

RAL COLOUR-DNA



RAL 240 20 05 Nightshade blue

Sci-Fi fans are in love with nightshade blue. A contrast in carmine red heightens the tension.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ○ ●
exciting	○ ○ ● ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ○ ●
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

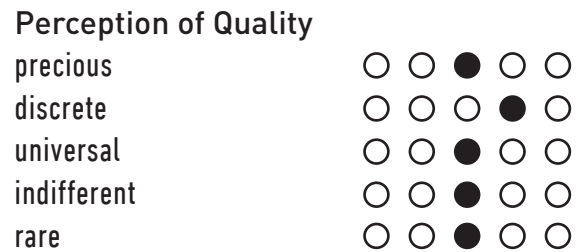
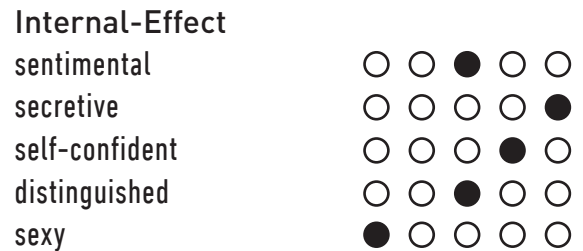
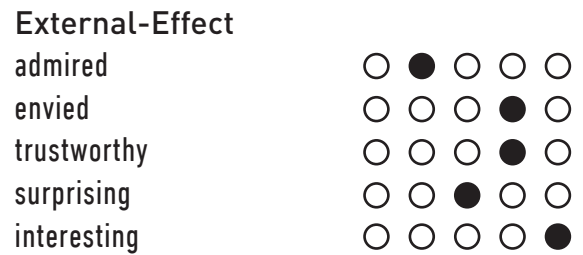
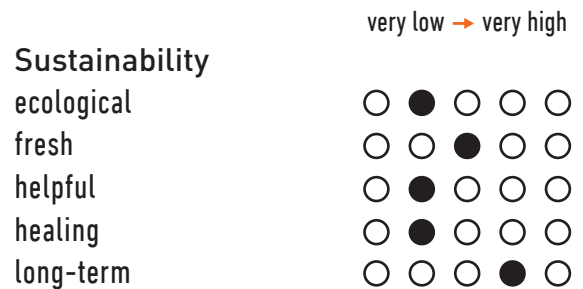
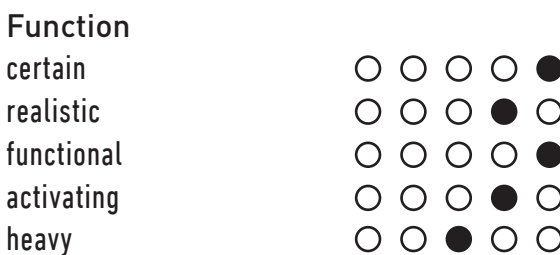
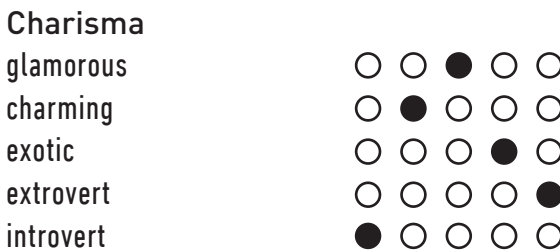
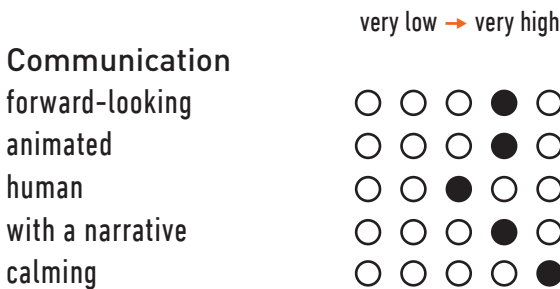
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 20 10 Elderberry black

Hours later, teeth and tongues still bear the stain of juicy black berries. Perfect for playing ghoulish games.



RAL COLOUR-DNA



RAL 240 20 15 Metal blue

Semi-finished metal sheets are often this colour, ready for rolling, blanking, cutting, bending and forming.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	● ○ ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	● ○ ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 20 20 Crowberry blue

The black crowberry is a plant species belonging to the heather family. It thrives on moorlands and heaths. Crows love their deep black berries.



very low → very high

Communication	
forward-looking	○ ● ○ ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ● ○ ○ ○

Senses	
cool	● ○ ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	● ○ ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ● ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ● ○ ○ ○

Symbolism	
sensible	○ ○ ● ○ ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 20 22

Rich blue

This deep shade of blue suits ultra-modern and vintage cars alike. A tip for keen collectors. The colour must profess its mysticism.



very low → very high

Communication

forward-looking	○	○	●	○	○
animated	○	○	○	●	○
human	○	○	●	○	○
with a narrative	○	○	●	○	○
calming	○	●	○	○	○

Feelings

pleasant	○	●	○	○	○
sensitive	○	○	●	○	○
happy	○	●	○	○	○
melancholy	○	○	○	●	○
exciting	○	●	○	○	○

Senses

cool	●	○	○	○	○
dry	○	○	○	●	○
smooth	○	○	○	●	○
fragrant	○	○	●	○	○
soft	○	○	○	●	○

Charisma

glamorous	○	○	○	●	○
charming	○	○	●	○	○
exotic	○	●	○	○	○
extrovert	○	○	●	○	○
introvert	○	●	○	○	○

Function

certain	○	○	●	○	○
realistic	○	○	○	●	○
functional	○	○	○	●	○
activating	○	●	○	○	○
heavy	○	○	○	●	○

very low → very high

Sustainability

ecological	○	○	●	○	○
fresh	●	○	○	○	○
helpful	○	●	○	○	○
healing	○	●	○	○	○
long-term	○	○	○	●	○

External-Effect

admired	○	●	○	○	○
envied	○	○	●	○	○
trustworthy	○	○	○	●	○
surprising	○	○	●	○	○
interesting	○	○	●	○	○

Internal-Effect

sentimental	○	●	○	○	○
secretive	○	○	●	○	○
self-confident	○	○	●	○	○
distinguished	○	○	●	○	○
sexy	●	○	○	○	○

Perception of Quality

precious	○	○	○	●	○
discrete	○	○	●	○	○
universal	○	●	○	○	○
indifferent	○	○	●	○	○
rare	○	○	○	●	○

Symbolism

sensible	○	○	○	●	○
passionate	○	○	●	○	○
powerful	○	○	○	○	●
striking	○	○	●	○	○
expressionless	○	●	○	○	○

RAL COLOUR-DNA



RAL 240 30 05 Diamond grey

Diamonds can harbour prismatic colours in their depths. The phenomena of light absorption, interference, refraction and diffusion are responsible.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ○ ●
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ● ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ● ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 30 10 Dirty blue

The nuances of dirt play a significant role in the real world of colour: In questions of aesthetics similarity is as important as contrast.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	● ○ ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ● ○ ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ● ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 30 15 Deep sea blue

The dark water calls from the depths and the shallows.
Dark blue marks out a dramatic motive.



very low → very high

Communication	
forward-looking	○ ● ○ ○ ○
animated	○ ● ○ ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	● ○ ○ ○ ○
sensitive	○ ○ ● ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ○ ○ ●
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ● ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ● ○ ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ○ ●
striking	○ ● ○ ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 30 20 Lazurite blue

Opaque depths characterise lazurite blue. It absorbs light, its dullness lulls into drowsiness.



very low → very high

Communication	
forward-looking	○ ● ○ ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ● ○ ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ○ ●
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	● ○ ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 30 25

Work blue

Another classic shade of blue that is found everywhere where duty calls. Its colour also spawns high fashion ideas.



	very low → very high
Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ○ ●

	very low → very high
Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ● ○ ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ● ○ ○ ○

Symbolism	
sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 30 30 Gemstone blue

More than one signet ring bears this colour and carries tradition into the future.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ○
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ○ ●
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ○ ●
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ○ ●
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 30 35 Captain blue

The glamorous blue of naval commanders and airplane captains. A recipe for success and therefore much in demand.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ○ ● ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 05 Blue anthracite

The colour of steamboats in coloured illustrations. Above the waterline, the shade changes to the deepest blue-black.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	● ○ ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ○ ● ○ ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ○ ●
passionate	● ○ ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 10 Blackthorn blue

This colour is seldom found in natural flora but is most often seen in northern or tropical climes.



very low → very high

Communication	
forward-looking	○ ○ ○ ○ ●
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

very low → very high

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

very low → very high

Senses	
cool	● ○ ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

very low → very high

Charisma	
glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

very low → very high

Function	
certain	○ ○ ○ ○ ●
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

very low → very high

External-Effect	
admired	○ ○ ● ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

very low → very high

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

very low → very high

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

very low → very high

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 15 Celeste blue

It derives its name from “Celeste”, the Spanish and Italian word for heavenly. Not to be confused with the romantic blue of the 18th century with its blue-rosé airs and graces.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ● ○ ○ ○
exotic	○ ○ ● ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ● ○ ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ● ○ ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 20 Denim blue

The indestructible blue: Warp and weft in separate colours woven into blue denim and held together with rivets.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ○ ● ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 25 Orient blue

The trademark colour of potters and tile makers fired into pottery and ceramics for outside and inside.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ● ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ○ ●
functional	○ ○ ○ ○ ●
activating	○ ○ ○ ● ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 30 Sailor blue

The smart uniform, adventure on the high seas and in the ports, by fair winds and dead calm: blue offered comfort.



very low → very high

Communication	
forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ●
melancholy	○ ● ○ ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ○ ●

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 35 Stone blue

Steady underfoot. Shiny white or black act like a mirror of uncertainty.



very low → very high

Communication	
forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ○ ●
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ● ○
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ● ○ ○ ○
soft	○ ○ ○ ● ○

Charisma	
glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ○ ●
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 40 40 Pure light blue

The metaphor for the most beautiful shade of blue, it describes one half of happiness.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ●
melancholy	○ ● ○ ○ ○
exciting	○ ○ ○ ○ ●

Senses

cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ○ ●
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ○ ●

Internal-Effect

sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ○ ●
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 50 05 Smoky blue

The colour of sooty smoke rising from a chimney stack.
Reality and ruin, a combined aesthetic metaphor.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	● ○ ○ ○ ○
with a narrative	● ○ ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	● ○ ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ○ ●
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	● ○ ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	● ○ ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	● ○ ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	● ○ ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ● ○ ○
striking	● ○ ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 240 50 10 Tool blue

The blue of tools: heavy tongs, hammers, saws, drills and files of all kinds. Their heft and might reassures.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	● ○ ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	● ○ ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	● ○ ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	● ○ ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	● ○ ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ● ○ ○ ○
indifferent	○ ○ ● ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 240 50 15 Technical blue

Robust and convincing in its sturdiness. Well-suited to monster machines and container ships, freight planes and trucks.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	● ○ ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 240 50 20 Coelin blue

Derived from the Latin – caeruleum heaven. Made from elements of tin and cobalt in the 19th century. Today a pure aniline colour.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ○ ●
sensitive	○ ● ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ● ○ ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ○ ●

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	● ○ ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 50 25 Greenland blue

In the literature of pictures, the biggest island is surrounded by white and blue, Grönland (green land) has a bright red flag.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ● ○ ○ ○
fragrant	○ ○ ● ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 50 30 Summer blue

A colour that becomes visible in northern and central Europe in the months of June and July. It manifests clarity and joy in life.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ● ○ ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ○ ○ ● ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



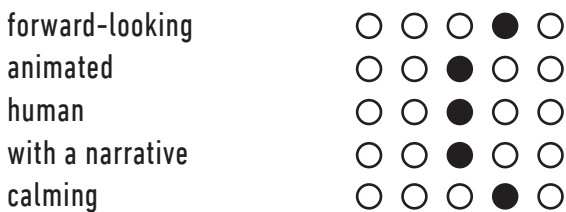
RAL 240 50 35 Advertising blue

A favourite colour amongst advertisers, suggesting competence and trustworthiness. Blue stands for wisdom, according to some.

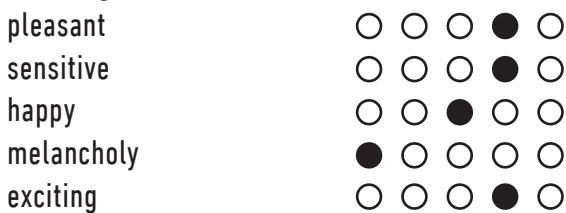


very low → very high

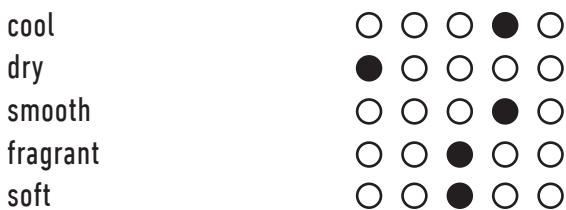
Communication



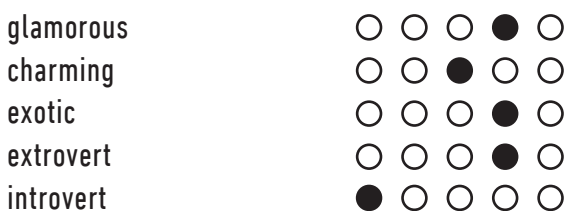
Feelings



Senses



Charisma

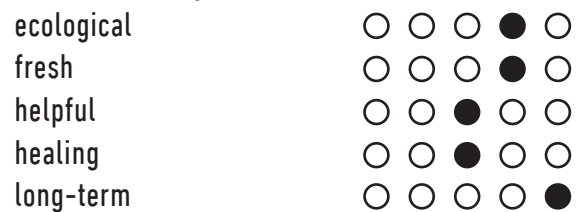


Function



very low → very high

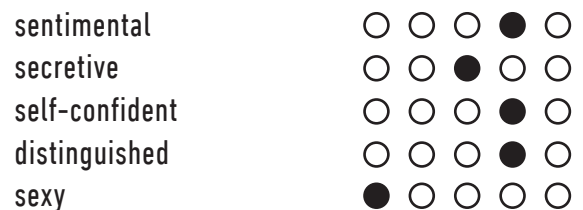
Sustainability



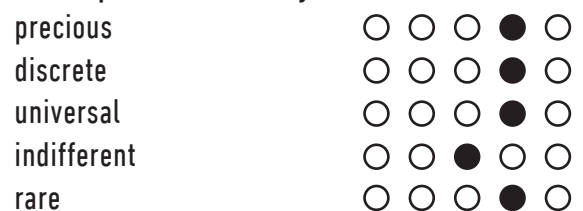
External-Effect



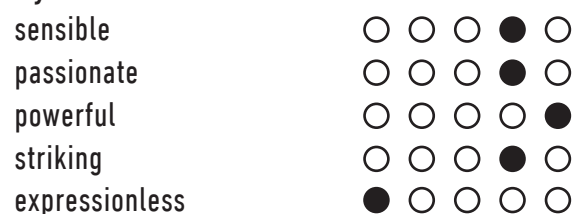
Internal-Effect



Perception of Quality



Symbolism



RAL COLOUR-DNA



RAL 240 50 40 Indian ink blue

People who write in blue ink write legibly and with a care for comprehension and meaning.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ● ○
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ○ ●

Senses

cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ○ ●
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ● ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ○ ●
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ○ ●
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ○ ●
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 05 Carrier pigeon blue

Kreisler's stories of pigeons in the park, St. Mark's Square in Venice and the breeding club near Dortmund are the points of reference for carrier pigeon blue.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	● ○ ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	● ○ ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ● ○ ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 10 Bird blue

The plumage of birds native to central Europe often confines itself to camouflage colours that protect them from predators in woods and meadows.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ● ○ ○

Function

certain	○ ○ ○ ○ ●
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	● ○ ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	● ○ ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 60 15 Architecture blue

Architects using skeleton construction methods employ steel girders to create a framework that is also a C.I. signal.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ○ ●
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ● ○ ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 20 Shirt blue

Whether striped or plain-coloured – the blue shirt has become the colour of bosses. Blue fabric is always en vogue, multi-layered and clear.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ○ ○ ● ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ● ○ ● ○
smooth	○ ○ ○ ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	○ ○ ○ ● ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 25 Steel light blue

This colour looks good on materials used in industry and manual trades: it conveys trust in safety, functionality and solidity.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ● ○ ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ○ ●
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ● ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 30 Fairytale blue

This colour perfectly suits the colour scheme of the handsome prince on his quest to conquer the heart of a princess.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ● ○ ○
interesting	○ ○ ○ ○ ●

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ○ ○ ●
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 35 Princess blue

Princess blue shares a proximity with cool aloofness. An intelligent and clever calculation, concealed in a soul that finally finds the blue flower.



very low → very high

Communication	
forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ● ○
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ○ ●
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ○ ●
happy	○ ○ ○ ○ ●
melancholy	● ○ ○ ○ ○
exciting	○ ○ ● ○ ○

Senses	
cool	○ ○ ○ ○ ●
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ○ ●
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ○ ●
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ○ ● ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 60 40 Clear blue

The multi-talented colour. Objective, clear, pure and technical, youthful, cool, fresh, aspirational, smart and bright.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ●
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ○ ○ ●
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ● ○ ○ ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ○ ●
exotic	○ ○ ○ ● ○
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ○ ●
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ○ ●
envied	○ ○ ○ ○ ●
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ○ ●
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ○ ●
sexy	○ ○ ● ○ ○

Perception of Quality

precious	○ ○ ○ ○ ●
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	● ○ ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ○ ●
powerful	○ ○ ○ ○ ●
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 70 05 Laundry blue

The soft blue of cotton shirts, flannel pyjamas and sporty underwear.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ● ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ● ○ ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ● ○ ○ ○
striking	● ○ ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 70 10 Eye blue

The much-vaunted piercing gaze of legendary actors was and is recognised in their characterisations of both good and evil.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	● ○ ○ ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ● ○ ○ ○
sensitive	● ○ ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ○ ● ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ○ ● ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma

glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ○ ● ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	● ○ ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ● ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	● ○ ○ ○ ○
discrete	○ ○ ● ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	○ ● ○ ○ ○
striking	● ○ ○ ○ ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 70 15 Bermuda blue

Blue sky, white Bermuda shorts and British flair. The place where past and future collide.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ● ○ ○ ○

very low → very high

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	● ○ ○ ○ ○
exciting	○ ● ○ ○ ○

very low → very high

Senses	
cool	○ ● ○ ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

very low → very high

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

very low → very high

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ○ ●
activating	○ ● ○ ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ● ○ ○ ○
helpful	● ○ ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

very low → very high

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

very low → very high

Internal-Effect	
sentimental	○ ○ ● ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

very low → very high

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

very low → very high

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ○ ● ○ ○
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 70 20 Sea blue

Reflecting the sun, moving smoothly and effortlessly, the long waves reach the shore and curl blue onto the beach.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	● ○ ○ ○ ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	● ○ ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ○ ● ○
realistic	○ ○ ○ ● ○
functional	○ ○ ○ ● ○
activating	○ ○ ● ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ○ ○ ● ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 70 25 Madonna blue

The young Madonna, clothed in transcendent blue, the symbol of pure innocence and iconic lightness.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ○ ●
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ● ○
melancholy	● ○ ○ ○ ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ○ ● ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ○ ○
activating	○ ○ ● ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism	
sensible	○ ○ ○ ○ ●
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ● ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 70 30 Caribbean blue

On the islands of the Caribbean and nearby countries, Caribbean blue sets the tone: Aruba, Haiti, El Salvador, Guatemala, the Antilles and St. Lucia.



very low → very high

Communication

forward-looking	○ ○ ○ ○ ●
animated	○ ○ ○ ○ ●
human	○ ○ ○ ● ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ○ ● ○

Feelings

pleasant	○ ○ ○ ○ ●
sensitive	○ ○ ○ ● ○
happy	○ ○ ○ ○ ●
melancholy	● ○ ○ ○ ○
exciting	○ ○ ○ ● ○

Senses

cool	○ ○ ○ ○ ●
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ○ ●
fragrant	○ ○ ● ○ ○
soft	○ ○ ○ ● ○

Charisma

glamorous	○ ○ ○ ○ ●
charming	○ ○ ○ ● ○
exotic	○ ○ ○ ○ ●
extrovert	○ ○ ○ ○ ●
introvert	● ○ ○ ○ ○

Function

certain	○ ○ ○ ● ○
realistic	○ ○ ○ ○ ●
functional	○ ○ ○ ● ○
activating	○ ○ ○ ○ ●
heavy	○ ○ ● ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ○ ●
helpful	○ ○ ○ ● ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect

sentimental	○ ○ ○ ● ○
secretive	○ ○ ○ ● ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ● ○ ○
discrete	○ ○ ○ ● ○
universal	○ ○ ○ ● ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ○ ● ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ○ ● ○
striking	○ ○ ○ ○ ●
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 80 05 Hazy blue

A beloved everyday colour for play, sport, leisure and the beach.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ● ○ ○ ○
sensitive	○ ● ○ ○ ○
happy	● ○ ○ ○ ○
melancholy	○ ● ○ ○ ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma	
glamorous	● ○ ○ ○ ○
charming	● ○ ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	○ ● ○ ○ ○
introvert	○ ○ ● ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	● ○ ○ ○ ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	● ○ ○ ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	● ○ ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	● ○ ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	● ○ ○ ○ ○
self-confident	○ ● ○ ○ ○
distinguished	● ○ ○ ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	● ○ ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	● ○ ○ ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	● ○ ○ ○ ○
powerful	● ○ ○ ○ ○
striking	● ○ ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 240 80 10 Light topaz soft blue

The blue of topaz gleams soft and light, it is seldom rough and always kind to the skin.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ● ○ ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ● ○ ○ ○
calming	○ ● ○ ○ ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ● ○ ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	● ○ ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	○ ○ ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	● ○ ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ● ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ● ○ ○ ○
activating	○ ● ○ ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ● ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ● ○ ○ ○
healing	● ○ ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ● ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ● ○ ○ ○
powerful	○ ● ○ ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ○ ● ○

RAL COLOUR-DNA



RAL 240 80 15 Baby blue

Proud mothers and fathers dress little boys in knitted blue outfits until they beg for red.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ○ ● ○ ○
exciting	○ ● ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ● ○ ○ ○
soft	○ ○ ● ○ ○

Charisma	
glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ○ ● ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ○ ● ○
activating	○ ○ ○ ● ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability	
ecological	○ ○ ○ ● ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ○ ● ○
long-term	○ ○ ○ ○ ●

External-Effect	
admired	○ ○ ○ ● ○
envied	○ ○ ● ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ○ ● ○ ○
self-confident	○ ○ ○ ○ ●
distinguished	○ ○ ○ ○ ●
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ○ ● ○ ○

Symbolism	
sensible	○ ○ ○ ● ○
passionate	○ ○ ● ○ ○
powerful	○ ○ ○ ● ○
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 80 20 Crystal blue

Coloured crystal has been around since antiquity. The workshops of Murano have a broad colour palette.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ○ ● ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ○ ● ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ○ ● ○
melancholy	○ ● ○ ○ ○
exciting	○ ○ ● ○ ○

Senses

cool	○ ○ ○ ○ ●
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	○ ○ ● ○ ○
soft	○ ○ ● ○ ○

Charisma

glamorous	○ ○ ○ ● ○
charming	○ ○ ○ ● ○
exotic	○ ○ ● ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function

certain	○ ○ ● ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ○ ● ○
heavy	○ ● ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ○ ● ○
fresh	○ ○ ○ ● ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ○ ●

External-Effect

admired	○ ○ ○ ● ○
envied	○ ○ ○ ● ○
trustworthy	○ ○ ○ ○ ●
surprising	○ ○ ○ ● ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ○ ○ ●
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ● ○
distinguished	○ ○ ○ ● ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ○ ○ ● ○
discrete	○ ○ ○ ● ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ○ ● ○
passionate	○ ○ ○ ● ○
powerful	○ ○ ● ○ ○
striking	○ ○ ○ ● ○
expressionless	● ○ ○ ○ ○

RAL COLOUR-DNA



RAL 240 85 05

Ice grey

A chilled shade, purism at its purest! The fear of colour makes us flee into colour denial.



very low → very high

Communication

forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	● ○ ○ ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ● ○ ○ ○
exciting	○ ● ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	○ ● ○ ○ ○

Charisma

glamorous	○ ○ ● ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	○ ● ○ ○ ○

Function

certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ○ ● ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ● ○ ○ ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ○ ● ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ○ ● ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ○ ● ○ ○
self-confident	● ○ ○ ○ ○
distinguished	○ ● ○ ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	● ○ ○ ○ ○
universal	○ ● ○ ○ ○
indifferent	○ ○ ● ○ ○
rare	○ ○ ● ○ ○

Symbolism

sensible	○ ● ○ ○ ○
passionate	○ ● ○ ○ ○
powerful	○ ● ○ ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 85 10 Air blue

Nothing else but clarity, standing still, ascribing meaning to every touch and dreaming of how it feels.



very low → very high

Communication

forward-looking	○ ● ○ ○ ○
animated	○ ● ○ ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ● ○ ○ ○

Feelings

pleasant	○ ○ ● ○ ○
sensitive	○ ○ ● ○ ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ● ○ ○ ○
dry	○ ○ ● ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	● ○ ○ ○ ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ○ ● ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ● ○ ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ○ ● ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability

ecological	○ ○ ● ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ● ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	○ ● ○ ○ ○
trustworthy	○ ○ ○ ○ ○
surprising	○ ○ ● ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	● ○ ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ○ ● ○ ○
rare	● ○ ○ ○ ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	○ ● ○ ○ ○
powerful	● ○ ○ ○ ○
striking	● ○ ○ ○ ○
expressionless	○ ● ○ ○ ○

RAL COLOUR-DNA



RAL 240 85 15 Paris blue

The bleaching of an inorganic pigment gives the colour its name. Pure, clear and gleaming.



very low → very high

Communication	
forward-looking	○ ○ ● ○ ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	● ○ ○ ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ● ○ ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	● ○ ○ ○ ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ○ ● ○ ○
dry	○ ● ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	● ○ ○ ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	● ○ ○ ○ ○
introvert	○ ○ ● ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	● ○ ○ ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ○ ● ○ ○
helpful	● ○ ○ ○ ○
healing	○ ● ○ ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ○ ○ ● ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ○ ● ○
surprising	○ ○ ○ ● ○
interesting	○ ○ ○ ● ○

Internal-Effect	
sentimental	○ ● ○ ○ ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ● ○ ○
distinguished	○ ○ ● ○ ○
sexy	○ ● ○ ○ ○

Perception of Quality	
precious	○ ○ ● ○ ○
discrete	○ ● ○ ○ ○
universal	○ ● ○ ○ ○
indifferent	● ○ ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism	
sensible	○ ○ ● ○ ○
passionate	● ○ ○ ○ ○
powerful	● ○ ○ ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 90 05 Soft blue white

The formula for the most beautiful white is known only to blue romantics.



very low → very high

Communication	
forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ○ ● ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ○ ● ○

Feelings	
pleasant	○ ○ ○ ● ○
sensitive	○ ○ ○ ● ○
happy	○ ○ ● ○ ○
melancholy	○ ● ○ ○ ○
exciting	● ○ ○ ○ ○

Senses	
cool	○ ○ ○ ● ○
dry	● ○ ○ ○ ○
smooth	○ ○ ○ ● ○
fragrant	● ○ ○ ○ ○
soft	● ○ ○ ○ ○

Charisma	
glamorous	○ ● ○ ○ ○
charming	○ ○ ● ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function	
certain	○ ● ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ○ ● ○ ○
activating	○ ● ○ ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability	
ecological	○ ● ○ ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ○ ● ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect	
admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ○ ● ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect	
sentimental	○ ○ ○ ● ○
secretive	○ ● ○ ○ ○
self-confident	○ ○ ○ ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality	
precious	○ ● ○ ○ ○
discrete	○ ○ ● ○ ○
universal	● ○ ○ ○ ○
indifferent	○ ● ○ ○ ○
rare	● ○ ○ ○ ○

Symbolism	
sensible	○ ○ ● ○ ○
passionate	● ○ ○ ○ ○
powerful	● ○ ○ ○ ○
striking	○ ● ○ ○ ○
expressionless	○ ○ ● ○ ○

RAL COLOUR-DNA



RAL 240 90 10 Chalky blue white

Even more pure is the white-washed white-blue used to keep biting insects out of the cowshed.



very low → very high

Communication

forward-looking	○ ○ ○ ● ○
animated	○ ○ ● ○ ○
human	○ ● ○ ○ ○
with a narrative	○ ○ ● ○ ○
calming	○ ○ ● ○ ○

Feelings

pleasant	○ ○ ○ ● ○
sensitive	○ ○ ● ○ ○
happy	○ ● ○ ○ ○
melancholy	○ ● ○ ○ ○
exciting	● ○ ○ ○ ○

Senses

cool	○ ○ ● ○ ○
dry	● ○ ○ ○ ○
smooth	○ ○ ● ○ ○
fragrant	● ○ ○ ○ ○
soft	● ○ ○ ○ ○

Charisma

glamorous	○ ● ○ ○ ○
charming	○ ● ○ ○ ○
exotic	○ ● ○ ○ ○
extrovert	○ ○ ● ○ ○
introvert	● ○ ○ ○ ○

Function

certain	● ○ ○ ○ ○
realistic	○ ● ○ ○ ○
functional	○ ● ○ ○ ○
activating	○ ○ ● ○ ○
heavy	● ○ ○ ○ ○

very low → very high

Sustainability

ecological	○ ● ○ ○ ○
fresh	○ ○ ● ○ ○
helpful	○ ○ ● ○ ○
healing	○ ○ ● ○ ○
long-term	○ ○ ○ ● ○

External-Effect

admired	○ ● ○ ○ ○
envied	● ○ ○ ○ ○
trustworthy	○ ● ○ ○ ○
surprising	○ ● ○ ○ ○
interesting	○ ● ○ ○ ○

Internal-Effect

sentimental	○ ○ ● ○ ○
secretive	○ ● ○ ○ ○
self-confident	● ○ ○ ○ ○
distinguished	○ ○ ● ○ ○
sexy	● ○ ○ ○ ○

Perception of Quality

precious	○ ● ○ ○ ○
discrete	○ ● ○ ○ ○
universal	○ ○ ● ○ ○
indifferent	○ ● ○ ○ ○
rare	○ ● ○ ○ ○

Symbolism

sensible	○ ○ ● ○ ○
passionate	● ○ ○ ○ ○
powerful	● ○ ○ ○ ○
striking	○ ○ ● ○ ○
expressionless	○ ● ○ ○ ○