

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, making previously unimaginable tasks possible and encroaching on activities once thought to be uniquely human.

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PPG
SUPPORT TO
SPECIFICATION

OUR UNIQUE APPROACH TO

COLOR AND FORECASTING



We protect and beautify the world®

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings, and specialty materials that our customers have trusted for more than 140 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$18.2 billion in 2023. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets.

To learn more, visit ppg.com.

MORE THAN A CENTURY OF EXPERTISE

There is a uniqueness to PPG's forecasting expertise in that we use a fact-based approach to identify color direction for more surfaces than any company in the world. From automotive to architectural, consumer products to aerospace, and industrial to packaged goods, the benefit is that every industry informs the other.

Our color stylists analyze commercial and residential colors, styles, and textures to produce segment insights that aid architects and designers in creating luxurious, comforting, and impactful spaces.

Our annual forecasting workshop is the culmination of months of research and customer intel that provides a truly global, validated palette of color direction.

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08 | MAJOR BUSINESS SEGMENTS

COLOR
OF THE
YEAR

AMETHYST
SHADOW

PPG1046-7

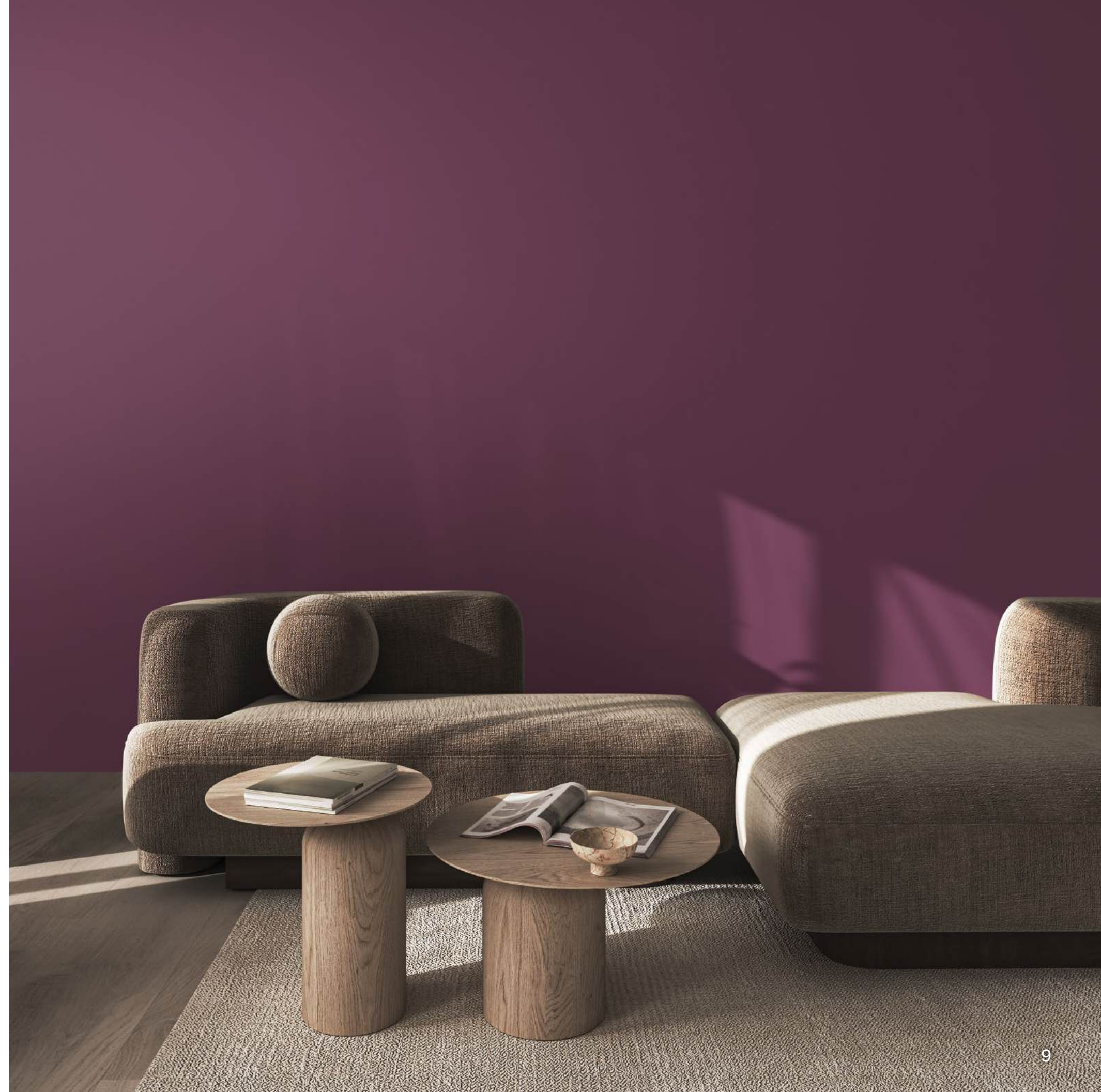
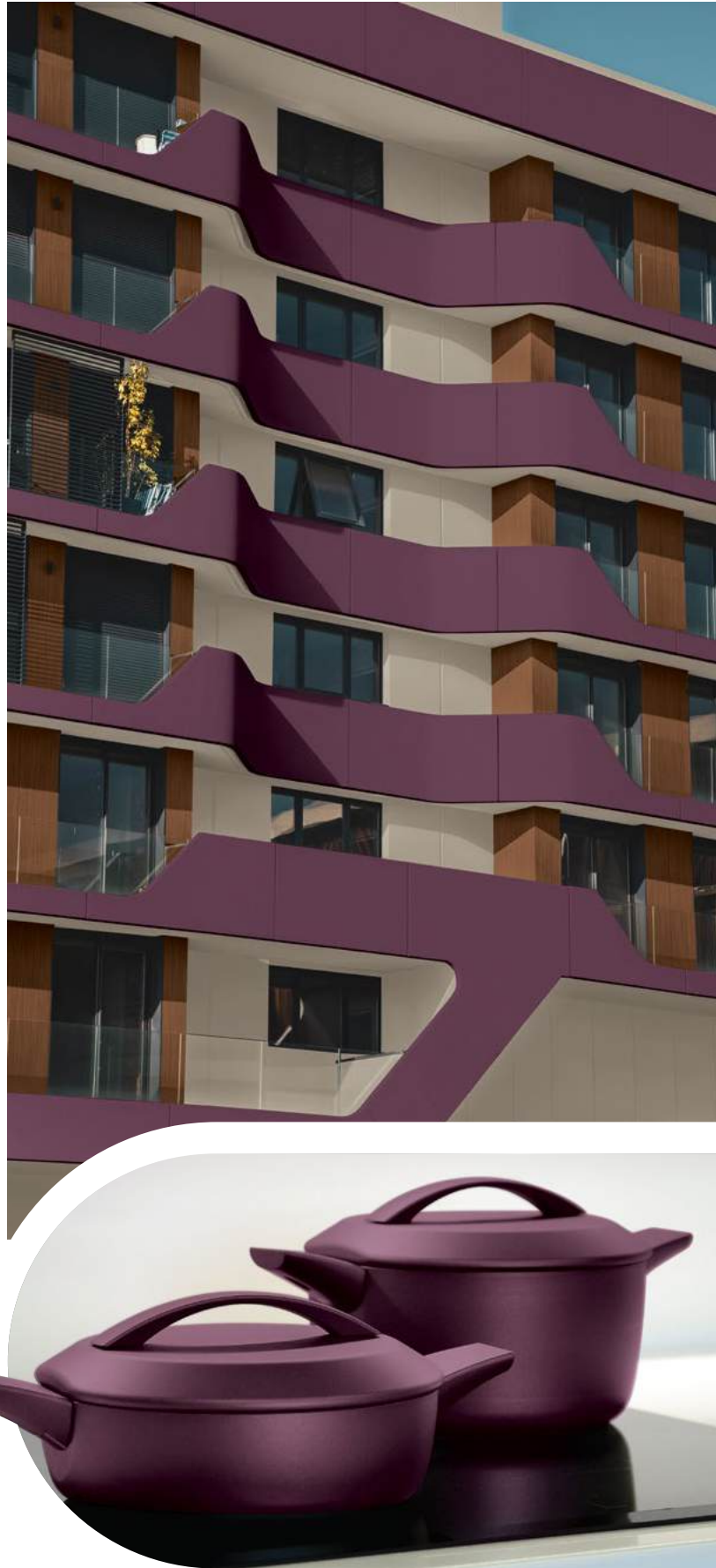
RGB: 92, 68, 80

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

TOBACCO

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.





THE FULL PALETTE

AMETHYST SHADOW
PPG1046-7

FARM FRESH PPG1098-1	PEACH PUDDING PPG1015-3	STORM'S COMING PPG1008-2	AQUAMARINE DREAM PPG1135-4	TARREYTON PPG1140-3
SHADED WHISPER PPG0995-1	COMING STORM PPG1171-4	FORGOTTEN GARDEN PPG1133-5	VINTAGE VIBE PPG1118-6	VINING IVY PPG1148-6
COBALT DUST PPG1163-4	FLOWER FIELD PPG1166-5	CASHMERE KISS PPG1053-5	GRAY HERON PPG1033-5	MAGIC MAGENTA PPG1180-7
STAINED GLASS PPG1165-6	WARLOCK PPG1173-7	FOGLIGHT PPG1110-3	EVERGREEN PEARL PPG1136-7	AUTUMN ORCHARD PPG1190-5
ROMANTIC EVENING PPG1049-7	STARLESS SKY PPG0995-7	TRUNK PPG1007-7	BRANCHLINE PPG1008-6	LION'S TOOTH WHITE PPG10-05

ESSENTIAL NEUTRALS

PURPLE PARLOR PPG13-17	LIFE LESSON PPG1128-3	SERIOUSLY SAND PPG1085-3
SHARKSKIN PPG1025-4	PEACH CASTLE PPG1062-4	SEA MONSTER PPG1037-6
BLUE CALICO PPG1246-7	HONEY GRAHAM PPG1069-5	EAGLE EYE PPG1014-6
GOLD BUFF PPG1208-4	WELCOME HOME PPG1092-5	HIP WADERS PPG1026-7
RABBIT'S EAR PPG0999-2	DHAL PPG16-10	ALDABRA PPG14-28

GARLIC NECKLACE PPG18-09	FINE FABRIC PPG1085-1	SINGING SAND PPG1022-1
DUST BUNNY PPG1000-1	CRUSHED SILK PPG1024-3	COASTAL WALK PPG1097-4
GHOST WRITER PPG1007-3	STONY CREEK PPG1097-5	STONEHENGE GREIGE PPG1024-5
INDUSTRIAL REVOLUTION PPG0997-6	PATCHES PPG1024-6	CHOCOLATE LAB PPG1000-7
BITTER BEAN PPG1022-6	MAMMOTH PPG1008-7	WHITBY JET PPG1001-7



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
CELESTIAL



EXTRA 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 | dreamy | illuminated | cosmic | mysterious

FARM FRESH
PPG1098-1

PEACH PUDDING
PPG1015-3

SHADED WHISPER
PPG0995-1

COMING STORM
PPG1171-4

COBALT DUST
PPG1163-4

FLOWER FIELD
PPG1166-5

STAINED GLASS
PPG1165-6

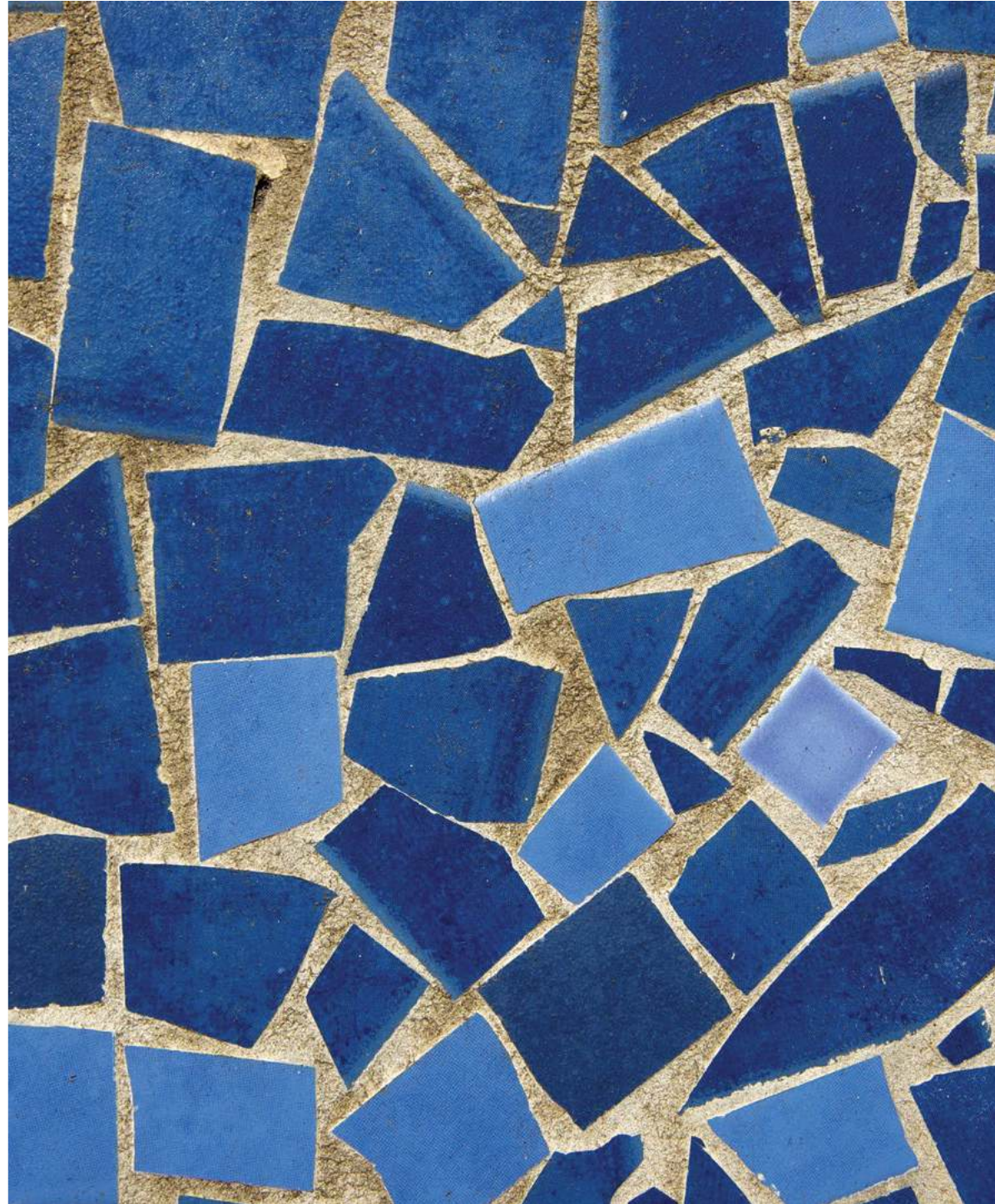
WARLOCK
PPG1173-7

ROMANTIC EVENING
PPG1049-7

STARLESS SKY
PPG0995-7

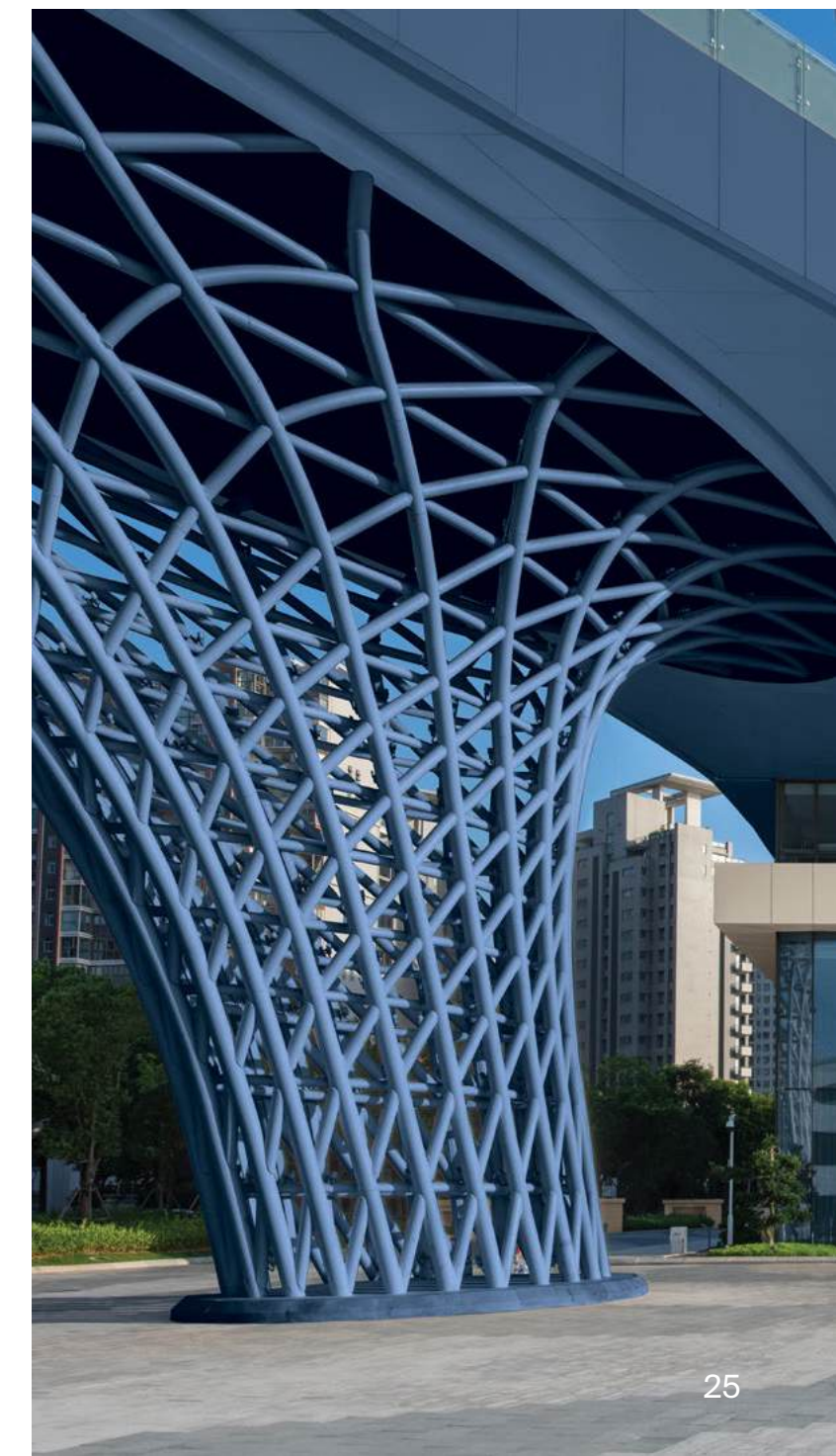
Materials informed by a sense of special effect provide an elegant or luxurious overtone to the design theme.

polished metals | satin finishes | water effects | silken |
lime wash | pearlescent | translucence | 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.

FARM FRESH
PPG1098-1

WARLOCK
PPG1173-7

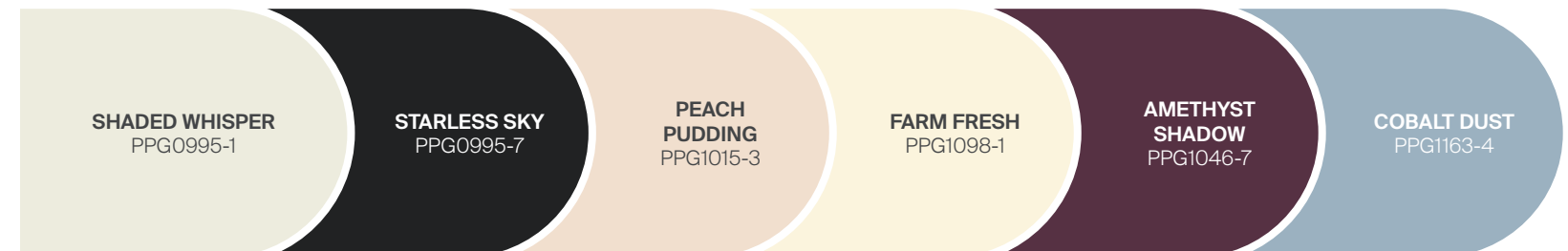
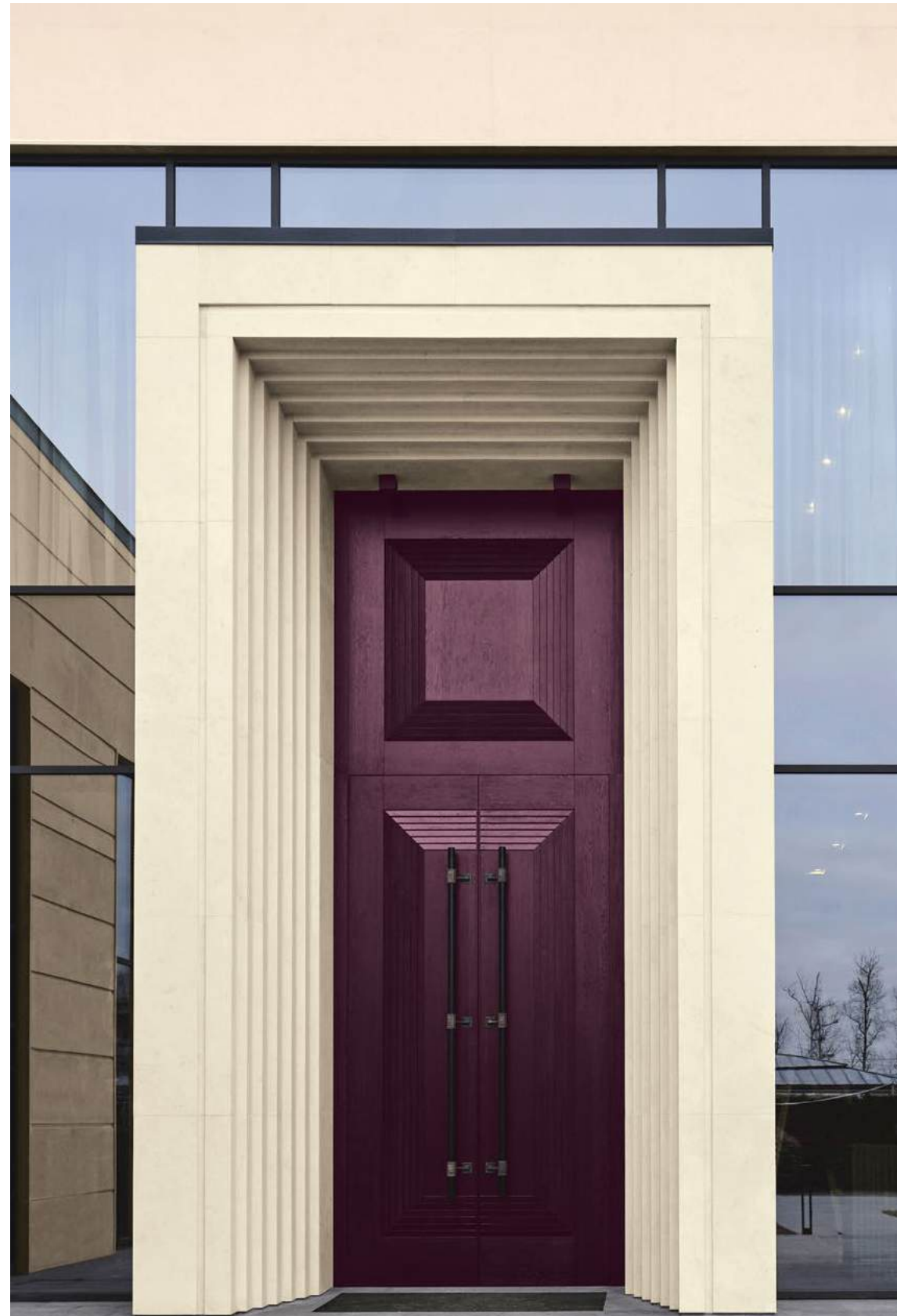
SHADED WHISPER
PPG0995-1

STAINED GLASS
PPG1165-6

PEACH PUDDING
PPG1015-3

ROMANTIC EVENING
PPG1049-7





AMETHYST SHADOW
PPG1046-7

SHADED WHISPER
PPG0995-1

STARLESS SKY
PPG0995-7

COBALT DUST
PPG1163-4



FLOWER FIELD
PPG1166-5

ROMANTIC
EVENING
PPG1049-7

WARLOCK
PPG1173-7

STAINED GLASS
PPG1165-6



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.



COMING STORM
PPG1171-4

PEACH PUDDING
PPG1015-3

SHADED WHISPER
PPG0995-1

WARLOCK
PPG1173-7

Luminous brights, like twinkling stars, pepper inky, saturated darks found in the deep night sky. Blacks, purples, and blues work together to create aesthetics that amplify the enduring promise of the final frontier.



AMETHYST
SHADOW
PPG1046-7

ROMANTIC
EVENING
PPG1049-7

STARLESS SKY
PPG0995-7

COBALT DUST
PPG1163-4

STAINED GLASS
PPG1165-6



BIO-FUSE



BIO-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 | symbiosis | futurist | ancient | scientific

STORM'S COMING
PPG1008-2

AQUAMARINE DREAM
PPG1135-4

EVERGREEN PEARL
PPG1136-7

VINTAGE VIBE
PPG1118-6

CASHMERE KISS
PPG1053-5

GRAY HERON
PPG1033-5

FOGLIGHT
PPG1110-3

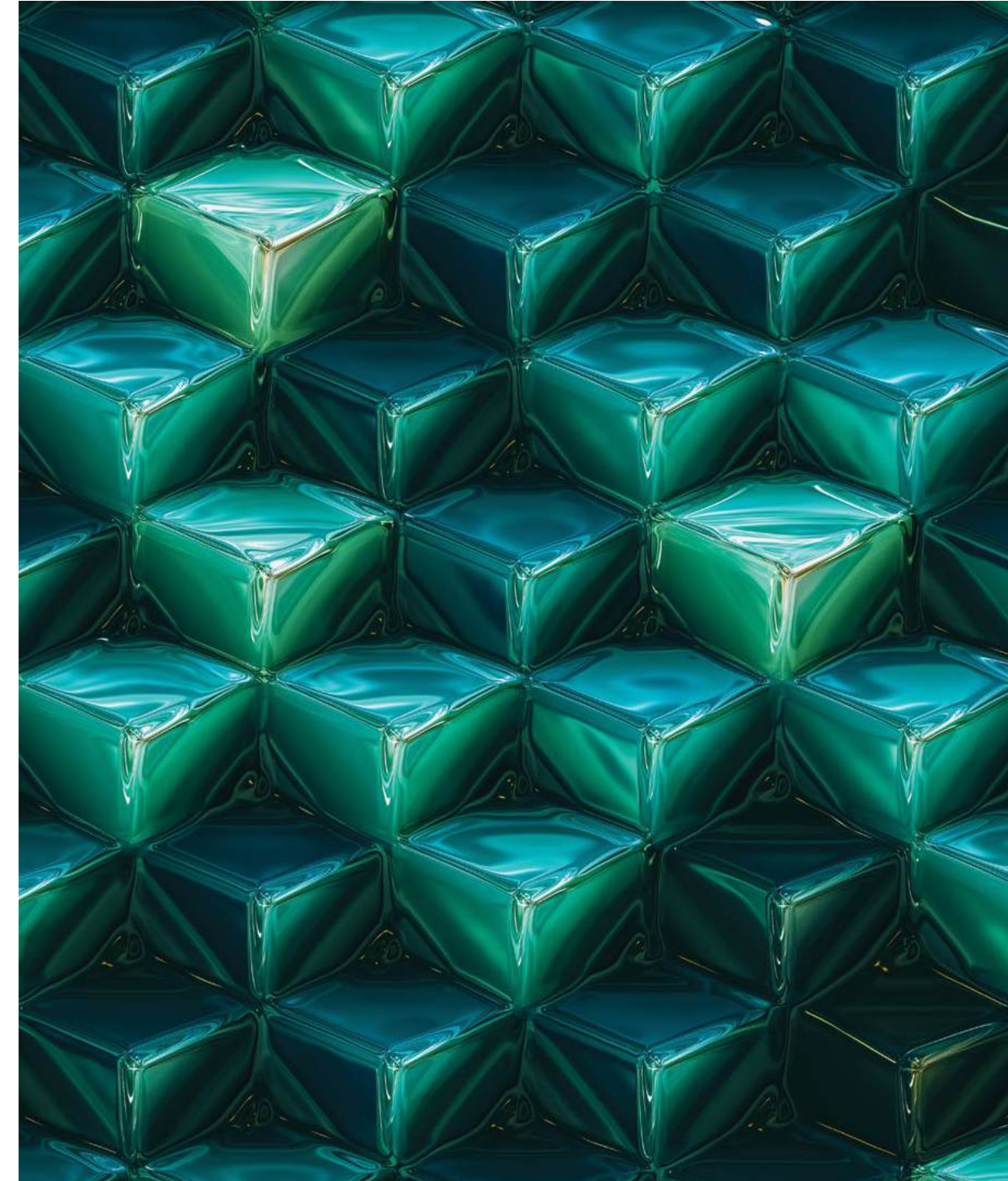
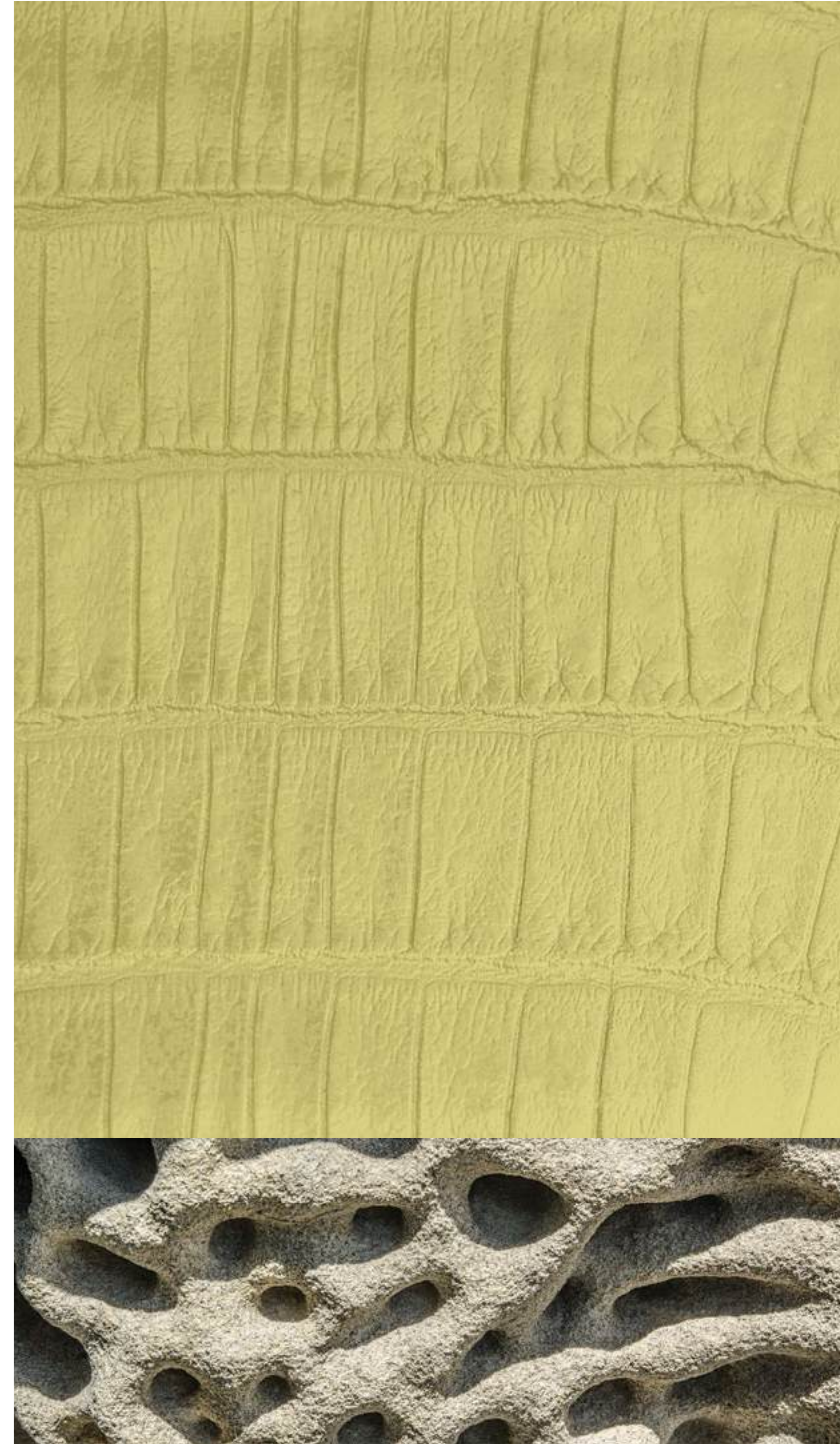
FORGOTTEN GARDEN
PPG1133-5

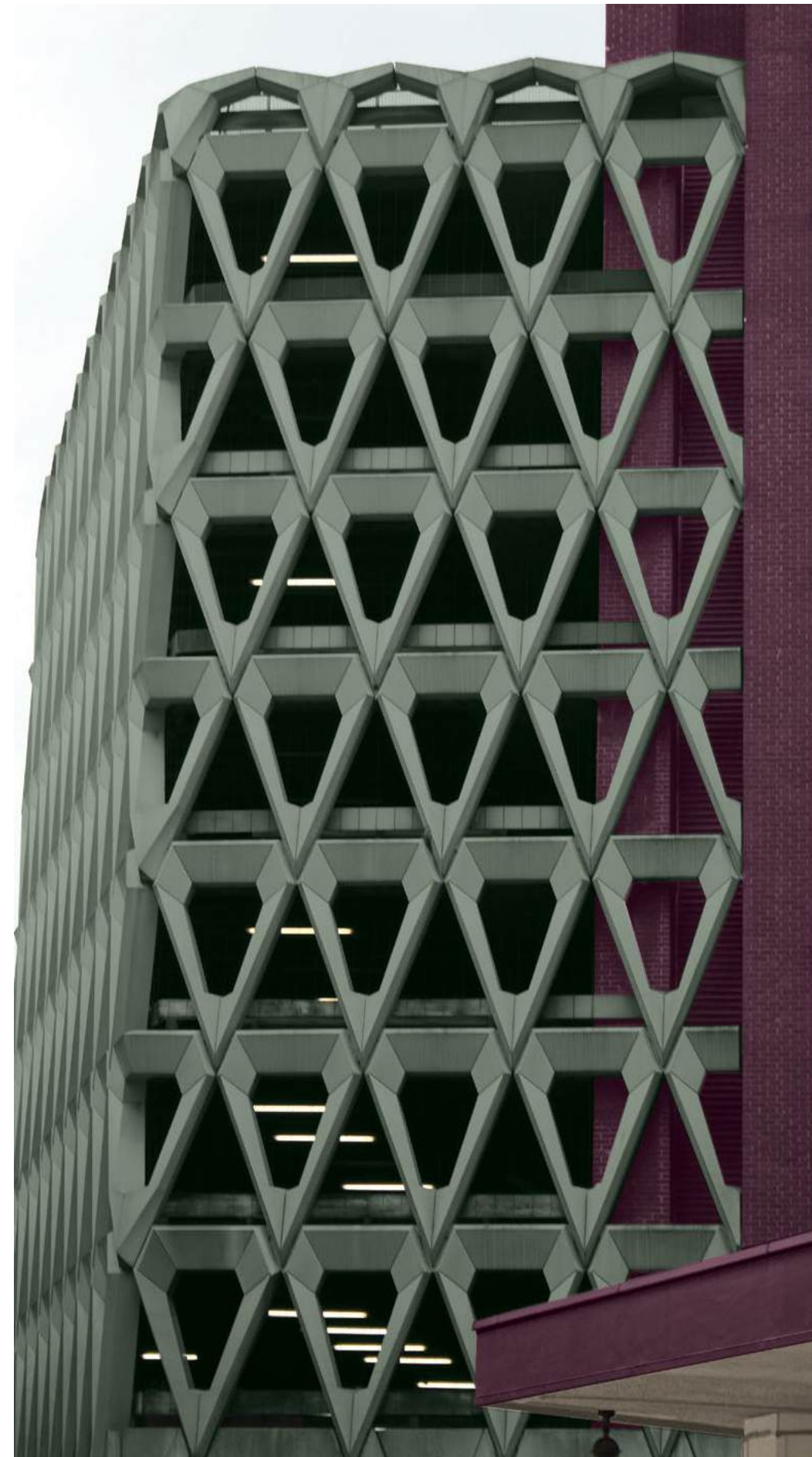
TRUNK
PPG1007-7

BRANCHLINE
PPG1008-6

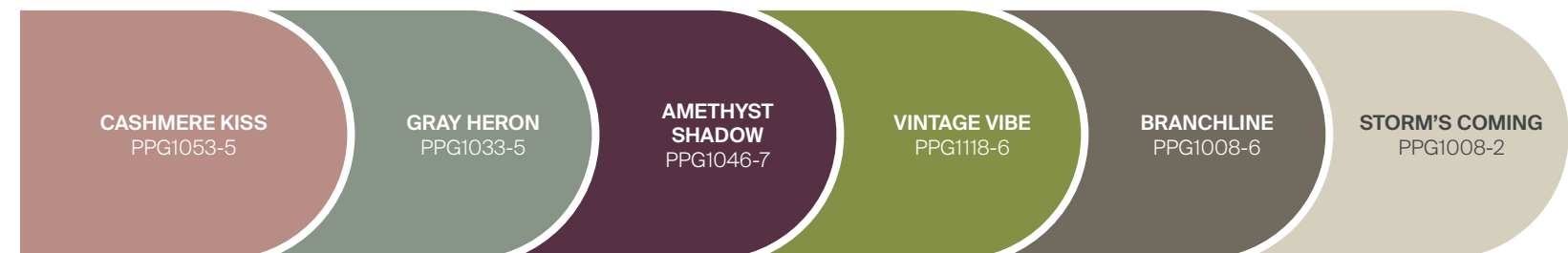
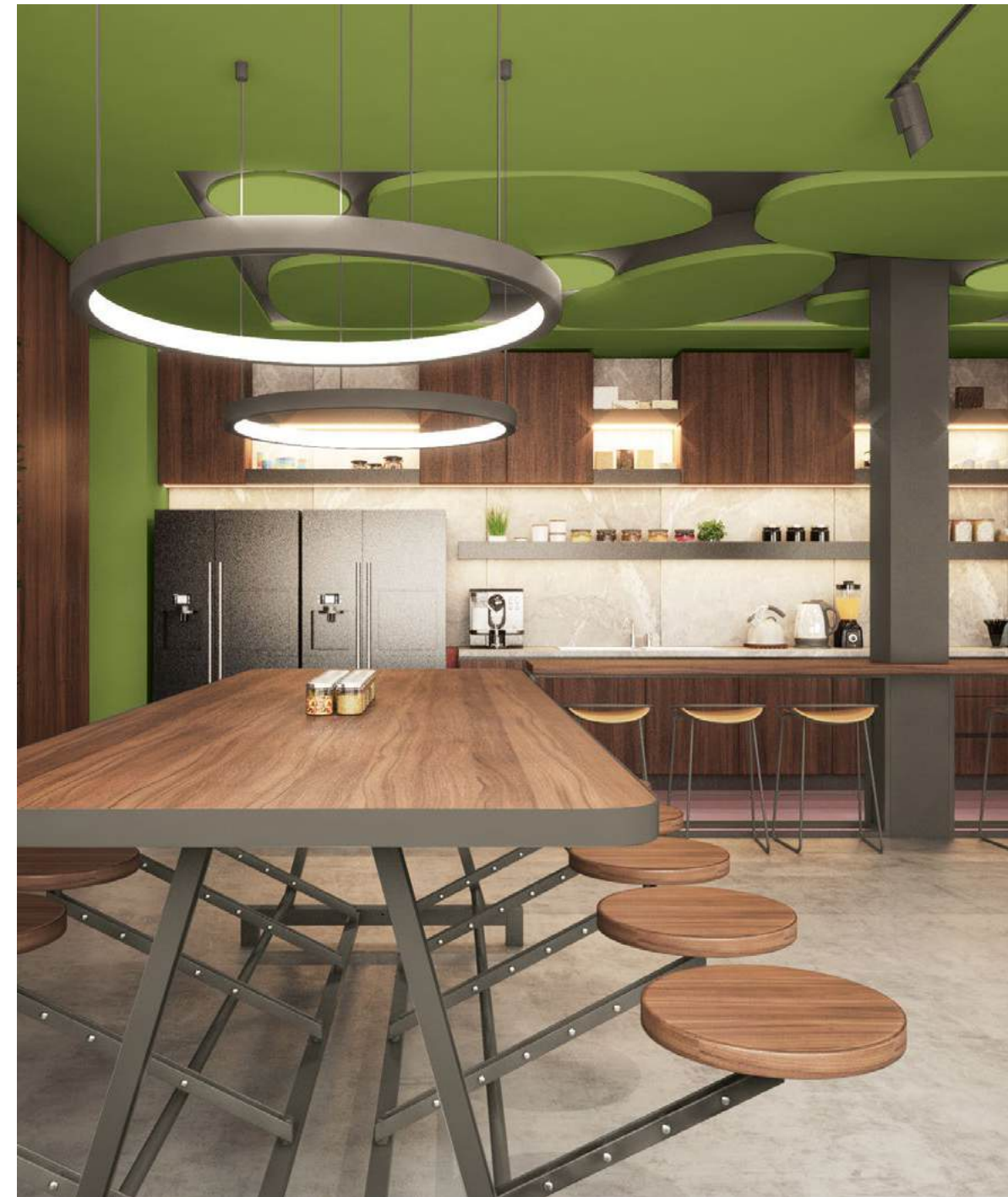
Nature-based materials without the organic look lead the inspirational direction for this trend.

ocean inspired | resins & bio-resins | patinaed & porous | plant-based leathers |
translucence | high gloss | molten | 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.





EVERGREEN PEARL
PPG1136-7

AQUAMARINE DREAM
PPG1135-4

CASHMERE KISS
PPG1053-5

BRANCHLINE
PPG1008-6

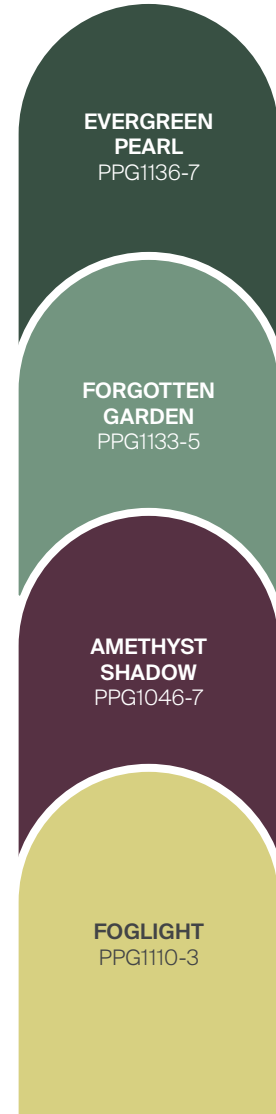
GRAY HERON
PPG1033-5

STORM'S COMING
PPG1008-2

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



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.



Luxury glamping and rugged terrain influence automotive design for upgrades that are both chic and survivalist. Acidic yellows act like a highlighter color over darker tones, creating dynamic lines similar to aerial views of strange worlds.

GRAY HERON
PPG1033-5

FOGLIGHT
PPG1110-3

FORGOTTEN GARDEN
PPG1133-5

STORM'S COMING
PPG1008-2



ARTIFICIAL



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 | free form | sustainability | transformative

TARREYTON
PPG1140-3

PURPLE PARLOR
PPG13-17

VINING IVY
PPG1148-6

MUD BATH
PPG1025-4

RABBIT'S EAR
PPG0999-2

BLUE CALICO
PPG1246-7

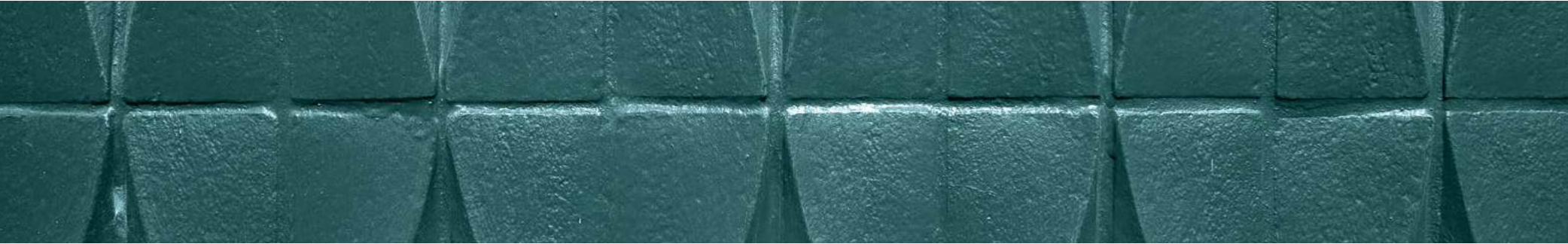
MAGIC MAGENTA
PPG1180-7

GOLD BUFF
PPG1208-4

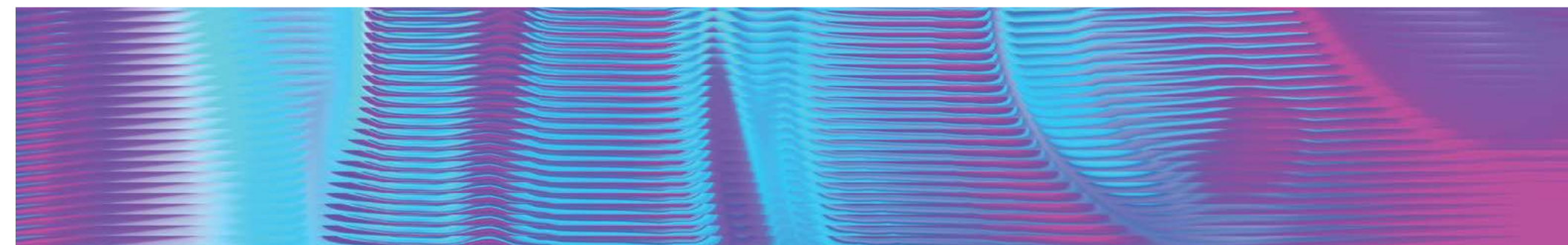
LION'S TOOTH WHITE
PPG10-05

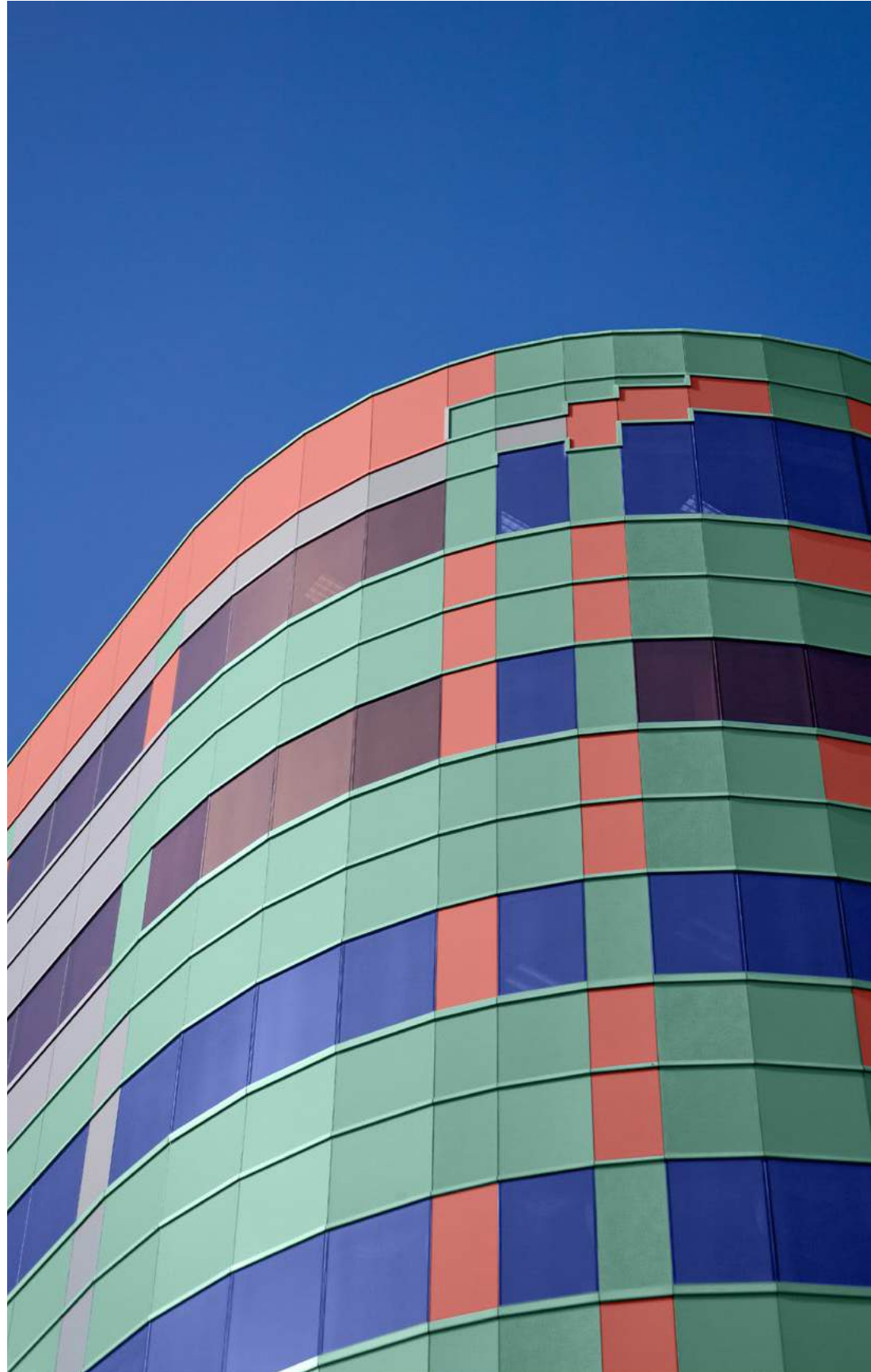
AUTUMN ORCHARD
PPG1190-5

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

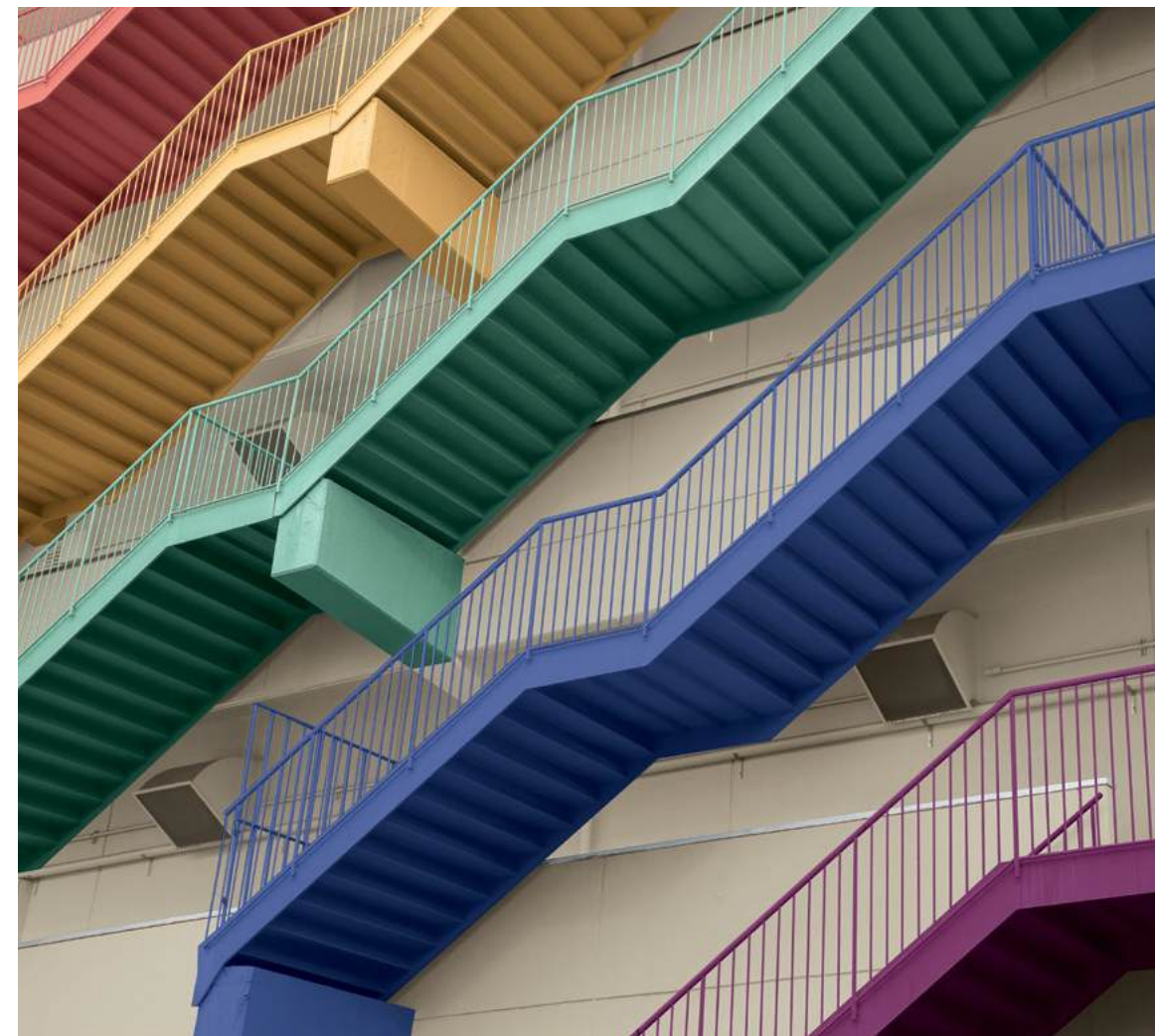


scrap mosaics | chunky wovens | holographic | marbled | plant-based fur |
graphic & glossy | artfied green glass | iridescent | digital depth | colorful stains





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.



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MUD BATH
PPG1025-4

PURPLE PARLOR
PPG13-17

GOLD BUFF
PPG1208-4

VINING IVY
PPG1148-6

AMETHYST
SHADOW
PPG1046-7

LION'S TOOTH
WHITE
PPG10-05

AUTUMN
ORCHARD
PPG1190-5



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



RABBIT'S EAR
PPG0999-2

MUD BATH
PPG1025-4

AMETHYST
SHADOW
PPG1046-7

BLUE CALICO
PPG1246-7

GOLD BUFF
PPG1208-4

PURPLE PARLOR
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.

AMETHYST SHADOW
PPG1046-7

GOLD BUFF
PPG1208-4



RABBIT'S EAR
PPG0999-2

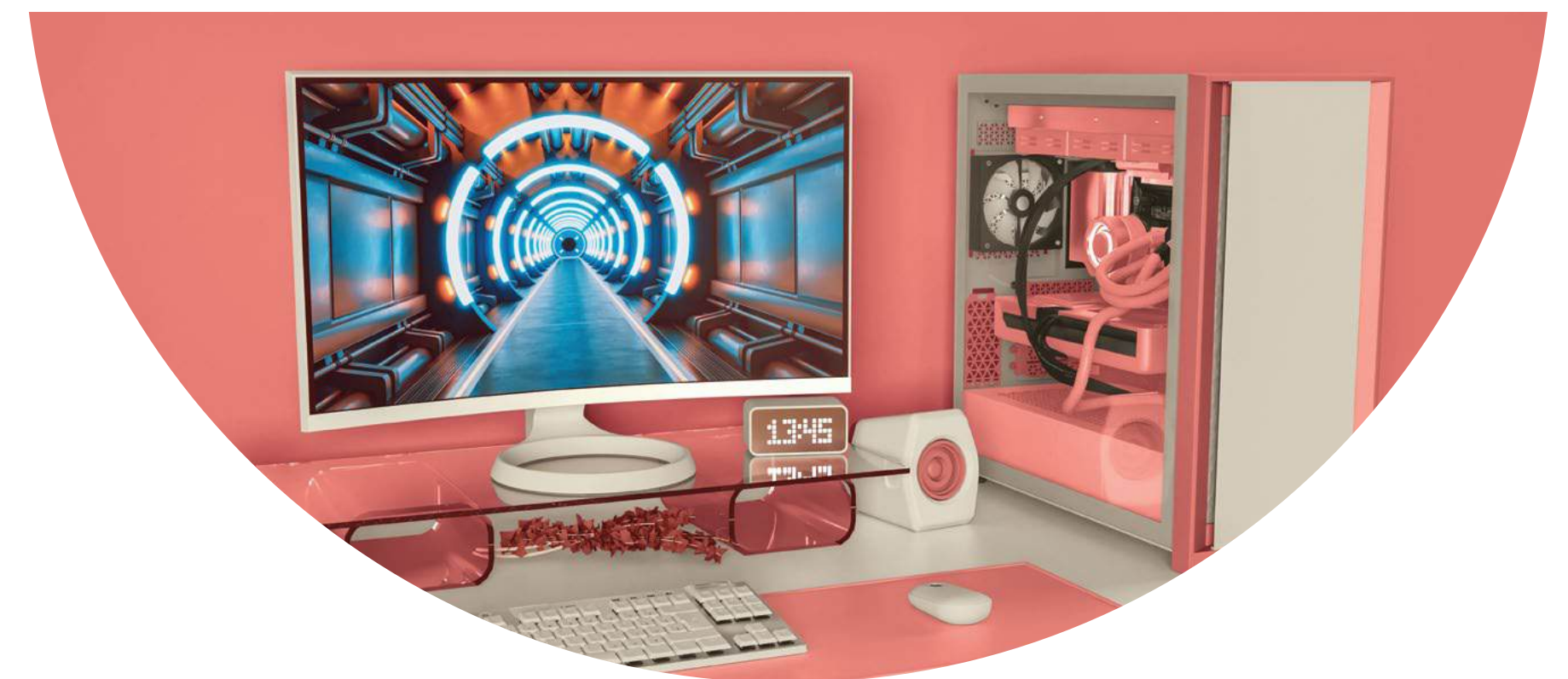
VINING IVY
PPG1148-6

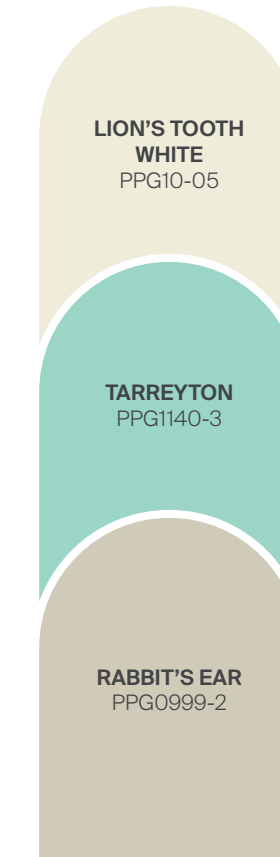
BLUE CALICO
PPG1246-7

LION'S TOOTH WHITE
PPG10-05

PURPLE PARLOR
PPG13-17

AUTUMN ORCHARD
PPG1190-5





Bold hues in ceramic, metallic, or holographic finishes – along with tinted lighting and faceted surfaces – highlight a playful and sophisticated consumer-vehicle relationship. Design with gamification and a free-spirited, fun approach in mind yields use of bold hues in playful color blocks or easy stripe patterns.

The background is a close-up photograph of a wood grain, showing concentric growth rings in shades of brown and tan. A white geometric frame, consisting of a central rectangle with pointed corners, is overlaid on the image. The text is centered within this frame.

ear th &
ARC HIVE



earth & ARCHIVE

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 sun-kissed tints and scorched earth hues.

craftsmanship | luxe | elevated | organic | rooted

LIFE LESSON
PPG1128-3

SERIOUSLY SAND
PPG1085-3

PEACH CASTLE
PPG1062-4

SEA MONSTER
PPG1037-6

HONEY GRAHAM
PPG1069-5

EAGLE EYE
PPG1014-6

HIP WADERS
PPG1026-7

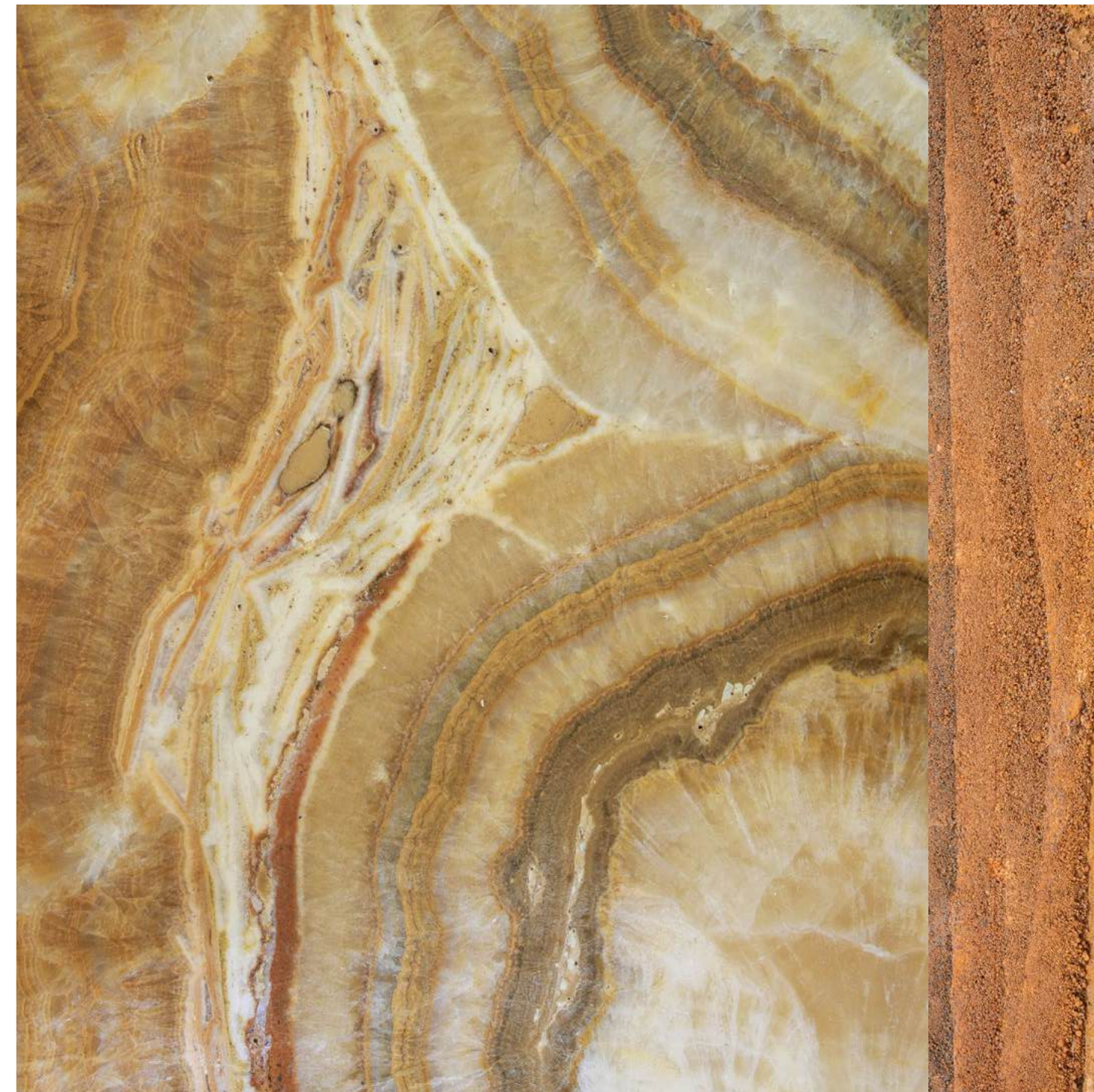
WELCOME HOME
PPG1092-5

DHAL
PPG16-10

ALDABRA
PPG14-28

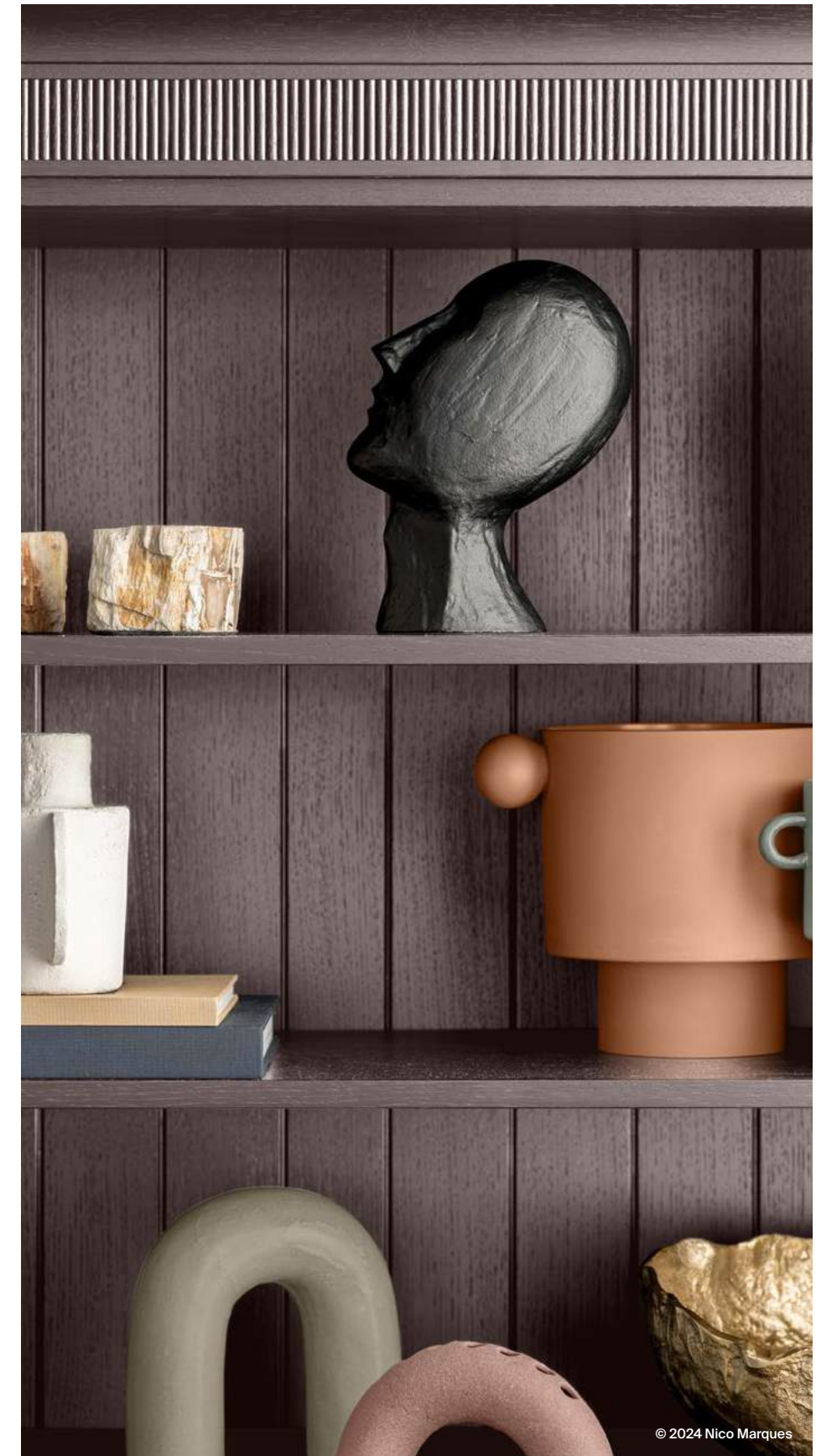
Materials are an expression of luxury from nature's own handiwork partnered with human craftsmanship.

polished stones | dimensional metals | rammed earth | burl woods | flagstone |
clays & sediments | white bronze | plasters & lime wash | dynamic marbles | 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
PPG1092-5
- LIFE LESSON
PPG1128-3
- PEACH CASTLE
PPG1062-4
- SERIOUSLY SAND
PPG1085-3
- AMETHYST SHADOW
PPG1046-7



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

SERIOUSLY SAND PPG1085-3	AMETHYST SHADOW PPG1046-7
PEACH CASTLE PPG1062-4	ALDABRA PPG14-28
WELCOME HOME PPG1092-5	HONEY GRAHAM PPG1069-5
EAGLE EYE PPG1014-6	HIP WADERS PPG1026-7
LIFE LESSON PPG1128-3	



earth & ARCHIVE | RESIDENTIAL EXTERIORS

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



LIFE LESSON
PPG1128-3

SEA MONSTER
PPG1037-6

SERIOUSLY SAND
PPG1085-3

HIP WADERS
PPG1026-7

DHAL
PPG16-10

TOBACCO

SEA MONSTER
PPG1037-6

HIP WADERS
PPG1026-7

AMETHYST
SHADOW
PPG1046-7

SERIOUSLY SAND
PPG1085-3

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

ALDABRA
PPG14-28

WELCOME HOME
PPG1092-5

PEACH CASTLE
PPG1062-4



SERIOUSLY SAND
PPG1085-3

AMETHYST SHADOW
PPG1046-7

WELCOME HOME
PPG1092-5

EAGLE EYE
PPG1014-6

SEA MONSTER
PPG1037-6

HONEY GRAHAM
PPG1069-5

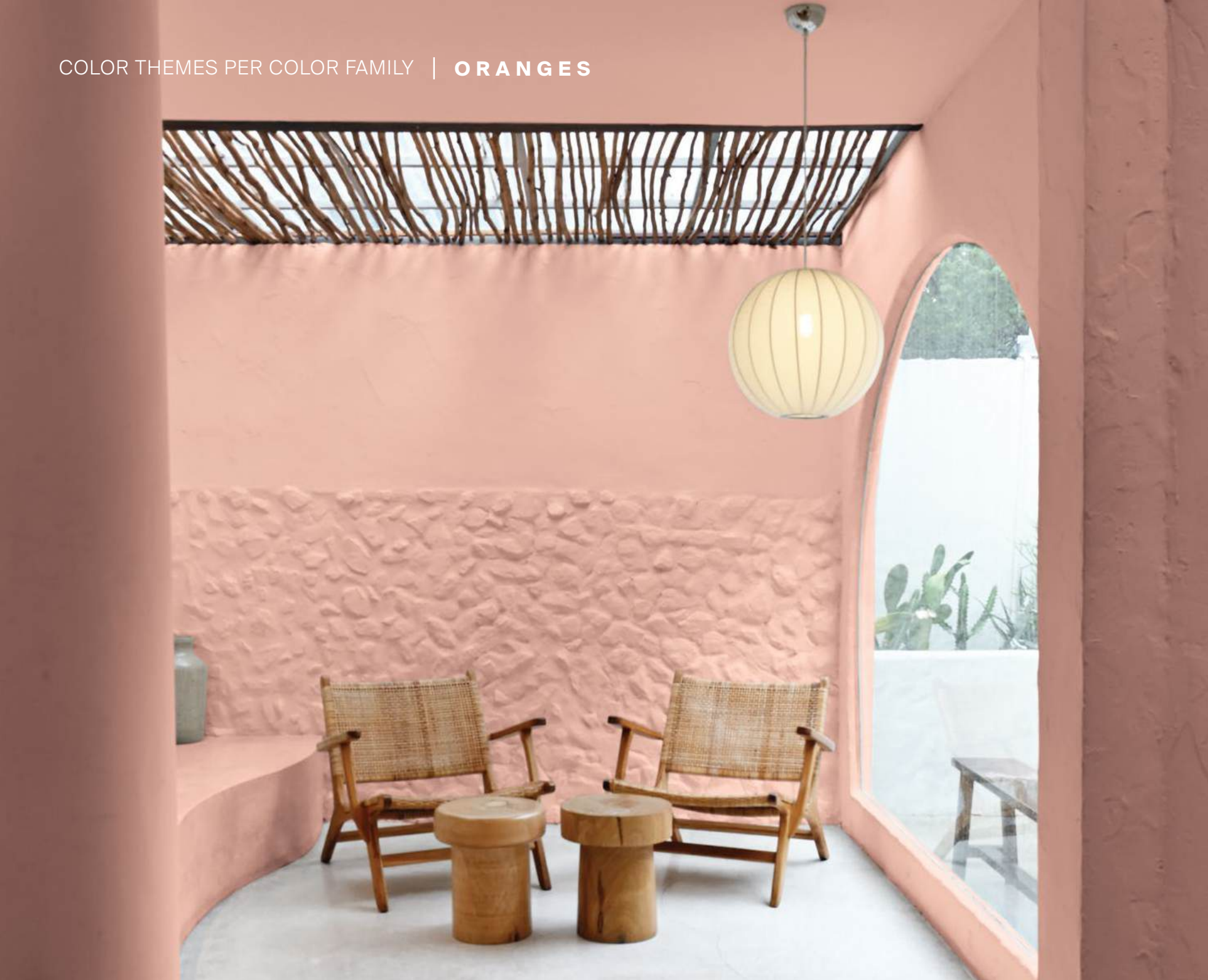


Luxury fashion houses and architecture are treasure mines of inspiration, along with hues and finishes sourced from actual mines. Private sector design inspiration draws from the qualities of light at sunset over regal landscapes, with radiating lines and plays between shadows and illumination.



COLOR THEMES PER

COLOR FAMILY



HONEY GRAHAM
PPG1069-5



PEACH CASTLE
PPG1062-4



GOLD BUFF
PPG1208-4

DHAL
PPG16-10

WELCOME HOME
PPG1092-5



PEACH PUDDING
PPG1015-3

CASHMERE KISS
PPG1053-5

ROMANTIC EVENING
PPG1049-7

AUTUMN ORCHARD
PPG1190-5





EAGLE EYE
PPG1014-6

PURPLE PARLOR
PPG13-17

MAGIC MAGENTA
PPG1180-7

COMING STORM
PPG1171-4

AMETHYST
SHADOW
PPG1046-7

WARLOCK
PPG1173-7



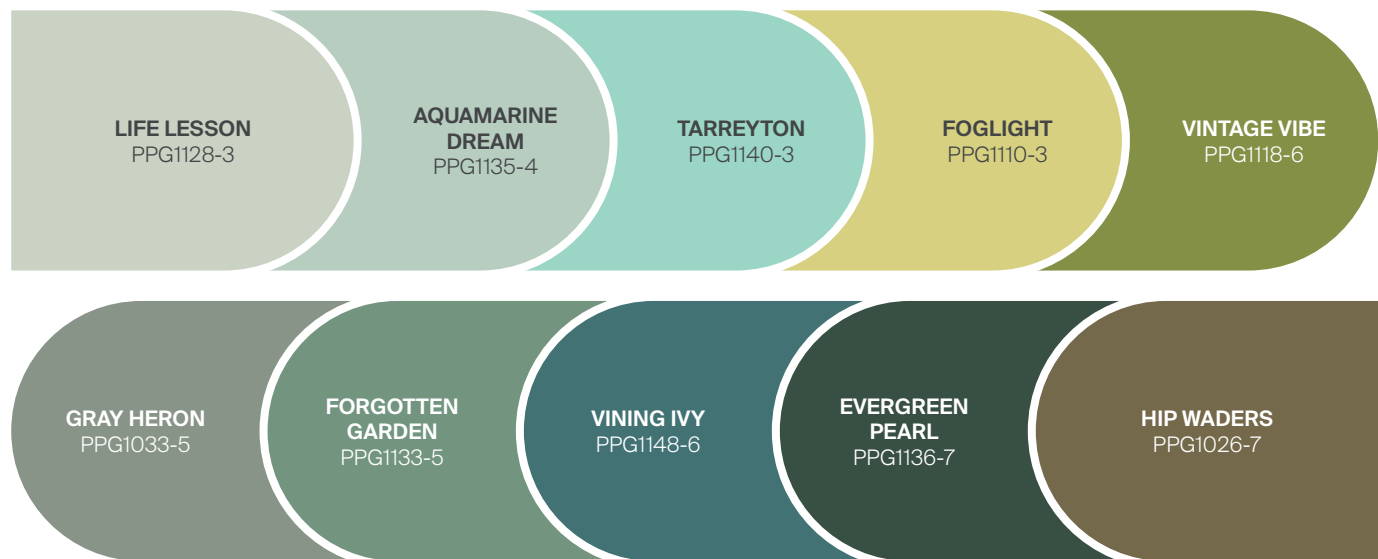
COBALT DUST
PPG1163-4

FLOWER FIELD
PPG1166-5

BLUE CALICO
PPG1246-7

STAINED GLASS
PPG1165-6

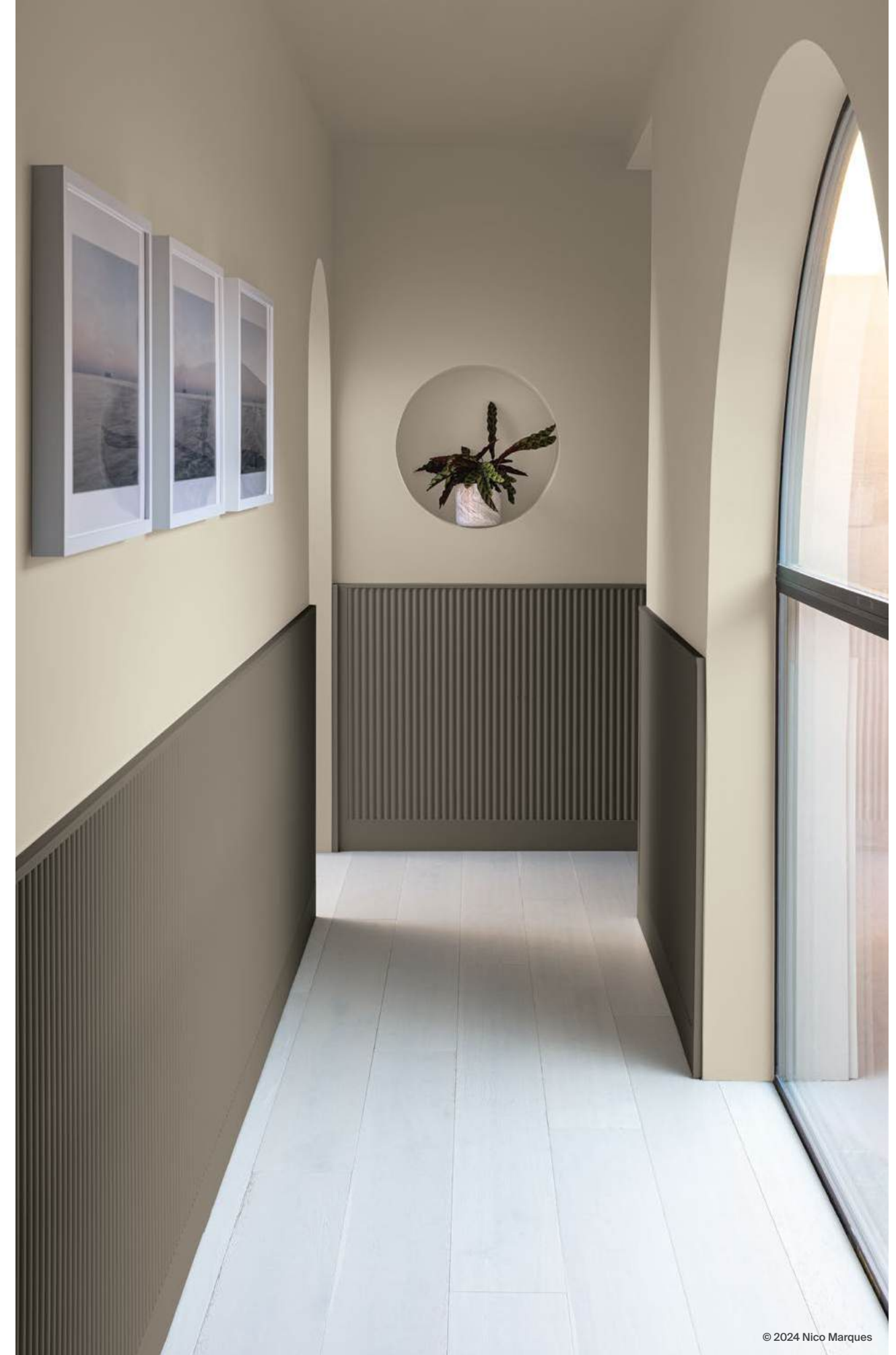
SEA MONSTER
PPG1037-6



<p>DUST BUNNY PPG1000-1</p>	<p>PATCHES PPG1024-6</p>
<p>CRUSHED SILK PPG1024-3</p>	<p>STONY CREEK PPG1097-5</p>
<p>STORM'S COMING PPG1008-2</p>	<p>STONEHENGE GREIGE PPG1024-5</p>
<p>RABBIT'S EAR PPG0999-2</p>	<p>ALDABRA PPG14-28</p>
<p>SERIOUSLY SAND PPG1085-3</p>	<p>MUD BATH PPG1025-4</p>
<p>DUSTY TRAIL PPG1097-4</p>	<p>GHOST WRITER PPG1007-3</p>



<p>BRANCHLINE PPG1008-6</p>
<p>BITTER BEAN PPG1022-6</p>
<p>CHOCOLATE LAB PPG1000-7</p>
<p>TRUNK PPG1007-7</p>





GARLIC NECKLACE
PPG18-09

FARM FRESH
PPG1098-1

FINE FABRIC
PPG1085-1

SINGING SAND
PPG1022-1

LION'S TOOTH WHITE
PPG10-05



SHADED WHISPER
PPG0995-1

STARLESS SKY
PPG0995-7



MAMMOTH
PPG1008-7

INDUSTRIAL
REVOLUTION
PPG0997-6

WHITBY JET
PPG1001-7

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CMYK: 56, 55, 66, 18
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RGB: 96, 92, 88
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LRV: 11



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The colors shown in this book are produced using a printing process which approximates the actual paint color.
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