

2025+

GLOBAL



KINETIC

COLOR & DESIGN TRENDS



OVERARCHING THEME FOR THE YEAR

KINETIC

This theme signifies a shift from merely embracing change to actively requiring movement and adaptation. Extraordinary new developments will shape the next decade, including an increased self-reliance and value of individual choices, climate-born emergencies pushing consumers to seek protective products, and new tools exponentially expanding our creativity. This makes previously unimaginable tasks possible and encroaches on activities once thought to be uniquely human.

04

**PPG'S
STORY**

05

**COLOR &
FORECASTING
EXPERTISE**

06

**COLOR OF
THE YEAR**

10

**STAIN
COLOR OF
THE YEAR**

16

**INTRODUCING
THE TRENDS**

18

**EXTRA
CELESTIAL**

———— **T A B L E O F C O N T E N T S** ————

34

BIO-FUSE

50

ARTIFICIAL

66

**EARTH &
ARCHIVE**

82

**COLOR
FAMILIES**

102

**PROFESSIONAL
COLOR TOOLS
& SERVICES**

104

**DIRECTORY &
COLOR INDEX**

COLOR
OF THE
YEAR

PURPL
EBASIL
PPG1046-7

RGB: 92, 68, 80
CMYK: 60, 82, 54, 39
LRV: 7

This captivating hue strikes a perfect balance between the calming qualities of blue and energetic warmth of red. It is highly adaptable and easily paired with a wide array of palettes and colors while offering a sense of rarity.





INTRODUCING

2025

STAIN
COLOR
OF THE
YEAR

TOBACC
O

Available in Semi-Transparent Only

This warm, earthy brown with subtle hints of amber and russet evokes a rustic, vintage charm that adds depth and character. Bringing a sense of upscale elegance and timelessness, it pairs equally well with both futurist-inspired and classic designs.



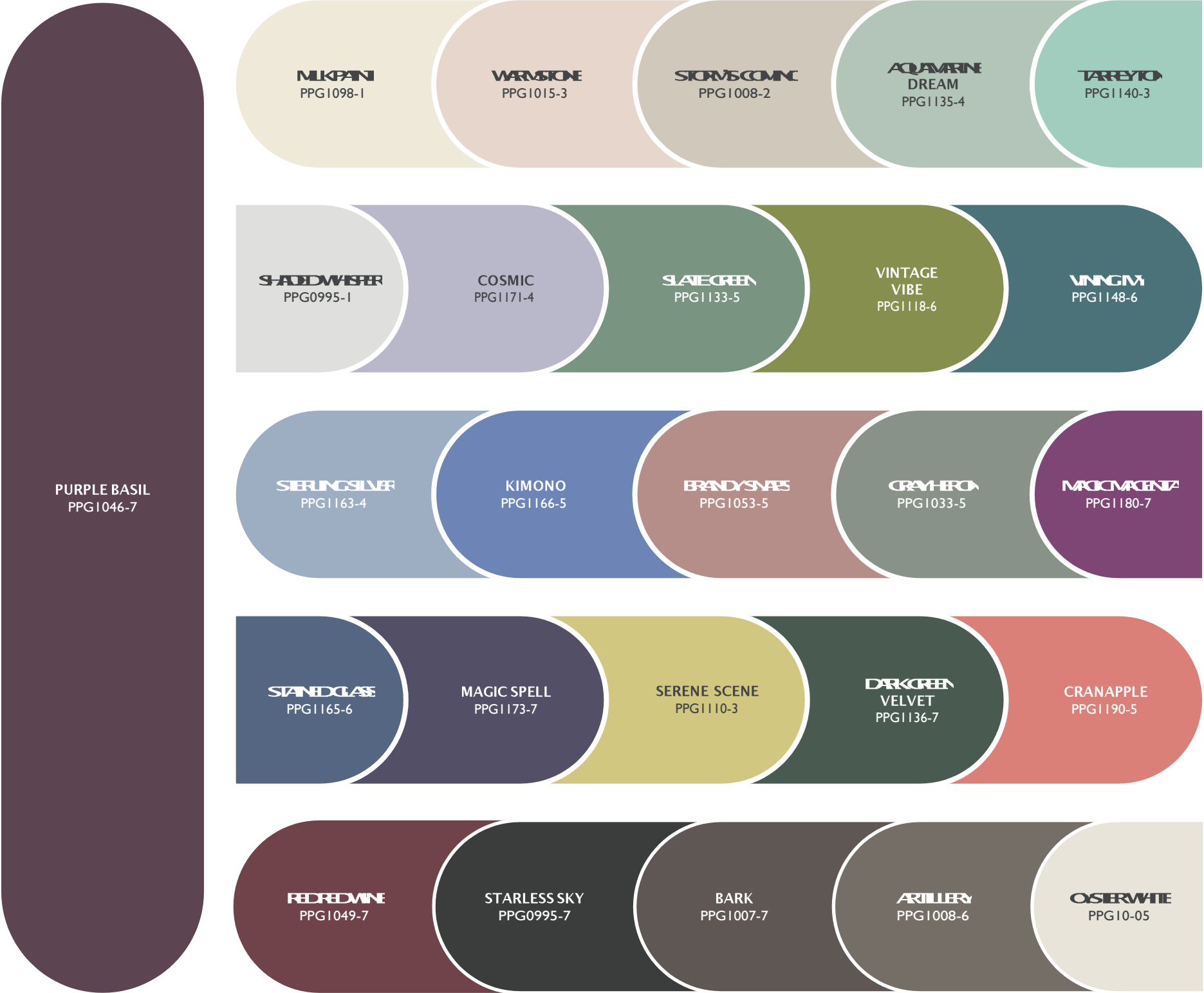
All stain featured on Cedar.*

*The colors shown are produced using a printing process which approximates the actual stain color. Colors vary with wood species, color, grain, texture and wood porosity. Surface color and texture can affect final finish color and the number of coats required to achieve the desired color. Therefore, a trial area is suggested before proceeding with entire job.

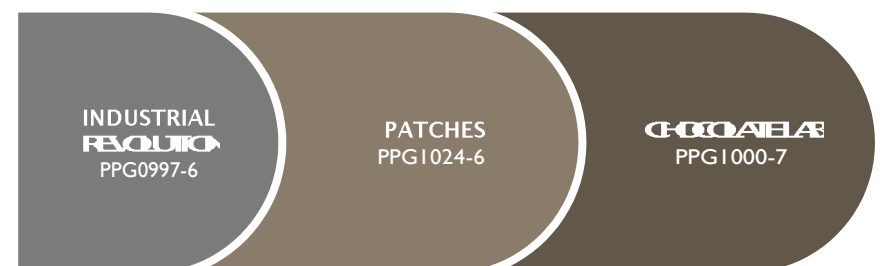
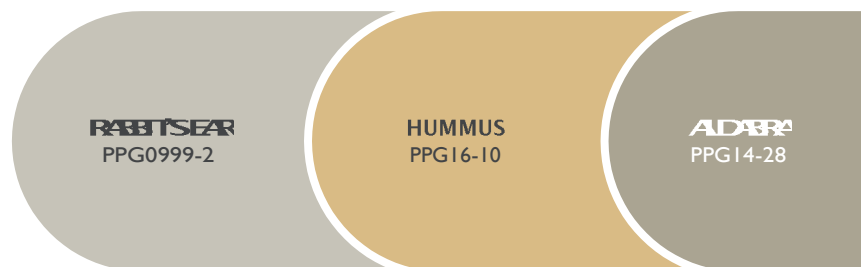
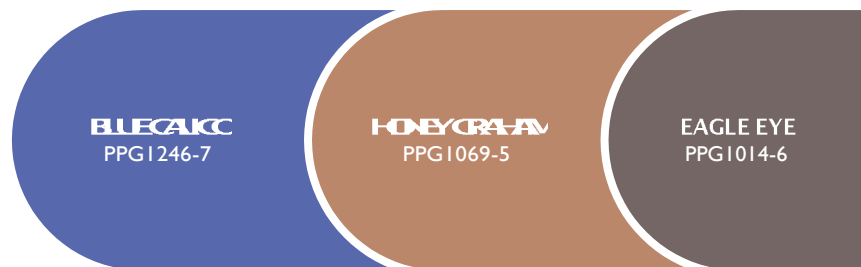
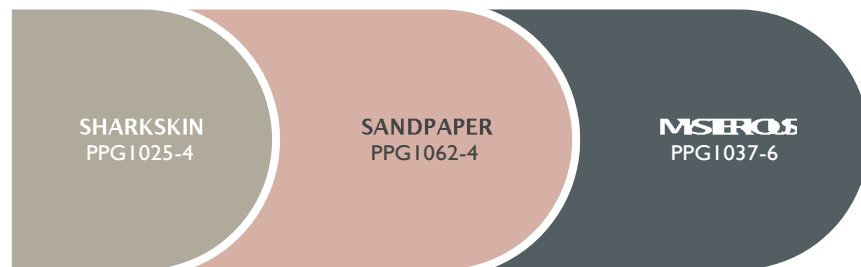
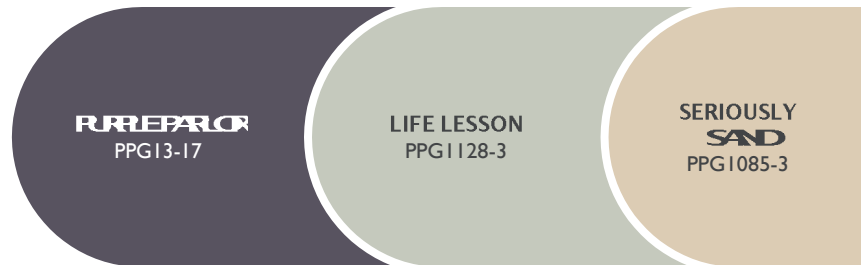




THE FULL PALETTE



ESSENTIAL NEUTRALS



INTRODUCING 2025+



EXTRA
CELESTIAL

A design theme that draws influence from the energy within and the growing trend toward self-trust



BIO-FUSE

A design theme that explores nature, science, and futurism as a fusion of influences that have the ability to create a better world



ARTIFICIAL

A design theme that is made in partnership with AI and the ever-blurring boundary between what is considered real and unreal



earth & ARCHIVE

A design theme that evokes nostalgia for natural materials and exceptional craftsmanship while remaining contemporary



EXTRA CELE



STIAL



CELESTIAL

CONSUMER MOOD

Detached from cultural expectation or societal frameworks, consumers find greater wellness and renewable energy in living life on their own terms.

Clear contrasts between dark and light hues, as well as a variety of blue and purple tones, reference the harmonies within our galactic sky.

stardust | deny | illuminated | conic | mysterious



ORDER
COLOR
SWATCHES
HERE

MILK PANT
PPG1098-1

WARMSTONE
PPG1015-3

SHADOW WISPER
PPG0995-1

COSMIC
PPG1171-4

STERLING SILVER
PPG1163-4

KIMONO
PPG1166-5

STAINED GLASS
PPG1165-6

MAGIC SPELL
PPG1173-7

RED RED WINE
PPG1049-7

STARLESS SKY
PPG0995-7

Materials informed by a sense of special effect provide an elegant or luxurious overtone to the design theme.

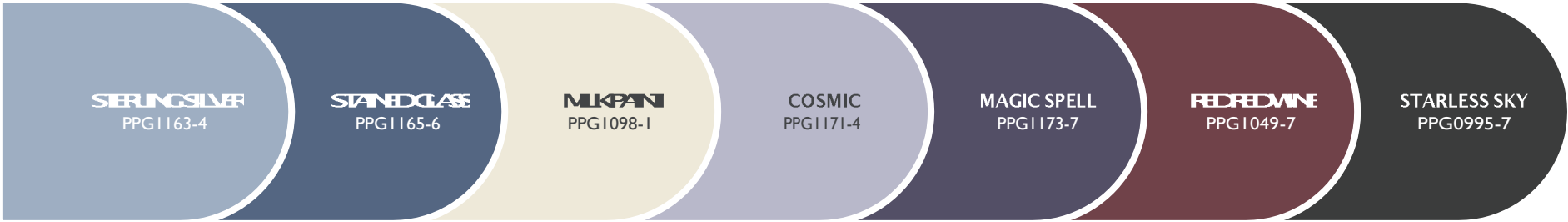


polished metals | satin finishes | water effects | silken |
line art | pearlescent | translucent | velvets | metallics |
mosaics



EXTRA
CELESTIAL | COMMERCIAL ENVIRONMENTS

Experimental architecture references wings in motion, fluidity, and wonder. Blue-on-blue palettes, layered with purple hues, create environments that entice a sense of being in deep space.







A range of rich, dark hues and luxury materials develop home interiors with an air of mystery and enchantment.

MUKPANI
PPG1098-1

MAGIC SPELL
PPG1173-7

SHADOWS
PPG0995-1

STANDGLASS
PPG1165-6

WARMSTONE
PPG1015-3

REDREDWINE
PPG1049-7







Dreamy palettes and softly sculptural shapes inform residential architecture.



PURPLE BASIL
PPG1046-7

SHADDWISER
PPG0995-1

STARLESS SKY
PPG0995-7

SERINGSILVER
PPG1163-4





Playing with both finish and form works to amplify light effects – inspirational for both cookware and appliances. Tech design uses material, color, finish, and form to play with gradients, illumination, and reflectivity.

KIMONO
PPG1166-5

REDREDWINE
PPG1049-7

MAGIC SPELL
PPG1173-7

SANDGLASS
PPG1165-6





BIO-



FUSE



IO FUSE

CONSUMER MOOD

Consumers find comfort in ancient practices and future sciences. A growing desire for protection and safety drives purchasing and aesthetic directions.

A hybrid of nature-based and laboratory colors, this palette is both calming and unusual.

protection | synthesis | futurist | ancient | scientific



ORDER
COLOR
SWATCHES
PDF

STORMSCOMING
PPG1008-2

AQUAMARINEDREAM
PPG1135-4

DARKGREENVELVET
PPG1136-7

VINACENBE
PPG1118-6

BRANDYNAPS
PPG1053-5

GRAYIRON
PPG1033-5

SERENE SCENE
PPG1110-3

SLATEGREEN
PPG1133-5

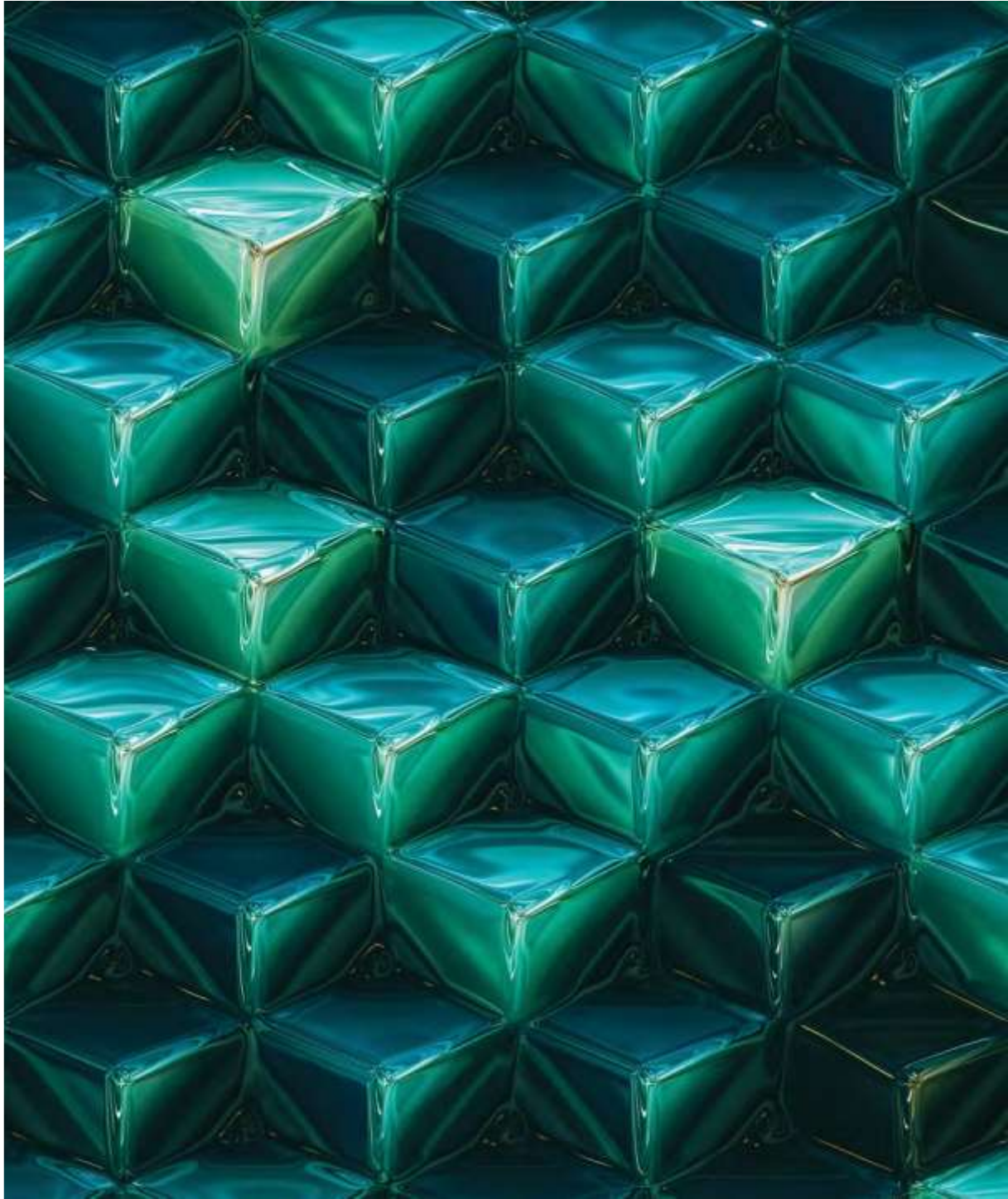
BARK
PPG1007-7

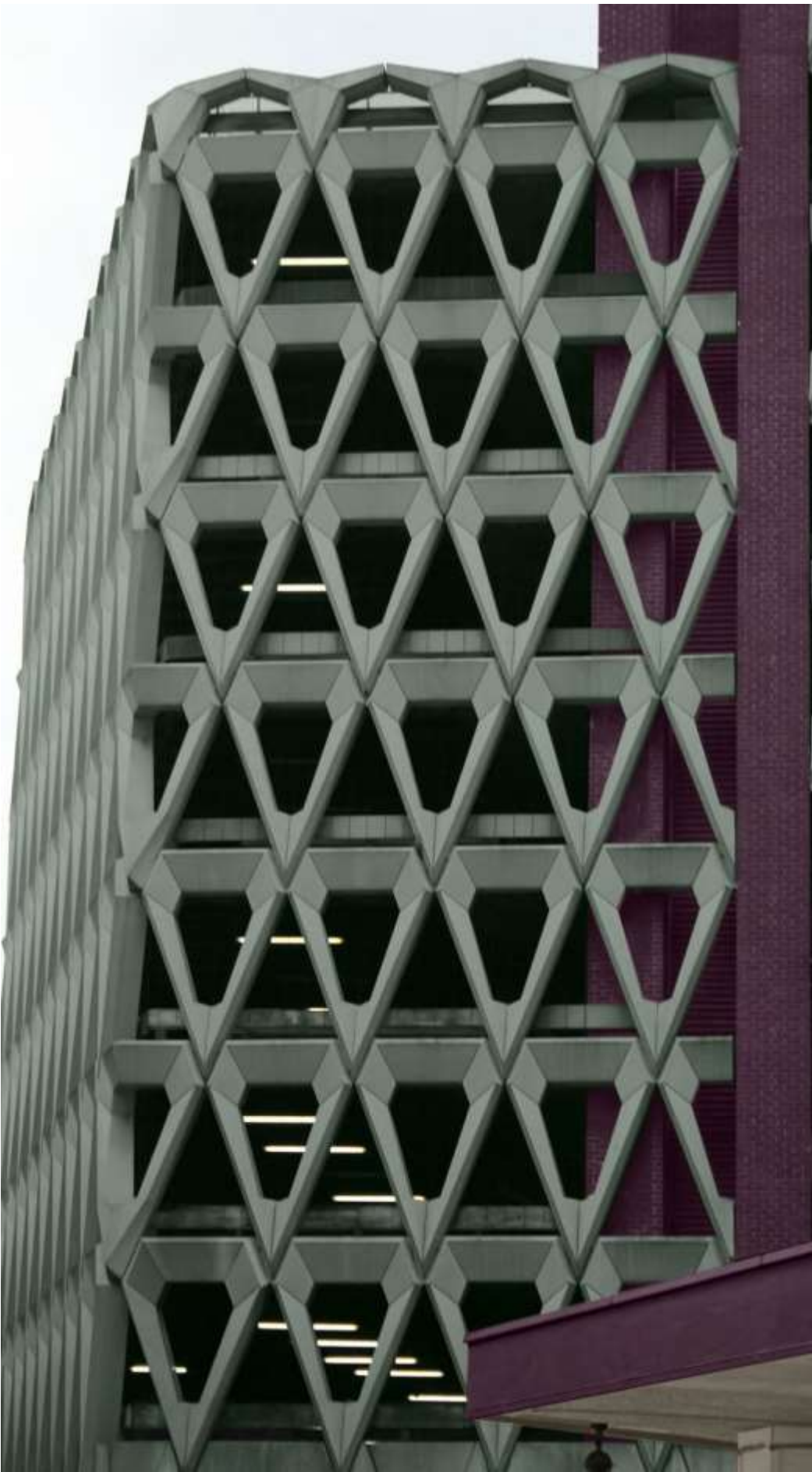
ARTILLERY
PPG1008-6

Nature-based materials without the organic look lead the inspirational direction for this trend.

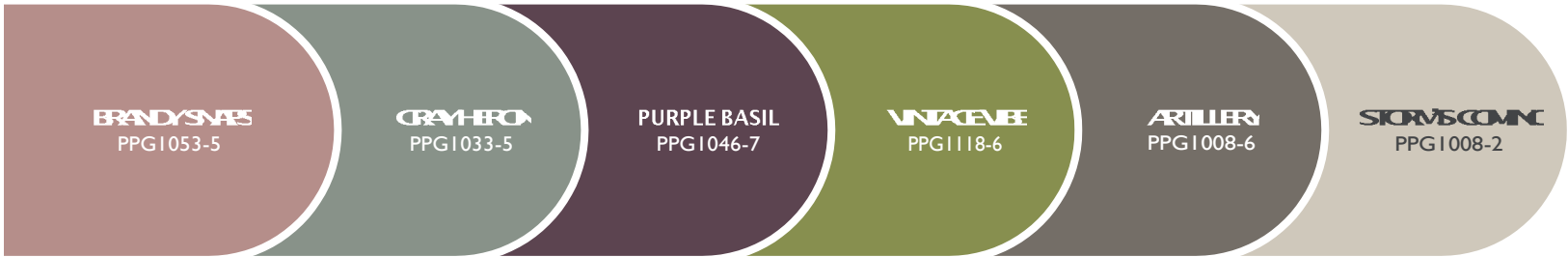


ocean inspired | resins & bio-resins | painted & porous | plant-based leathers |
translucent | high gloss | natter | foam like | rough raw | colored metal
finishes





A fascinating display of the balance between nature and future, retail and co-working environments apply oversized shapes to both the interior architecture and furniture alike.







DARK GREEN
VELVET
PPG 1136-7

AQUAMARINE
DREAM
PPG 1135-4

BRANDYNAT
PPG 1053-5

ARTILLERY
PPG 1008-6

CRAYON
PPG 1033-5

STORMSCENE
PPG 1008-2



Greens remain important, with murky browns and pink hues adding a fresh vibe to organic themes.



STORM & COME
PPG1008-2

ARTILLERY
PPG1008-6

VINTAGE
PPG1118-6

TOBACC
PPG1118-3

SERENE SCENE
PPG1110-3

The protection theme that underscores this story becomes highly evident among new, contemporary residential builds.







Dry matte finishes pair with either coarse-textured or ultra-smooth surfaces. Squoval shapes and radiating lines or circles impact texture and form.



ARTIF



ICIAL



ARTIFICIAL

CONSUMER MOOD

Consumers look to play with designs and products that push boundaries, get noticed, and stand out while seeking sustainable solutions.

The mix of bold, playful hues and neutrals hints at the balance between real and unreal worlds.

artistic | creative | freeform | sustainability | transformative



ORDER
COLOR
SWATCHES
HERE

TARREYTON
PPG1140-3

FURREPARLOR
PPG13-17

VINNGMY
PPG1148-6

SHARKSKIN
PPG1025-4

RABBITSEAR
PPG0999-2

BLUECAKO
PPG1246-7

MOCMACENTA
PPG1180-7

CODBUF
PPG1208-4

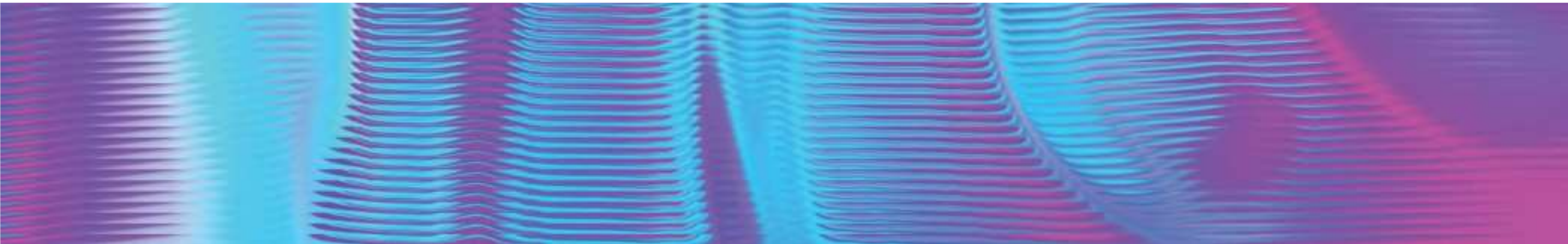
OSTERWHITE
PPG10-05

CRANAPPLE
PPG1190-5

Materiality for this theme is as dynamic as a work of art itself and often is surprisingly sustainable.



scrapbooks | chunkyweaves | holographic | napped | plant-basedfur
|graphic&glossy | at-ifiedgeenglass | iridescent | digital depth | colorful
stains





RABBITSEAR
PPG0999-2

CRANAPPLE
PPG1190-5

CODBUR
PPG1208-4

VINGIN
PPG1148-6

BLUEAKC
PPG1246-7

MADAMKENT
PPG1180-7

TAREYIO
PPG1140-3

OSIERWITE
PPG10-05

Brights in opposing hues create visual vibration for a playful look that feels energetic and expressive. Multi-family properties, shopping centers, and office parks turn into dynamic environments to expand one’s imagination.



ARTIFICIAL | RESIDENTIAL INTERIORS

This palette proves that bold and powerful combinations can still have a sophisticated side. For a more conservative approach to dramatic impact, a single dynamic focal point within the design delivers artistic sensibility with less risk.



©2024 Genevieve Garruppo





SHARKSKIN
PPG1025-4

RURIEPARLO
PPG13-17

CODBUR
PPG1208-4

VINGIN
PPG1148-6

RURIEBAIL
PPG1046-7

OSERWHITE
PPG10-05

CRANAPPLE
PPG1190-5



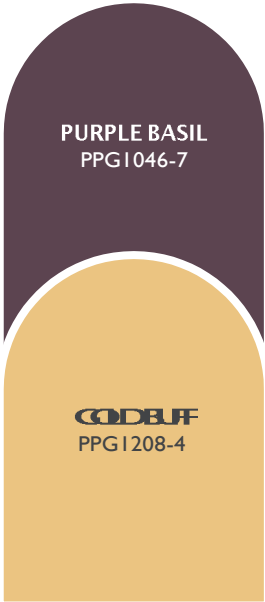
Homeowners find a new comfort level with graphic statements in home design. Pops of warm brights with neutral pairings are chic.



RABBITSEAR PPG0999-2	SHARKSKIN PPG1025-4	PURPLE BASIL PPG1046-7
BLUECAKCC PPG1246-7	CODBUR PPG1208-4	RURIEPARLO PPG13-17

ARTIFICIAL | CONSUMER PRODUCTS & TECHNOLOGY

Dynamic focal points within the home can also be found in cookware, bakeware, appliances, and fixtures. Aesthetics reference early days of technology; a color/shape/finish metamorphosis embodies the future of AI.







ear ARC



th & HIVE



arth & RCHIVE

CONSUMER MOOD

Consumers return to the mindset that life is meant to be lived, enjoyed, appreciated, and valued. There is a great respect for quality and beauty.

This warm and inviting palette is full of sunkissed tints and scorched earth hues.

craftsmanship | luxe | elevated | organic | rooted



ORDER
COLOR
SWATCHES
HERE

LIFE LESSON
PPG1128-3

SAND
PPG1085-3

SANDPAPER
PPG1062-4

MYSTERIOUS
PPG1037-6

HONEYCRAAM
PPG1069-5

EAGLE
PPG1014-6

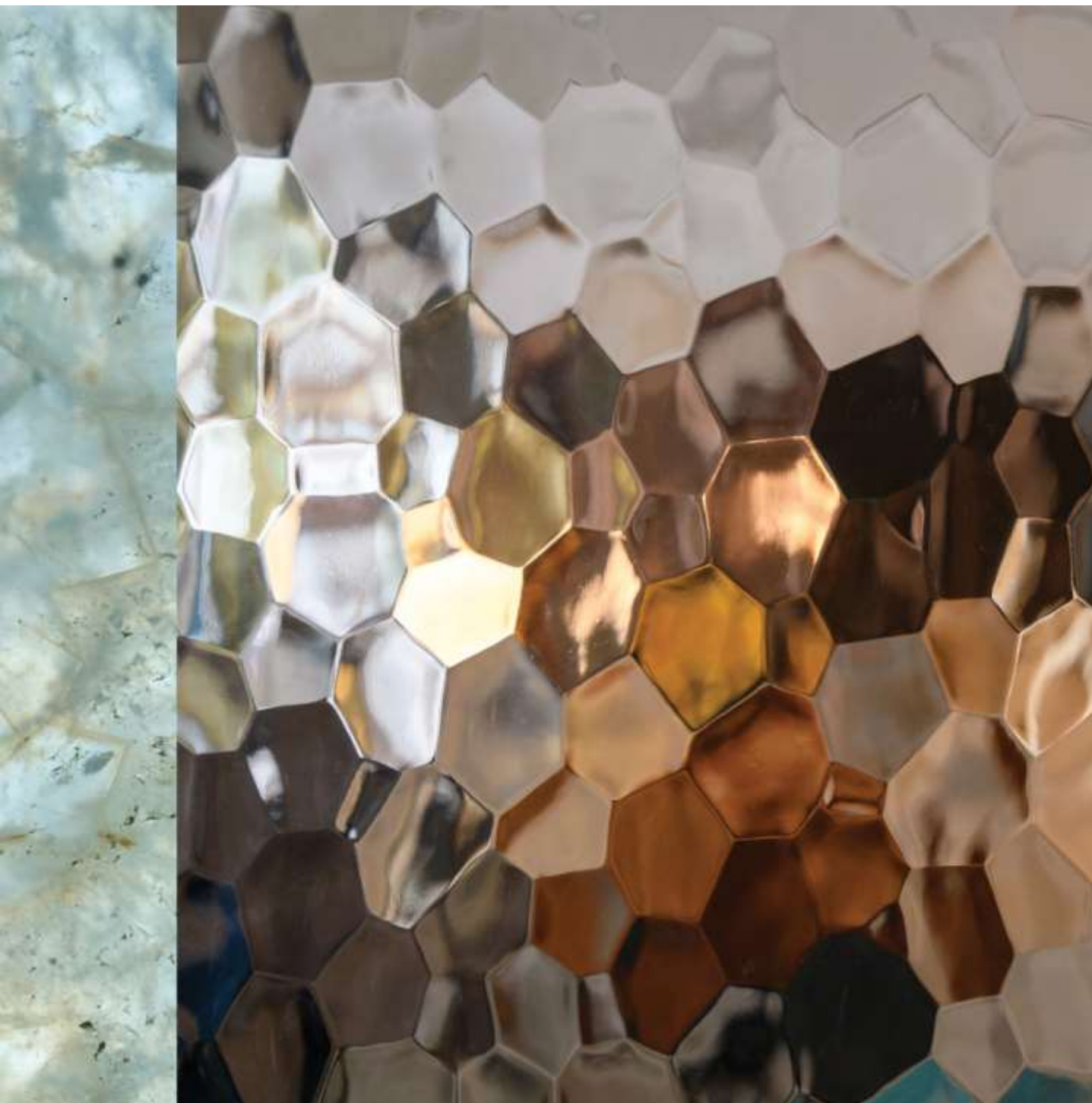
HPWADRS
PPG1026-7

WELCOME HOME
PPG1092-5

HUMMUS
PPG16-10

ALDABRA
PPG14-28

Materials are an expression of luxury from nature's own handiwork partnered with human craftsmanship.



polished stones | dimensional metals | rammed earth | burl woods | flagstone
clays & sediments | white bronze | plaster & lime wash | dynamic nubbles |
structural







Commercial designs hint at architectural formats from history but with a completely contemporary expression. Hospitality, workspaces, and retail all embrace aesthetics that balance earthen textures with refined elements of glamour.



WELCOME HOME
 PPG 1092-5

LIFE LESSON
 PPG 1128-3

SANDPAPER
 PPG 1062-4

INSURANCE
 PPG 1085-3

PURPLE BASIL
 PPG 1046-7

© 2024 Nico Marques



Consumers crave home environments in which the artist's touch is highly evident throughout. Khakis, sunkissed hues, and tinted darks combine for an effect that is beautifully dramatic but equally earthy and elegant.

SERIOUSLY SAND
PPG1085-3

SANDPAPER
PPG1062-4

WELCOME HOME
PPG1092-5

EAGLE EYE
PPG1014-6

LIFE LESSON
PPG1128-3

RUREBAIL
PPG1046-7

ADAPT
PPG14-28

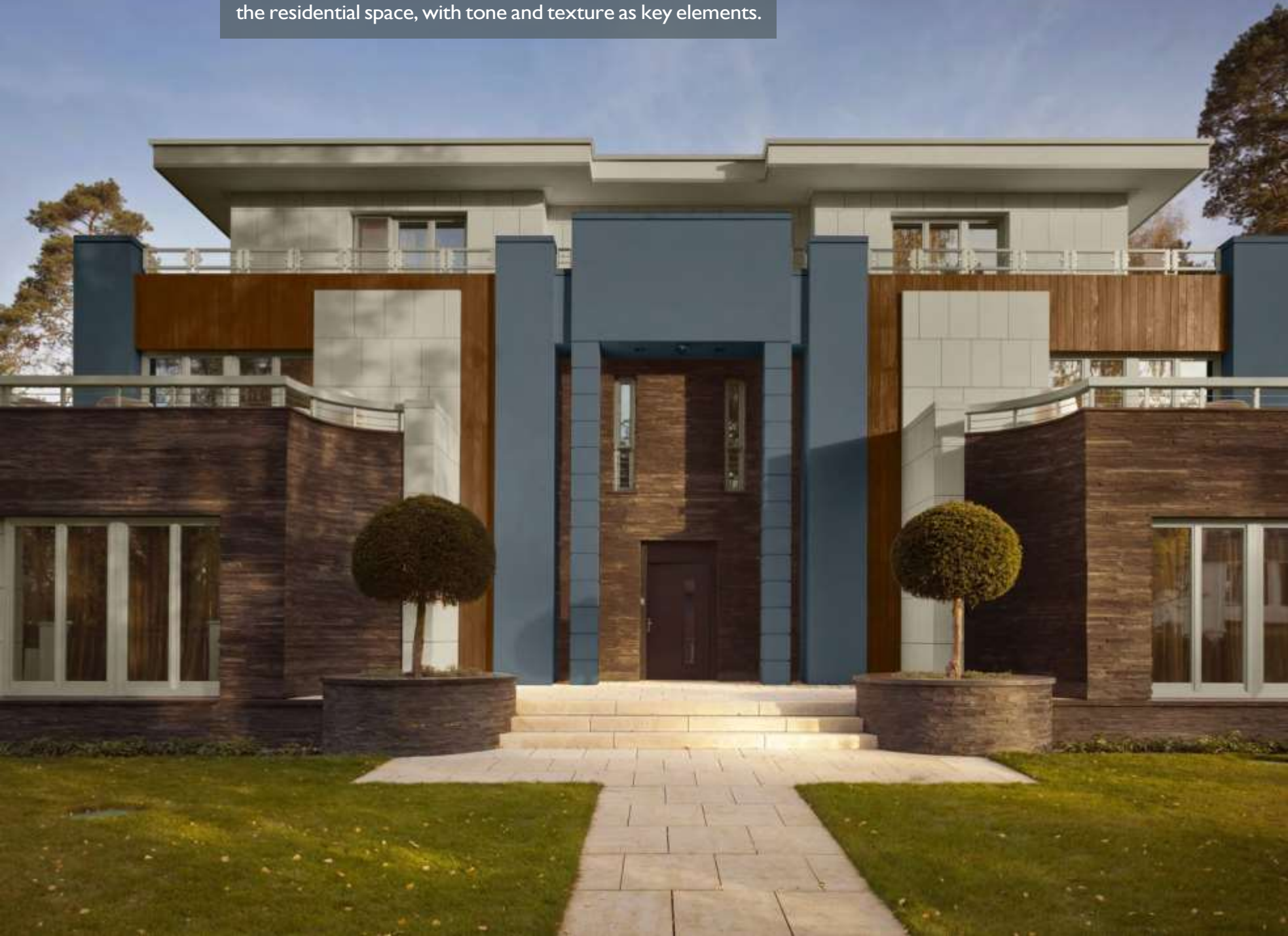
HONEYCRAV
PPG1069-5

HPWORS
PPG1026-7





An artisan look is an emerging differentiator for builders in the residential space, with tone and texture as key elements.



LIFE LESSON
PPG1128-3

MSEROS
PPG1037-6

SEROLYSAN
PPG1085-3

HPWADRS
PPG1026-7

HUMMUS
PPG16-10

TOBACCO





Green-golds and golden yellows add glamour to metal-like and matte ceramic paint finishes, referencing white bronze and aged-gold metals. Tech gear and sporting goods alike take an elevated approach to product design via satin and metallic color finishes.





LIFE LESSON
PPG1128-3

ADORA
PPG14-28

WELCOME HOME
PPG1092-5

SANDPAPER
PPG1062-4



COLOR THEMES PER COLOR

FAMILY



SANDPAPER
PPG1062-4

HONEYGRAM
PPG1069-5







CODEBUR
PPG1208-4

HUMMUS
PPG16-10

WELCOME HOME
PPG1092-5



WARMSTONE
PPG1015-3

BRANDYNAS
PPG1053-5

REDREDWINE
PPG1049-7

CRANAPPLE
PPG1190-5





EAGLE EYE
PPG1014-6

PURPLE PARLO
PPG13-17

MAJIMA KENIA
PPG1180-7



COSMIC
PPG1171-4

FURREBASIL
PPG1046-7

MAGIC SPELL
PPG1173-7





SERINGSILVER
PPG1163-4

KIMONO
PPG1166-5

BLUECAKE
PPG1246-7

STANDGLASS
PPG1165-6

MSEROL
PPG1037-6





DUSTBUNN
PPG1000-1

CRUSHEDSLK
PPG1024-3

STONECONC
PPG1008-2

RABBITSEAR
PPG0999-2

SHROBYSNC
PPG1085-3

DSYTRAL
PPG1097-4

PATCHES
PPG1024-6

STONECREEK
PPG1097-5

STONEHINE GREIGE
PPG1024-5

ADARA
PPG14-28

SHARKSKIN
PPG1025-4

GHOSTWATER
PPG1007-3





ARILUX
PPG1008-6

GRANITE
PPG1022-6

COADALE
PPG1000-7

BARK
PPG1007-7





CARUCLOE
PPG18-09

MUKPANI
PPG1098-1

BLANKCANVAS
PPG1085-1

HOURLASS
PPG1022-1

OSTERWHITE
PPG10-05



SHADOWWISPER
PPG0995-1

STARLESS SKY
PPG0995-7





STONESTROM
PPG1008-7

**INDUSTRIAL
REVOLUTION**
PPG0997-6

BLACKMARC
PPG1001-7



PPG ARCHITECTURAL COATINGS | 400 BERTHA LAMME DRIVE | CRANBERRY TOWNSHIP, PA 16066

The colors shown in this book are produced using a printing process which approximates the actual paint color. Lighting affects how the color will appear. For best color representation, view an actual color swatch in the space you wish to paint.

© 2024 Genevieve Garruppo. All Rights Reserved. ©2024 Nate Sheets. All Rights Reserved. ©2024 Nico Marques. All Rights Reserved.
© 2024 PPG Industries, Inc. All Rights Reserved. The *PPG Logo* and *We Protect and Beautify the World* are registered trademarks and *PPG Paints* is a trademark of PPG Industries Ohio, Inc. *PPG Voice of Colour* is a trademark of PPG Architectural Finishes, Inc. *Previews* is a registered trademark of Akzo Nobel.

1386812

