



CF27

COLOURFUTURES™ 2027
INTERNATIONAL COLOUR TRENDS



The AkzoNobel Building
Wexham Road
Slough
SL2 5DS

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Content – AkzoNobel Global Aesthetic Center

THE EVOLUTION OF COLOUR TRENDS

Every building should be designed with people in mind. It should be functional and beautiful, of course, but – whatever its role – it should also be ‘human-centric’, created with design and colours that are right for its users¹. At Dulux Trade’s annual Trend Forecast, international experts identify the things that will be impacting our lives over the coming years. Our colour experts then devise curated palettes that offer a perfect response to the needs of the times.

LIGHTER SPACES FOR A LIGHTER YEAR

The overriding insight from the Trend Forecast was that people around the globe are feeling weighed down by world events and swamped by digital overload. We need spaces to lighten our hearts, brighten our souls and lift our spirits – something, according to neuropsychology, that the aesthetics of our surroundings could help us achieve.

WHAT DOES THIS MEAN FOR COLOUR?

Colour can lighten and brighten lives *literally*. As well as influencing perceptions of space, it can evoke emotions and associations and transform how people feel. This is especially true in public spaces – places that, without good design, can feel impersonal or institutional. Dulux Trade Colour of the Year and the new CF27 palettes can help you create human-centric, on-trend interiors and exteriors that will inspire users and help them *live lightly*.

1. Human Centric Design, AkzoNobel, 2025.
Cover images: Top right: Stock / Runma10. Bottom right: Unsplash



COLOUR MOOD OF THE MOMENT

GO GREEN!

Sage, jade, olive – the soft greens of nature are warm, cleansing and uplifting. Sitting on the spectrum between the vividly verdant and the subtlest pastels, these tones are rich but understated and can bring **lightness, harmony and elegance to an interior or exterior**. Within this family of greens, Dulux Trade Colour of the Year 2027 is a soft, silvery sage. Associated with wisdom, healing, clarity and inspiration, it’s the perfect ethereal colour to elevate spaces in every sector and make them feel lighter.

PALETTES

To give you ready-made recipes for transforming interiors and exteriors across sectors, Dulux Trade has developed three colour stories, centred around the Colour of the Year. This year, the on-trend palettes focus on light tones, with stronger shades adding interest and identity. All these colours work together but each story has a distinctive feel so you can choose the palette that feels most appropriate for your project.



Soulful Sage™
12GY 39/101

COLOUR OF THE YEAR 2027

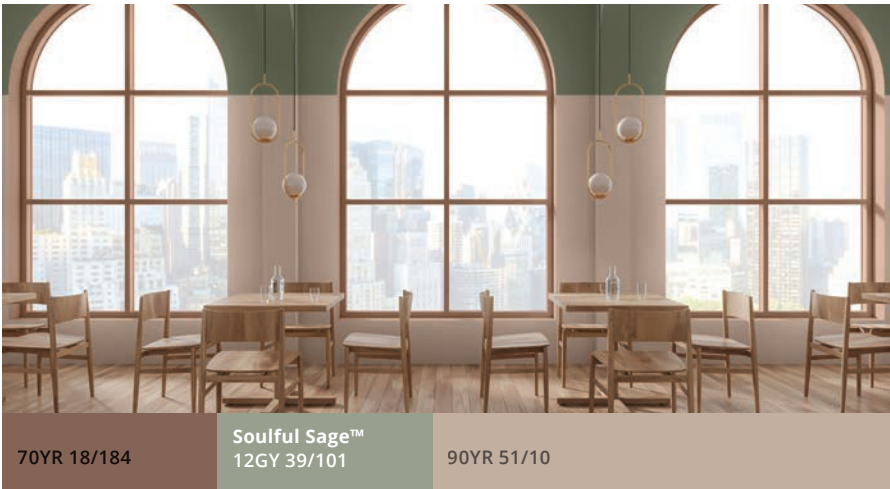


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SOULFUL SAGE™

Silvery, soft and ethereal, our Colour of the Year is a natural, uplifting green. It's a versatile colour that can feel warm, cleansing and inspiring depending how and where it's used. Each of the new Dulux Trade colour stories includes complementary tones from the sage colour family to give you maximum flexibility.

INTERIOR PALETTES



WARM SPACES

Soft shades of clay and terracotta with uplifting lilac and the ethereal Colour of the Year, these are colours that lighten the heart. Warm and familiar, this palette can help create human spaces that feel authentic, friendly and bright. It is perfect for *residential* or *hospitality* settings where people want to feel grounded and at ease.



PURE SPACES

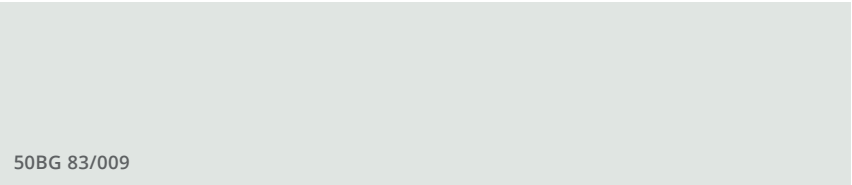
This quiet, neutral palette is ideal for creating a simple, visually uncluttered scheme that brightens the soul. A collection of greys, browns and blues built around the light Colour of the Year, it works particularly well in *office* and *healthcare* settings where people need dedicated areas that give them respite from noise and stress.



JOYFUL SPACES

A mix of ochres, pale pinks and greens, including the optimistic and ethereal Colour of the Year, this joyful palette lifts the spirits and sparks the imagination. Offering light and delight, this collection of colours is ideal for creating upbeat backdrops in *education* and *office* settings – places where people want to feel inspired.

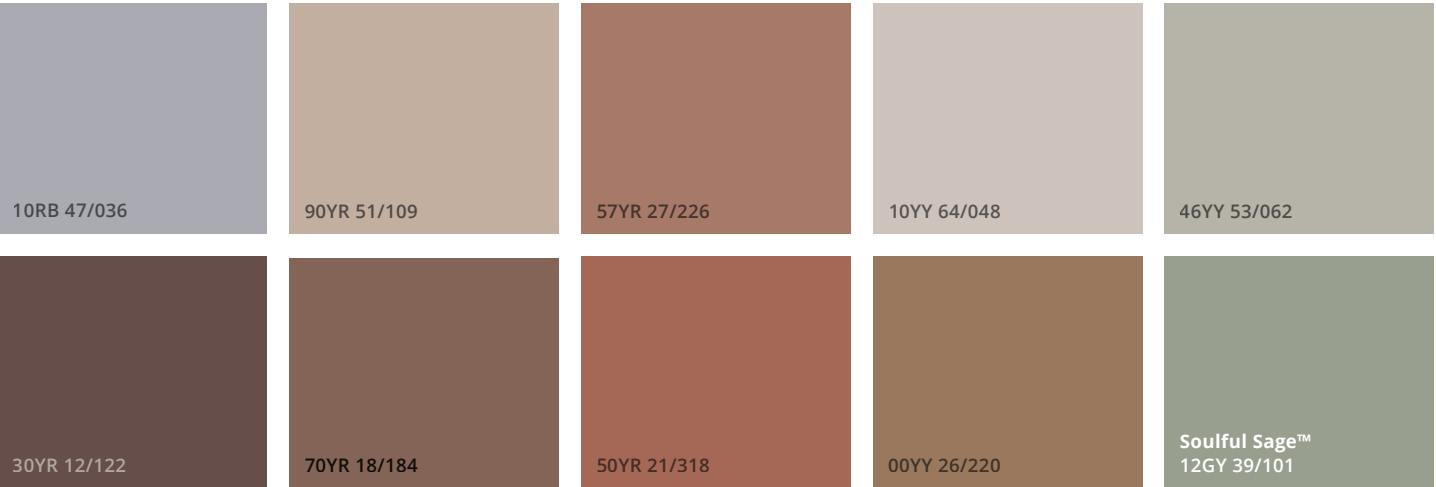
Images: Bottom, iStock / Pressmaster, Middle, iStock / Ismagilov



THE BEST WHITE

To provide you with everything you need, Dulux Trade offers the perfect neutral to complement this year's colour stories. Whether used for ceilings, walls or details, this white can help you create balanced and effective colour schemes.

GLOW COLOURS



LIGHT COLOURS



LIFT COLOURS



EXTERIOR PALETTES



WARM SPACES

Soft earth tones that lighten the heart can help make any building feel rooted, relatable and part of the landscape. Authentic and familiar, these shades maximise approachability and enhance human-centric design – the key ingredient for a space that works effectively for its users.

PURE SPACES

Pale blues and greys, with deeper brown and the ethereal Colour of the Year, this palette of neutrals is perfect for creating a calm, refined exterior scheme in any sector. Simple and understated, these colours can bring together different areas of a building and create a quiet impact.

JOYFUL SPACES

A combination of easy, upbeat tones, this positive palette lifts the spirits and lights up the senses. With its pale pinks, ochres and soft greens, including the ethereal Colour of the Year, it can bring lightness, personality and colour to a building exterior while maintaining subtlety and elegance.

Images: Bottom: iStock / xavierarnau. Top: iStock / Ljupko

THE BEST WHITE

The perfect neutral to complement all the colour stories.

50BG 83/009

GLOW COLOURS

00YY 26/220

90YR 51/109

46YY 53/062

30YR 12/122

57YR 27/226

Soulful Sage™
12GY 39/101



Soulful Sage™
12GY 39/101

90YR 51/109

30YR 12/122

LIGHT COLOURS

10YY 54/034

30YY 72/018

90BG 41/040

48YR 09/077

Soulful Sage™
12GY 39/101

90BG 17/090



Soulful Sage™
12GY 39/101

10YY 54/034

90BG 41/040

90BG 17/090

LIFT COLOURS

54YY 63/072

20YY 27/426

47YY 40/227

10YR 50/101

45YY 20/168

Soulful Sage™
12GY 39/101



Soulful Sage™
12GY 39/101

20YY
27/426

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10YR
50/101

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20/168

SAGE GREEN BRINGS A FEELING OF PURITY AND LIGHTNESS TO A SPACE

Soulful Sage™ is a soft, versatile mid-tone that can help you create spaces to lighten the heart, brighten the soul and lift the spirits – just what people need today. Associated with healing, wisdom and the natural world, it's a colour that was loved by the ancients but it's also a contemporary favourite. Used on its own or in combination with the new Dulux Trade palettes, it's a colour that can transform any space – traditional or modern.

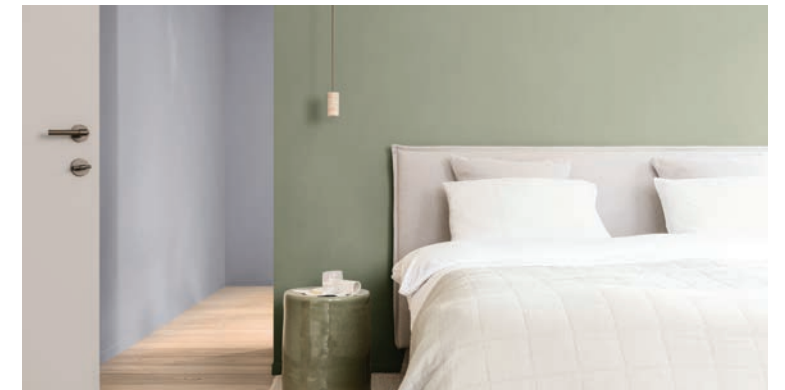
EDUCATION



OFFICES



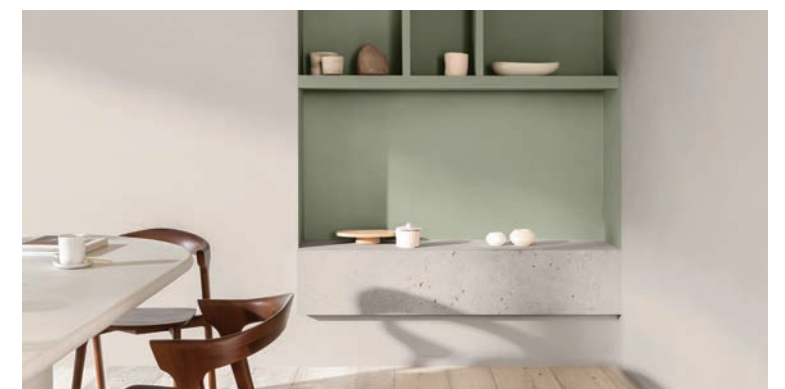
HOSPITALITY



HEALTHCARE



RESIDENTIAL



Images: Healthcare, iStock / xonurdongel, Education, iStock / Iiu mingzhu



Soulful Sage™
12GY 39/101

40YY 38/107

90RR 64/036

10YR 50/101

54YY 63/072

EDUCATION

LIGHT UP THE SENSES

Research suggests that schools or colleges should prioritise design that switches on the senses to keep students engaged. Joyful colours can help create inspiring educational spaces that lift the spirits.



79GY 59/017

79GY 36/106

Soulful Sage™
12GY 39/101



Soulful Sage™
12GY 39/101

54YY 63/072

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LIFT COLOURS FOR JOYFUL SPACES

Need: As well as being robust and inspiring, learning environments must be safe, nurturing and flexible enough to support complex behavioural needs¹. A palette of light, joyful colours can help achieve this aim.

Relevance: Spaces that stimulate the imagination can significantly improve a child's ability to explore, learn and grow², while bright colours can help transform a classroom into a dynamic learning hub³.

Result: A colour scheme of light, positive colours can help to create a comfortable, sensory environment where students can thrive.

Images: Left, iStock / Edafoto. Top right, iStock / FreshSplash Bottom right, iStock / SDI Productions

1. Human Centric Design, AkzoNobel, 2025
2. Design: How Education Architecture Reflects Changing Views on Childhood, Architizer, September 2024
3. How Schools Should Be: Holistic Classroom Designs that Promote Joy and Confidence, EdSpaces, October 2024

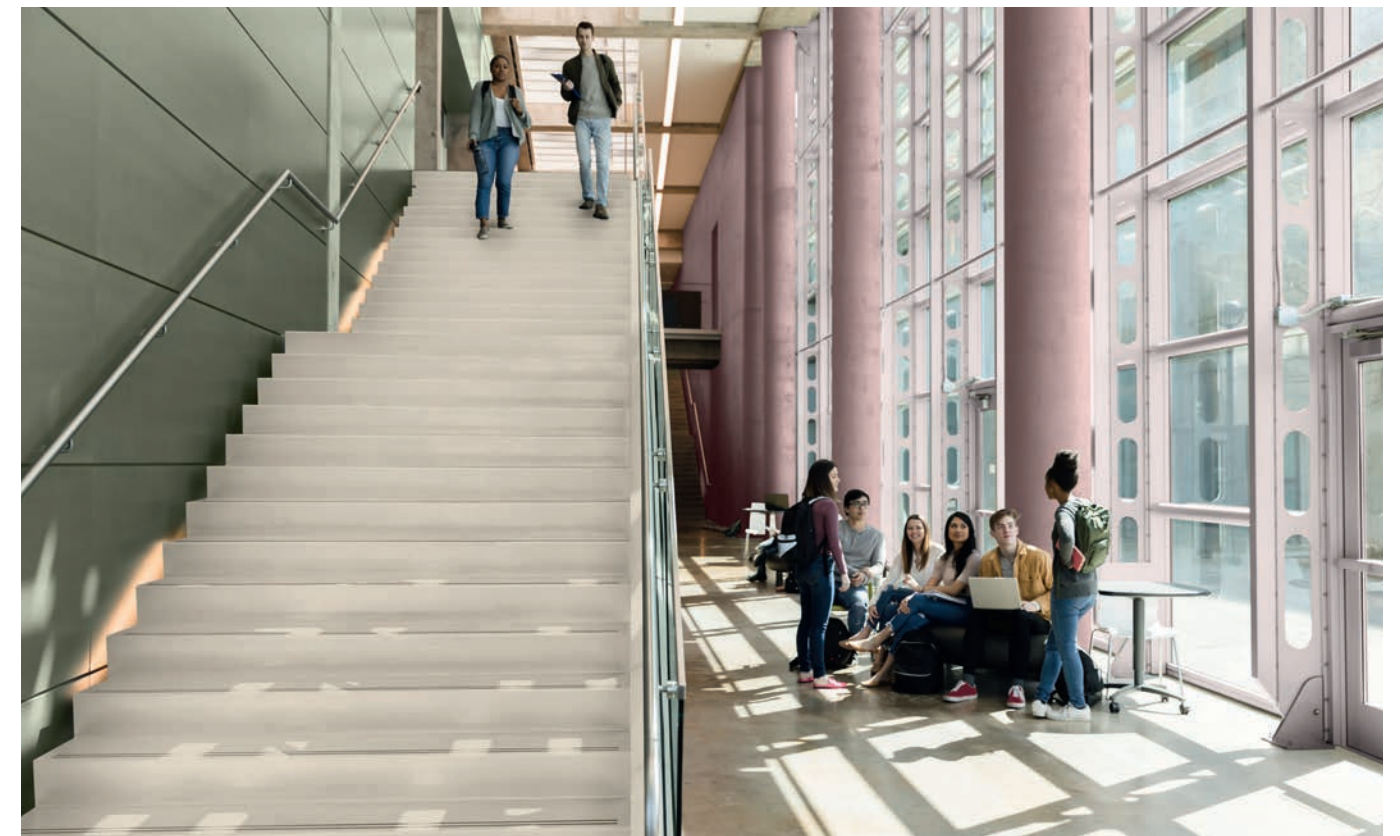


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1 Human Centric Design, AkzoNobel, 2025
Images: Left: Stock / ihero, Top right: Stock / SDI Productions, Bottom right: Stock / monkeybusinessimages

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Well-designed schools can influence behaviour, motivation and performance. A palette of inspiring colours can help create safe and nurturing spaces, as well as enhancing focus, wayfinding and orientation¹.



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OFFICES

FEEL-GOOD WORKSPACES

Staff retention is crucial for business success and stability. To reduce employee churn, organisations are turning to sensory design, aiming to create offices that look *and* feel good for workers.



47YY 40/227

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Soulful Sage™
12GY 39/101

79GY 36/106

79GY 59/017

45YY 20/168

LIFT COLOURS FOR JOYFUL SPACES

Need: To prioritise wellbeing, offices must respond to workers' diverse needs by providing a mix of energising and quiet areas.

Relevance: With 15-20% of the world considered neurodiverse, forward-thinking employers are no longer designing for the masses but making spaces that adapt to individual needs¹. Strategic use of colour can transform workplace dynamics, providing a spectrum of spaces for different moods².

Result: Soft but stimulating, this palette offers a variety of inspiring schemes for creating diverse work settings within one office.

1. Making sense(s) of the workplace. Sight. TKW. November 2023
2. The top 10 office design trends for 2025. OP. April 2025



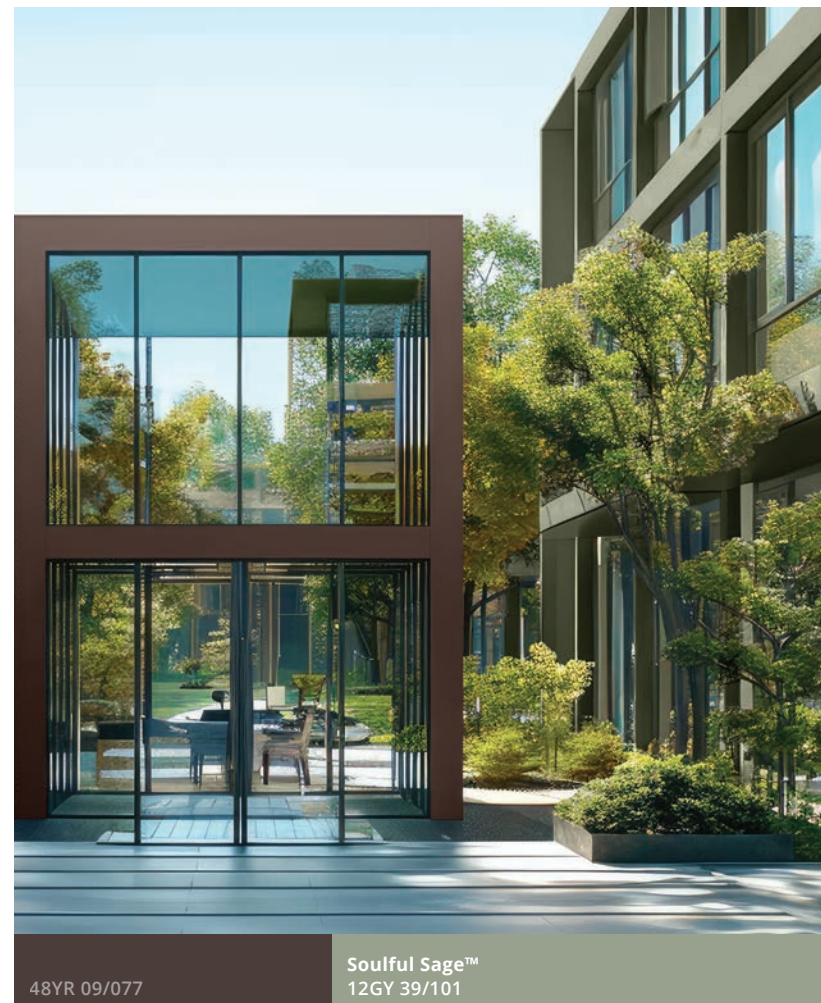
90BG 41/040 50BG 83/009 **Soulful Sage™**
12GY 39/101

LIGHT COLOURS FOR PURE SPACES

Need: To aid focus, workers need quiet spaces away from noise and stress. A cleansing, natural palette can help create a visually uncluttered scheme.

Relevance: Visual distraction is one of the biggest factors that reduce performance and effectiveness in an office¹. Incorporating natural elements, such as biophilic-inspired colour schemes, can have a positive impact on employee wellbeing².

Result: A palette of natural colours can help workers feel calm and centred. Green, particularly, provides a good environment for tasks involving high concentration³.



48YR 09/077 **Soulful Sage™**
12GY 39/101

Images: Top left: iStock / Rumma 10. Right: iStock / vint



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1. What's influencing workplace design trends in 2025, TSK, January 2025
2. A green and biophilic design approach to boost employee wellbeing, British Safety Council, January 2025
3. Human Centric Design, AconNobel, 2025



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57YR 27/226

30YR 12/122

HOSPITALITY

HOME FROM HOME

Hospitality is all about real experiences and human interaction. Hotels, libraries, galleries and restaurants need to foster a light and inviting feel – something a warm, familiar colour palette can help to create.



30YR 12/122

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GLOW COLOURS FOR WARM SPACES

Need: Hospitality spaces must strike a delicate balance between functional and inviting. It is also important that they cater to diverse sensory needs¹.

Relevance: Guests are seeking destinations that not only tell a story but invite them to be part of it². Hospitality's DNA is people-centric, so settings need to reflect the human need to gather, interact and develop a sense of belonging³.

Result: Warm, embracing tones are perfect for creating a comfortable human space – somewhere people want to linger longer.

Images: Left, iStock / ismaglov, Top right, iStock / ismaglov, Bottom right, iStock / Albert Brunsing

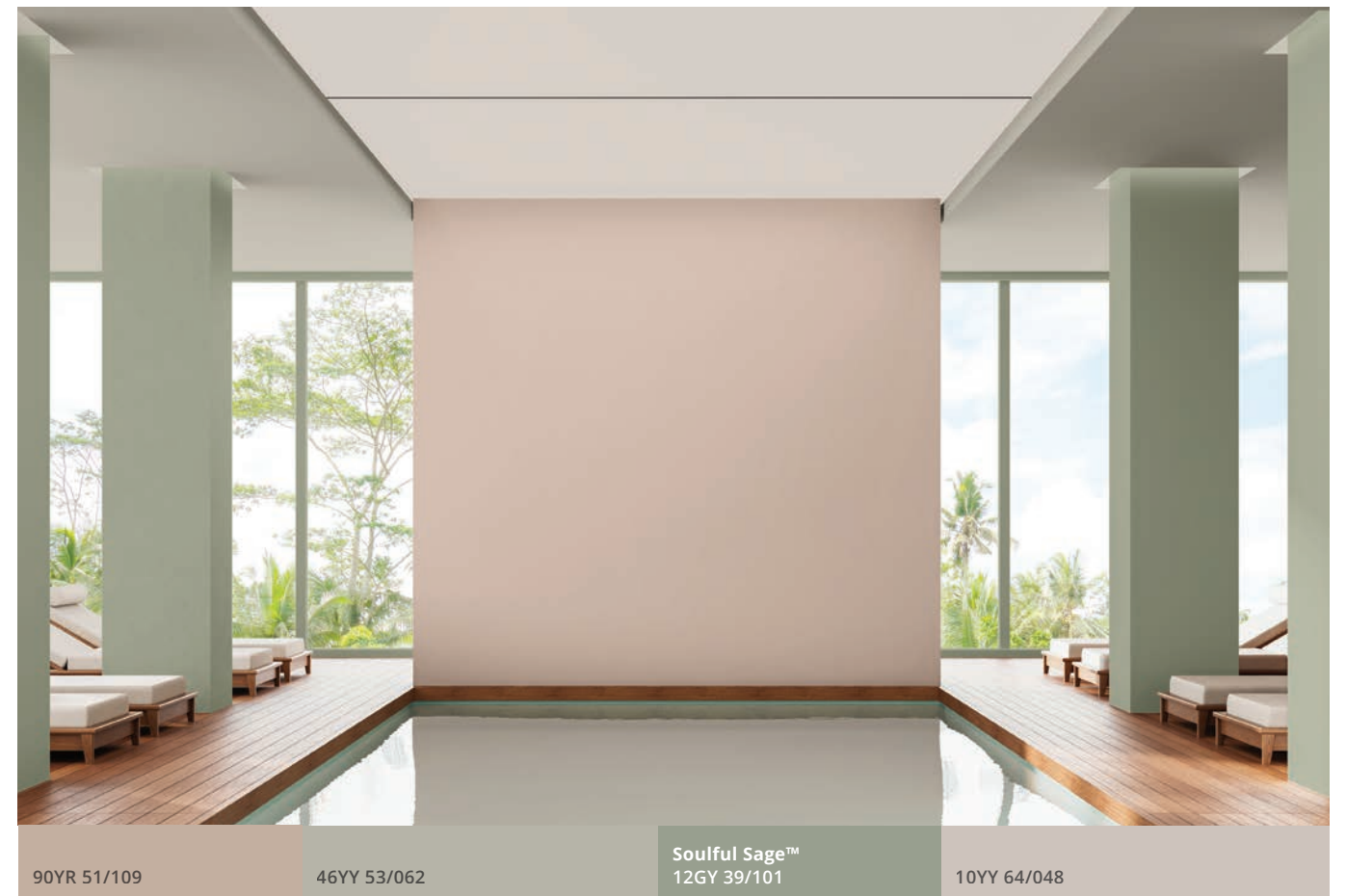
1. Human Centric Design 2.0, Alvaro Nebel, 2025
2. Interior Design Trends 2025: Experiential and Environmentally Conscious Spaces, Wimberley Interiors, November 2024
3. Hospitality Vibes: Human Interaction at the heart of the industry, EHL Insights, March 2025



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70YR 18/184



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Images: Left: iStock / ismagilov. Top Right: iStock / ismagilov. Bottom right: iStock / sandun

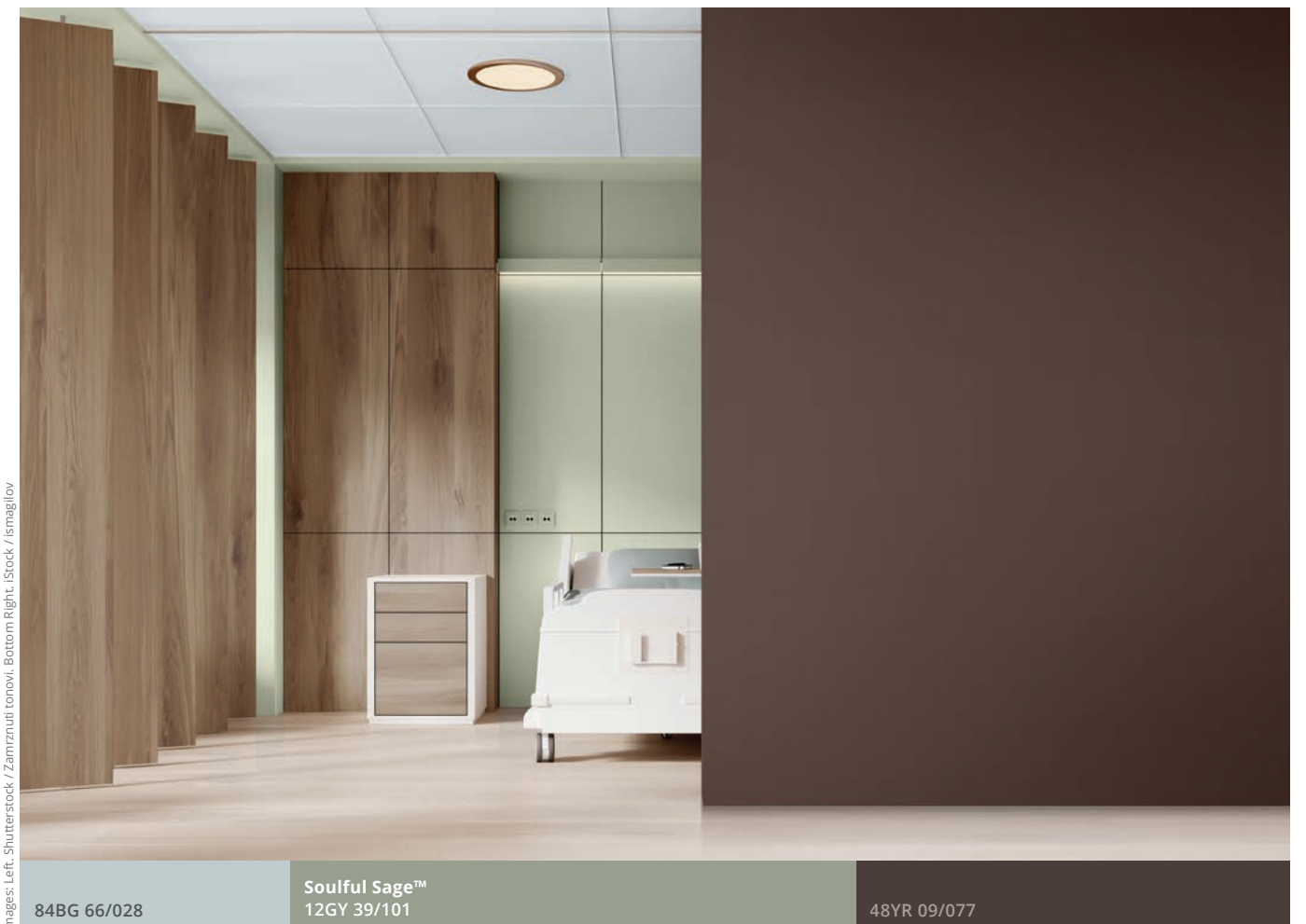
The warm, friendly tones of the **Glow** colour story can enhance comfort and wellbeing for diverse guests in any hospitality space.



HEALTHCARE

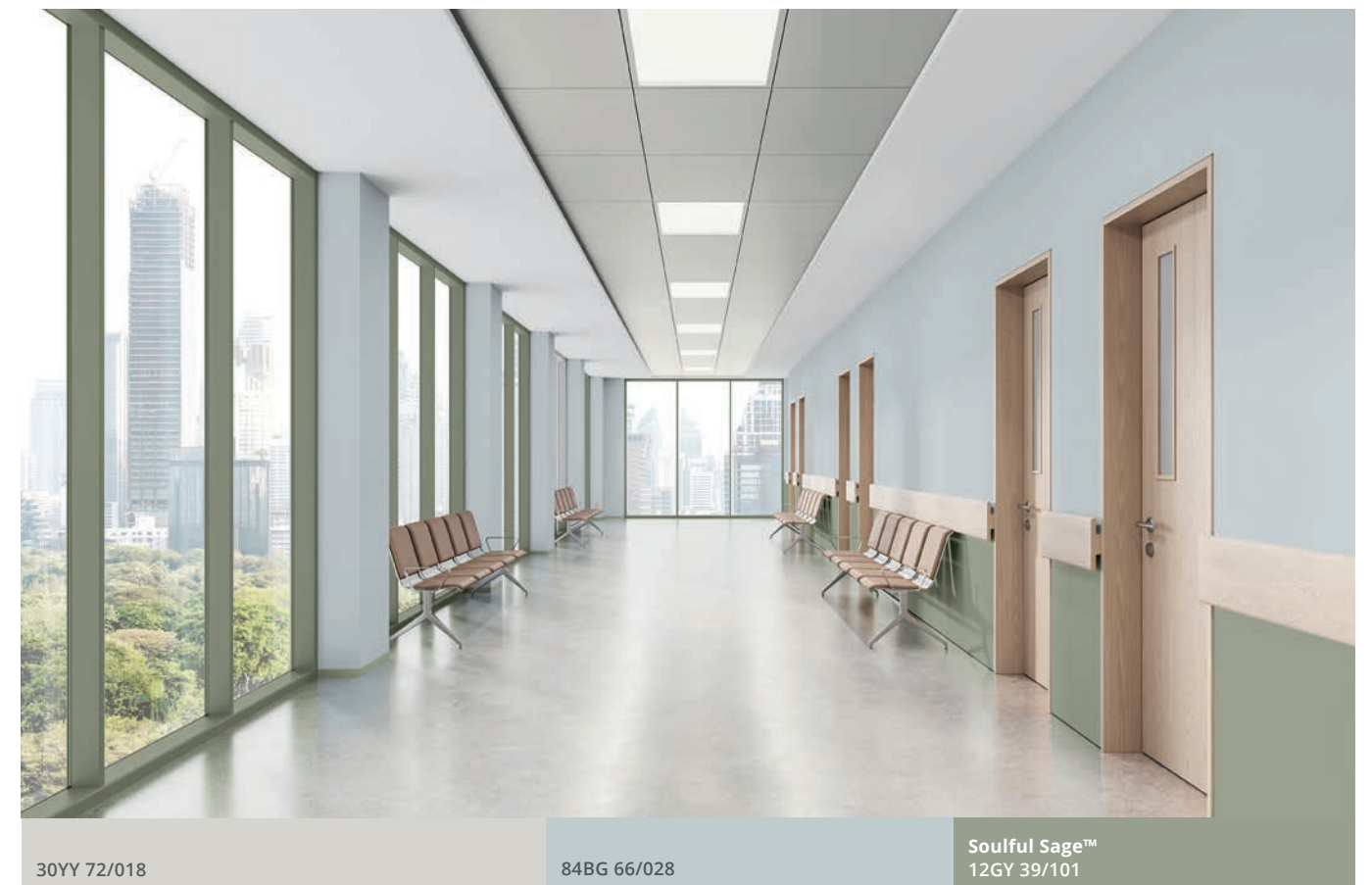
DESIGNED FOR HEALING

Today, healthcare providers want to offer spaces that go beyond the merely functional needs of their users. They are prioritising 'healing architecture' and design that promotes wellbeing.





Colour can significantly contribute to a healthcare facility that promotes wellbeing for everyone who uses the building. A light, pared-back palette can help create a welcoming, non-clinical and visually quiet atmosphere that can reduce stress and anxiety, and aid recovery.



LIGHT COLOURS FOR PURE SPACES

Need: Healthcare spaces should support clear wayfinding to help people navigate them easily, and enhance the comfort and wellbeing of diverse users¹.

Relevance: Quiet and sensory comfort is a key component of 'healing architecture' and could help create calm, reduce overstimulation and promote relaxation in healthcare settings².

Result: An understated palette of light, natural tones can help create a calm, visually uncluttered feel. It can also soften the institutional character of healthcare spaces, making them feel more approachable for patients, visitors and staff.

1. Human Centric Design 2.0, AkzoNobel, 2025.
2. Top principles of healing architecture you should know, Aesthetic Designs, May 2025.



Soulful Sage™
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30YR 12/122

90YR 51/109

RESIDENTIAL

WELCOME HOME

Clay, terracotta, stone – the colours of the ancient building blocks of home bring warmth, authenticity and familiarity to a residential space, helping people feel brighter and in touch with their humanity.



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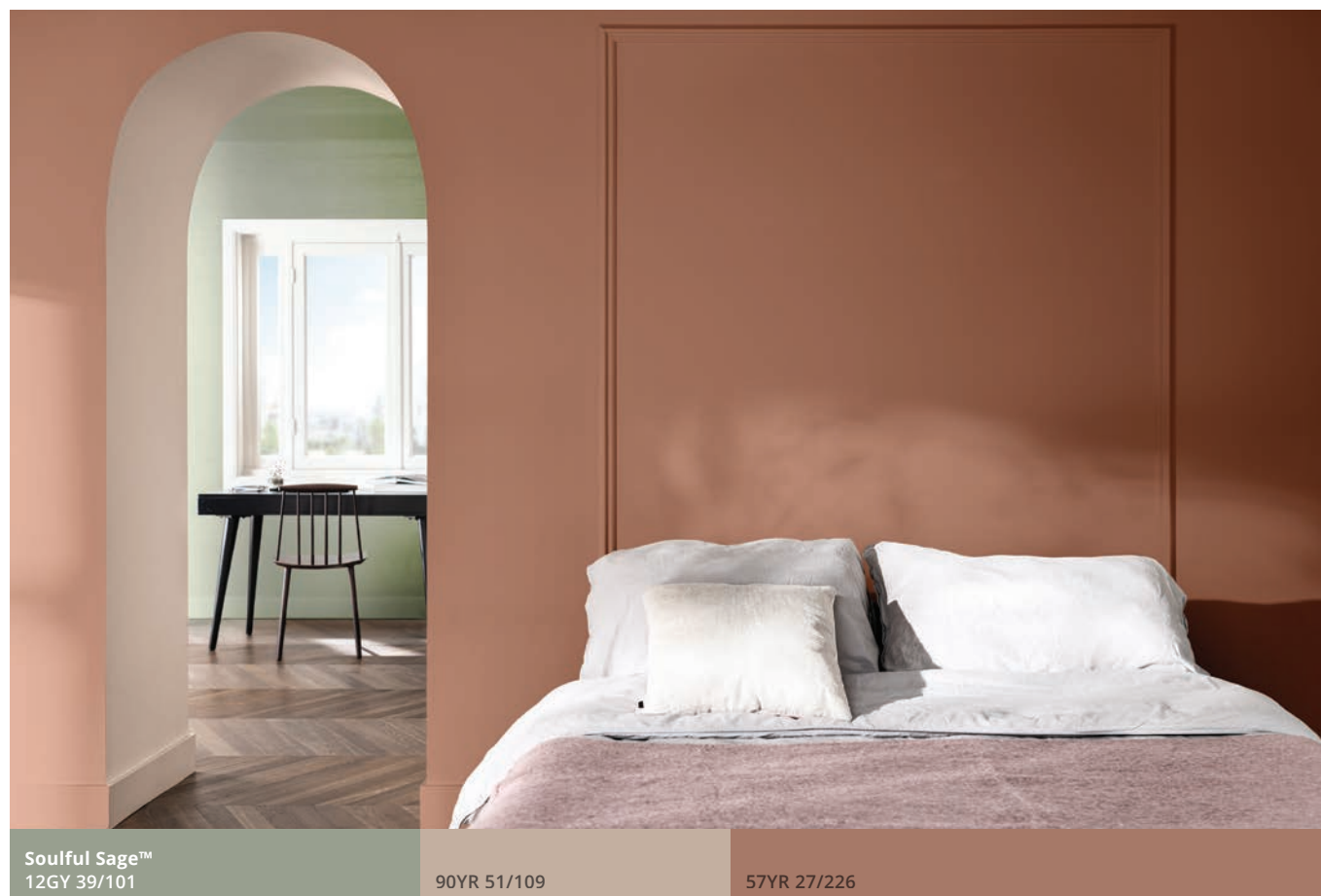
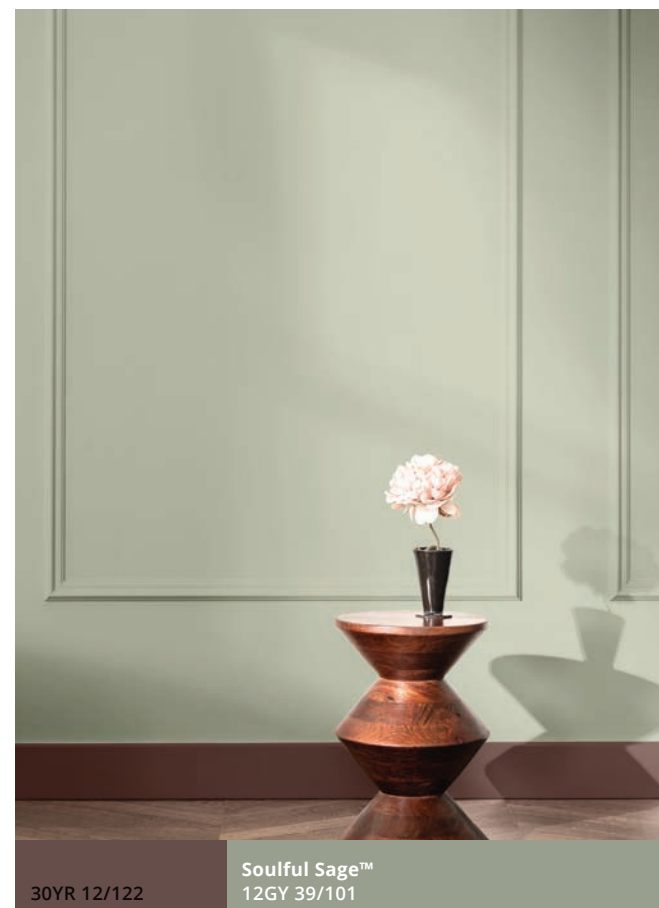
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GLOW COLOURS FOR WARM SPACES

Need: Modern living demands multi-purpose environments that cater to diverse activities¹. Creating a colour scheme that makes people feel centred and relaxed at home is key.

Relevance: Applying human-centric design principles to residential spaces benefits occupants² and choosing a conducive colour scheme is crucial. Rich, earthy hues can help make spaces feel dramatic, domestic and cocooning at the same time³.

Result: Familiar and earth-inspired, these warm, natural tones can help build a space that feels comfortable, rooted and connected.



Soft, natural browns combined with the warm, ethereal Colour of the Year can lighten the heart and help people feel at ease.



70YR 18/184

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Soulful Sage™
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ONE ROOM, FOUR WAYS

ONE HOME OFFICE, FOUR PALETTES

The modern home-office is a hybrid, multifunctional space. It's often squeezed into the corner of another room or must double-up as a guest room or dining space. Dulux Professional's 2027 palettes offer the flexibility to create countless different looks so you can achieve an on-trend office that works in any home.



BEFORE



THE GLOW SPACE



THE LIFT SPACE



THE LIGHT SPACE



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COMMERCIAL COLOUR SERVICES

Our Commercial Colour Services team can help you create harmony between your space and the role it fulfills. From vibrant and dynamic to calm and focused, choosing the right colour scheme is key to delivering your brief's objectives.

Step 1: Brief - email & photos

Contact your Dulux Trade representative. They will gather all the necessary information about the space in question, including digital photographs if possible, and pass the information to the Dulux Trade Commercial Colour Services team.



Step 3: Design research & development

The Commercial Colour Services team will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience, and flair to create an original yet appropriate colour scheme.



For more information about the colour support provided, contact one of our Dulux colour consultants today: Call 0333 222 7171, or e-mail TAC_supportedservices@akzonobel.com or visit [Duluxtrade.co.uk](https://www.duluxtrade.co.uk)

Step 2: Design service level confirmed and process activated

The brief will then be handed over to the designers from the Commercial Colour Services team via email. Depending upon the size and scale of the project, the Commercial Colour Designer will then arrange a site visit, telephone call or video consultation if required.



Step 4: Design presentation

The resultant colour schemes will be presented to you in the format most appropriate for your project or client: digitally coloured imagery, printed mood boards or bespoke colour cards.



YOUR SPECIFICATION HUB



The Specification Services Hub is your central destination for all Dulux Trade specification support. Bringing together services ranging from colour schemes and product selection to value engineering, it offers an easily accessible library of sector-specific guidance, digital tools and video resources to confidently help you on every project.

Paint Specification Creator

The Dulux Trade Paint Specification Creator simplifies the process of selecting the right paint system, ensuring accurate and professional specifications.

- Quickly find the best paint systems for your project.
- Define your project - interior or exterior.
- Specify surfaces and substrates - ensuring optimal product selection.
- Choose your desired finish - get tailored recommendations from the full Dulux Trade range.
- Generate tender-ready documents with NBS clauses and specification details automatically included.
- Easily customise with project details for a polished, professional presentation.

Colour and Contrast Digital Design Guide

This is a program designed to help specifiers maximise the inclusivity and usability of a space, by creating colour schemes that are both aesthetically pleasing and also comply with the visual contrast guidelines set out in BS 8300 and Approved Document Part M of the Building Regulations, while supporting the requirements of the Equality Act 2010.

Bring BIM Models to Life

For professionals using AutoCAD, Revit, or SketchUp, our free Colour Plug-ins integrate the Dulux Trade colour palette directly into your design software.

- Seamless integration with your preferred BIM tools.
- Enhance 3D simulations with thousands of Dulux Trade colours.
- Accurate colour representation in your digital models.

Find an Approved Painting Contractor on Dulux Connect Directory

Use the Dulux Connect Directory to find independently audited contractors in your area. Simply search by location, skills and accreditations and connect with specialists who meet the highest industry standards.