

Ready to make the leap? Find out more about True Joy™ at Dulux.com

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Heleen van Gent, Creative Director, AkzoNobel's Global Aesthetic Center

INTRODUCING DULUX COLOUR OF THE YEAR 2025

TRUE JOY™

BOLD COLOUR STORY



HUMAN COLOUR STORY



PROUD COLOUR STORY



"Every year we share insights at our Global Forecast Meeting to find out the mood of moment around the world. This year, we discovered that there is a growing sense that life must be better elsewhere. In times like these, there's a desire to break free, press reset and welcome in the new.

To inspire us, our homes and spaces need to fill us with optimism, pride, imagination and creativity. So, our colour experts have created a Colour of the Year and three colour stories that provide you with just the colours you need today. Our uplifting yellow helps you break out of your bubble. With True Joy™ you can create joyful pops of colour and add excitement to your walls. It can be used on its own as a bold statement colour or as an accent colour in combination with a colour story. Either way, it allows you take a leap and transform your home with confidence."

Heleen van Gent

"DULUX COLOUR OF THE YEAR 2025, PUTS JOY ON YOUR WALL AND A SMILE ON YOUR FACE"

Heleen van Gent



F6.08.75 40YY 60/103	F6.48.68 40YY 49/546 COY 2025	E7.15.62 10YY 41/175

ONE ROOM, FOUR WAYS

Adding True Joy™ to ready-made combinations helps you transform the look and feel of your living room in a variety of ways.



F6.48.68
40YY 49/546
COY 2025

G0.16.68
50YY 49/191

GN.00.85
81YY 81/016

THE HUMAN COLOUR STORY

AN ARTISANAL SPACE

TrueJoy™ brings the natural glow of sunshine to earthy whites in an open-plan living area, while furniture and furnishings made from natural materials connect us to the beauty of imperfections.



F6.48.68
40YY 49/546
COY 2025

D2.50.50
48YR 26/519

E1.08.69
90YR 51/109

THE BOLD COLOUR STORY

AN ADVENTUROUS SPACE

An uplifting orange statement wall framed by True Joy™ creates a living room that feels active and exciting. Pops of coloured furnishings add even more energy to the room, wherever your eyes wander.



F6.48.68
40YY 49/546
COY 2025

F6.08.75
40YY 60/103

THE PROUD COLOUR STORY

AN ECLECTIC SPACE

Reflecting the unique cultures around us, these colours create a living room that feels warm and cosy - somewhere anyone can feel at home.



E7.10.53
10YY 30/106

E5.31.41
00YY 19/261

F6.48.68
40YY 49/546
COY 2025

THE YELLOW COLOUR STORY

A LIVELY SPACE

Just a small amount of True Joy™ can energise the biggest of spaces. Partnering a bold accent colour with neutral colours creates an active space that helps inspire us.

ONE BEDROOM, FOUR WAYS

Splashing a hint of True Joy™ to ready-made combinations helps you transform your bedroom with a variety of different ideas.



THE YELLOW COLOUR STORY

RISE THEN SHINE

True Joy™ brings energy without feeling overpowering. When used as an accent colour it can help brighten your bedroom so you can start your day the right way.

F6.48.68
40YY 49/546
COY 2025

F6.08.75
40YY 60/103

GN.00.85
81YY 81/016



AN.02.76
70RR 64/034

F6.48.68
40YY 49/546
COY 2025

THE BOLD COLOUR STORY

KICKSTART YOUR DAY

Bring energy and excitement to your bedroom with soft pastels and bold colours that inspire you to get up and get going.



F6.48.68
40YY 49/546
COY 2025

D9.19.42
80YR 19/177

GN.00.85
81YY 81/016

THE PROUD COLOUR STORY

MAKE IT PERSONAL

Bedrooms are personal spaces. Pair the proud colour palette with furnishings you've gathered from your life to create a space that proudly reflects who you are.



H7.18.35
10GY 14/135

U0.10.20
46BB 08/059

F6.48.68
40YY 49/546
COY 2025

THE HUMAN COLOUR STORY

WAKE NATURALLY

Bring the outside in with these raw and earthy tones. Shades inspired by raw materials, such as clay and wood, reflect the natural light from outside, allowing you to wake up more naturally.

OUR BOLD COLOUR STORY

Bright, bold and uplifting shades balanced by neutral shades and topped with True Joy™ can create a fun, friendly and upbeat backdrop without overpowering a room.



G2.09.80
57YY 72/138

C4.41.40
26YR 18/404

F6.48.68
40YY 49/546
COY 2025

BEDROOM

A RAY OF LIGHT

Sunrise or sunset, our bold colours complement the different shades of daylight entering your bedroom without feeling unnatural.



F6.48.68
40YY 49/546
COY 2025

G2.09.80
57YY 72/138

S6.27.56
04BB 34/244

WORKSPACE

THINK CREATIVELY

Bold tones bring energy to your workspace helping you to think more creatively and work productively. These colours also create an exciting back drop for your home office.

KITCHEN

TRY SOMETHING NEW

Experiment in the kitchen with our bright and bold colours, created to bring spontaneity to your spaces and inspire you to try something new.



T9.26.21
50BB 08/171

E1.08.69
90YR 51/109

F6.48.68
40YY 49/546
COY 2025

LIVING ROOM

BRING THE VIBE

Contrasting colours create a positive and exciting environment for your guests, helping to stimulate every conversation.



E1.08.69
90YR 51/109

C4.41.40
26YR 18/404

F6.48.68
40YY 49/546
COY 2025

OUR HUMAN COLOUR STORY

Our human colours celebrate human craftsmanship. Shades of wood and clay reflect the raw materials used in these hand-made processes.



F6.48.68 40YY 49/546 COY 2025 | D2.12.24 60YR 09/086 | EN.02.71 10YY 54/034

WORKSPACE

THINK OUTSIDE THE BOX

True Joy™ not only works on walls but can be used as a trim paint on wooden surfaces like tables and cabinets to create pops of colour in this artisanal space.



F6.48.68 40YY 49/546 COY 2025 | F6.08.75 40YY 60/103 | GN.00.85 81YY 81/016

LIVING ROOM

BRING THE OUTSIDE IN

The vanilla freeform shape reflects the raw imperfect beauty of the world, while True Joy™ brings the warm natural light of the outside, inside.

BEDROOM

FLOW FROM ONE ROOM TO ANOTHER

These colours work brilliantly from room to room. Here, the colours flow from a bedroom to an en-suite, partnering the whites, tiles and porcelain of the bathroom's fittings and furnishings.



EN.02.71 10YY 54/034 | GN.00.85 81YY 81/016 | F6.48.68 40YY 49/546 COY 2025

KITCHEN

A NATURAL STATEMENT

These colours complement both light woods and dark woods allowing them to take pride and place in your kitchen. Here, subtle framing around the window brings the natural glow of sunshine into your space.



D2.12.24 60YR 09/086 | E7.15.62 10YY 41/175 | F6.48.68 40YY 49/546 COY 2025

OUR PROUD COLOUR STORY

Somewhere that feels rooted, where we can be proud of all that we are. A place that's rich with layers of diverse, individual influences.



F6.48.68
40YY 49/546
COY 2025

E7.10.53
10YY 30/106

E5.31.41
00YY 19/261

KITCHEN

MAKE OPEN SPACES MORE INTIMATE

Our proud colours create intimate spaces in open living rooms and kitchens. Whatever the room layout, these deep colours will flourish.



F6.48.68
40YY 49/546
COY 2025

U0.10.20
46BB 08/059

S2.17.39
90BG 17/120

BEDROOM

A REFLECTION OF YOU

Create a personal space that proudly reflects your unique identity and roots. These colours come alive when partnered with furnishings you've gathered from around the world.

LIVING ROOM

MAKE YOUR GUESTS FEEL AT HOME

Inspired by earthy tones and the natural dyes from around the world, these deep and rich colours make any space feel like home.



D0.31.44
50YR 21/318

F2.40.50
24YY 28/384

F6.48.68
40YY 49/546
COY 2025

WORKSPACE

CREATE YOUR INSPIRATION

Create a space that inspires you. Colours inspired by different cultures help empower you to think differently every time you enter your home office.



D9.41.49
77YR 26/391

F6.48.68
40YY 49/546
COY 2025

HOW TO FREEFORM WITH CONFIDENCE



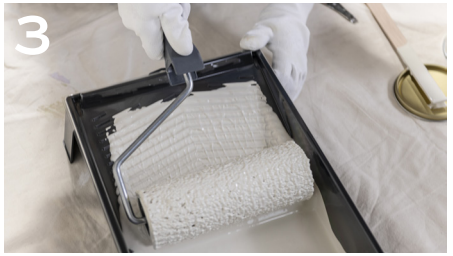
All the colours in our 2025 collection are made to work together. By creating a freeform shape with multiple colours, you can create a subtle but striking feature wall. Follow our easy step-by-step guide to discover how to do it or read the article and watch the accompanying video at dulux.com



Gather your paint materials.



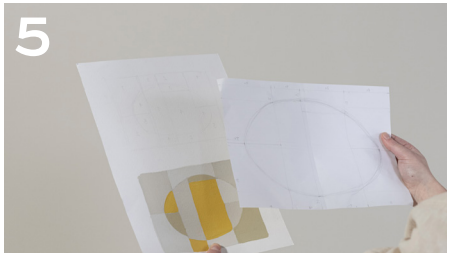
Sketch out your designs
and then choose your favourite.



Prepare your base colour
(the one which is used most).



Paint your first colour with a roller.
This acts as a base layer.



Double check your design.



Loosely measure and mark your horizontal
and vertical lines with chalk.



Freehand your shape and then
apply your second colour.



Continue the process with
your third colour.



Make sure to use a paint brush to cut in.



Add the finishing touches for a tight design.



True Joy™ on your walls brings a
smile to your face.



Celebrate and enjoy the end result
for years to come.

HOW TO COMBINE OUR 2025 COLOURS

Every year we create new, bespoke colour palettes to complement our Colour of the Year. This is so you can be confident that the colours you choose, will work together. See the endless possibilities at dulux.com



PERFECT COLOUR COMBINATIONS

COMBINE COLOURS EASILY WITH JUST 3 SIMPLE STEPS

1 PICK — Choose your favourite colour

2 MATCH — Find a perfect pairing next to your colour: one place up, down, left or right.

3 FINISH — Complete your colour match with our Colour of the Year. For the best white, pick the lightest colour at the top of the palette.



E7.10.53
10YY 30/106

E5.31.41
00YY 19/261

F6.48.68
40YY 49/546
COY 2025

TRY OUT TONE-ON-TONE

If you combine our colours vertically you will create a harmonious look. See how we've created a subtle and unified scheme.

COMBINE COLOURS FOR CONTRAST

By combining colours that are next to each other on the colour card, you can create a contrasting look that brings energy to any space.





P0.10.40
78GG 19/078

F6.48.68
40YY 49/546
COY 2025

E7.10.53
10YY 30/106

BE YOUR OWN DESIGNER

All our colours work together no matter how you use them and our Colour of the Year, True Joy™ works with all colours. So, you can choose a simple scheme, or combine it with multiple to create your own signature look.

WITH YOU WHEN YOU LEAP

Inspired to help you leap out of your comfort zone with our 2025 Colour of the Year and complementary colours? Here's how Dulux can help you start a transformation...



STEP 1: FIND INSPIRATION

Inspiration can come from anywhere. And now, with the easy-to-use Dulux Visualiser App and the new colour picker technology, you can experiment and play with bringing colours to life in your home. If you dream it, you can create it, you just have to believe it. Just leap!

STEP 2: TEST YOUR COLOURS

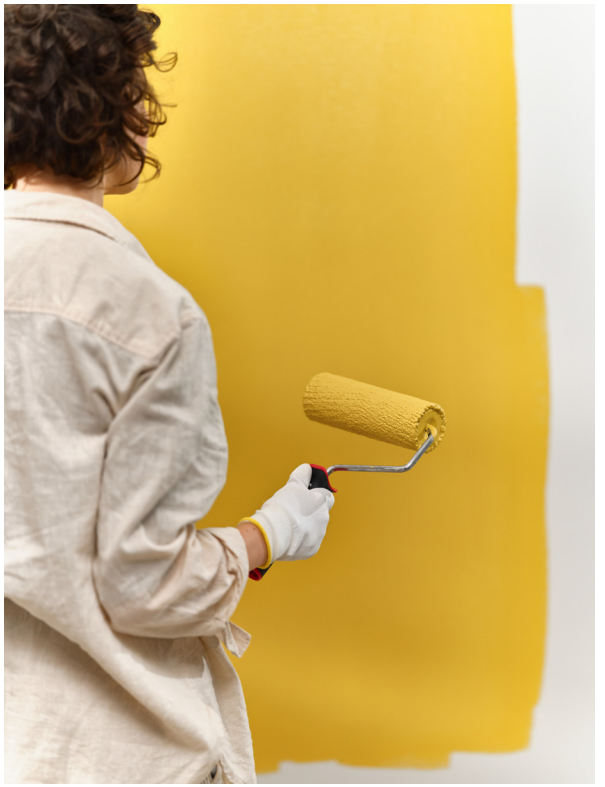
Once you've decided on a colour you can start to pick certain shades. Use our Dulux Colour Testers to fine-tune your colour choice. With a built-in mini roller, they're easy to use and mess-free, so you can see what works best in your space. Order at dulux.com – they'll even fit through a letterbox.





STEP 3: CHOOSE YOUR PAINT TYPE

Next, decide on your paint finishes. We have a wide selection to suit every surface, from walls to woodwork and metal. Our paint ranges have unrivalled depth of colour and will keep your interior looking beautiful for longer. To find your nearest True Joy™ stockist, visit dulux.com



STEP 4: GET CREATIVE

Now that you've chosen your colours, found the right finish and are ready to paint, the fun can really begin. At dulux.com, you'll find lots of inspiration and ideas, along with expert tips and easy-to-follow, step-by-step advice to help you bring your walls to life. Whatever type of decorating project you're planning, we're here to help you explore the possibilities of paint.