

RAL 240 20 05 Nightshade blue

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



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



RAL 240 20 10 Elderberry black

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



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



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.



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 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.



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



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.



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



RAL 240 30 15 Deep sea blue

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



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



RAL 240 30 20 Lazurite blue

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



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



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



RAL 240 30 30 Gemstone blue

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



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 240 30 35 Captain blue

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



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



RAL 240 40 05 Blue anthracite

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



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



RAL 240 40 10 Blackthorn blue

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



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 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.



Communication	very low → very high	Sustainability	very low → very high
forward-looking	00000	ecological	00000
animated human	$00 \bullet 00$	fresh helpful	
with a narrative	0000	healing	0 • 0 0 0
calming	$\circ \circ \circ \bullet \circ$	long-term	$\circ \circ \bullet \circ \circ$
Feelings		External-Effect	
pleasant sensitive	00000	admired envied	0000
happy	0 • 0 0 0	trustworthy	
melancholy	0000	surprising	00000
exciting	0000	interesting	0 • 0 0 0
Senses		Internal-Effect	
cool	0 • 0 0 0	sentimental	0 0 0 0 0
dry smooth	00000	secretive self-confident	
fragrant	• 0 0 0 0	distinguished	0 • 0 0 0
soft	0000	sexy	• 0 0 0 0
Charisma		Perception of Quality	
glamorous	0000	precious	00000
charming exotic	$0 \bullet 0 0 0$	discrete universal	00000
extrovert	0000	indifferent	$00 \bullet 00$
introvert		rare	
Function		Symbolism	
certain	0000	sensible	00000
realistic	0000	passionate	• 0 0 0 0
functional activating	00000	powerful striking	
heavy	0000	expressionless	• 0 0 0 0
,		1	



RAL 240 40 20 Denim blue

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



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 240 40 25 Orient blue

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



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



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.



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 240 40 35 Stone blue

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



Communication	very low → very high	Sustainahility	very low → very high
forward-looking animated human	00000	Sustainability ecological fresh helpful	00000
with a narrative calming		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 240 40 40 Pure light blue

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



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 240 50 05 Smoky blue

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



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	0 0 0 00 0 0 00 0 0 00 0 0 00 0 0 0
Feelings pleasant sensitive happy melancholy exciting	0 0 0 00 0 0 00 0 0 00 0 0 00 0 0 0	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 240 50 10 Tool blue

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



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 240 50 15 Technical blue

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



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 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.



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 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.



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 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.



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



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



RAL 240 50 40 Indian ink blue

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



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



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.



Communication	very low → very high	Sustainability	very low → very high
forward-looking animated human with a narrative calming		ecological fresh helpful healing long-term	0 0 0 00 0 0 00 0 0 00 0 0 00 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 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.



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 240 60 15 Architecture blue

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



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 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.



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 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.



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 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.



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 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.



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 240 60 40 Clear blue

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



Communication	very low → very high	Suctainability	very low → very high
forward-looking animated human with a narrative		Sustainability ecological fresh helpful healing	
calming	00 • 00	long-term	0000
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 240 70 05 Laundry blue

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



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 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.



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 240 70 15 Bermuda blue

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



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 240 70 20 Sea blue

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



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



RAL 240 70 25 Madonna blue

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



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 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.



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



RAL 240 80 05 Hazy blue

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



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 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.



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 240 80 15 Baby blue

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



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



RAL 240 80 20 Crystal blue

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



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 240 85 05 Ice grey

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



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 240 85 10 Air blue

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



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 240 85 15 Paris blue

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



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 240 90 05 Soft blue white

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



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	$\circ \circ \bullet \circ \circ$
human	$\circ \circ \bullet \circ \circ$	helpful	$\circ \circ \circ \bullet \circ$
with a narrative	$\circ \circ \bullet \circ \circ$	healing	$\circ \circ \bullet \circ \circ$
calming	00000	long-term	00000
Feelings		External-Effect	
pleasant	$\circ \circ \circ \bullet \circ$	admired	$\circ \bullet \circ \circ \circ$
sensitive	00000	envied 	• 0 0 0 0
happy	0000	trustworthy	0000
melancholy exciting	0 0 0 0 0	surprising interesting	$0 \bullet 0 0 0$
exciting		interesting	
Senses		Internal-Effect	
cool	$\circ \circ \circ \bullet \circ$	sentimental	$\circ \circ \circ \bullet \circ$
dry	• 0 0 0 0	secretive	0 • 0 0 0
smooth	00000	self-confident	00000
fragrant soft	• 0 0 0 0 • 0 0 0 0	distinguished	$\begin{array}{cccccccccccccccccccccccccccccccccccc$
3011		sexy	
Charisma		Perception of Quality	
glamorous	0 • 0 0 0	precious	0 • 0 0 0
charming exotic	0000	discrete universal	0000
exolic extrovert	$0 \bullet 0 0 0$	indifferent	
introvert	• 0 0 0 0	rare	• 0 0 0 0
miliovert		Ture	
Function		Symbolism	
certain	0 • 0 0 0	sensible 	0000
realistic	0 • 0 0 0	passionate	• 0 0 0 0
functional	0000	powerful	
activating	0 0 0 0 0	striking	
heavy	• 0 0 0 0	expressionless	



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.



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	