	0000
extrovert		indifferent	
introvert	0 0 0 0	rare	0 0 0 0 0
merovore		Ture	
Function		Symbolism	
certain	0000	sensible	00000
realistic	0000	passionate	0 • 0 0 0
functional	00000	powerful	0000
activating	• 0 0 0 0	striking	• 0 0 0 0
heavy	$0 \bullet 0 0 0$	expressionless	$\circ \circ \bullet \circ \circ$



RAL 320 70 10 Bellflower violet

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



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 320 70 15 Quartz violet

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



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 320 70 20 Beach lilac

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



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 320 70 25 Lilac pink

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



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 320 80 05 Light violet

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



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 320 80 10 Amethyst light violet

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



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 320 80 15 Cosmetic mauve

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



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



RAL 320 85 05 Blackberry cream

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



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



RAL 320 85 10 Ametrine quartz

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



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 320 90 05 Apatite pink

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



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