



*Soulful*  
**SPACES**

COLOUR DESIGN BY JOTUN

Discover *rich, timeless shades*  
to enhance everyday living

Lighten up your home with  
a *fresh, joyful palette*

Welcome *matt*:  
the secret to a smooth  
and sophisticated finish

**MAJESTIC**  
PREMIUM INTERIOR PAINT

WALL: JOTUN 1625 SOUL  
COLOUR CHIPS: FROM THE THEME JOYFUL LIVING

FRONT PAGE:  
CEILING: JOTUN 12313 SOFT DUNES  
WALL: JOTUN 2951 SOPHISTICATED RED  
TRIM: JOTUN 8493 GREEN TEA



# The *joy* of creating

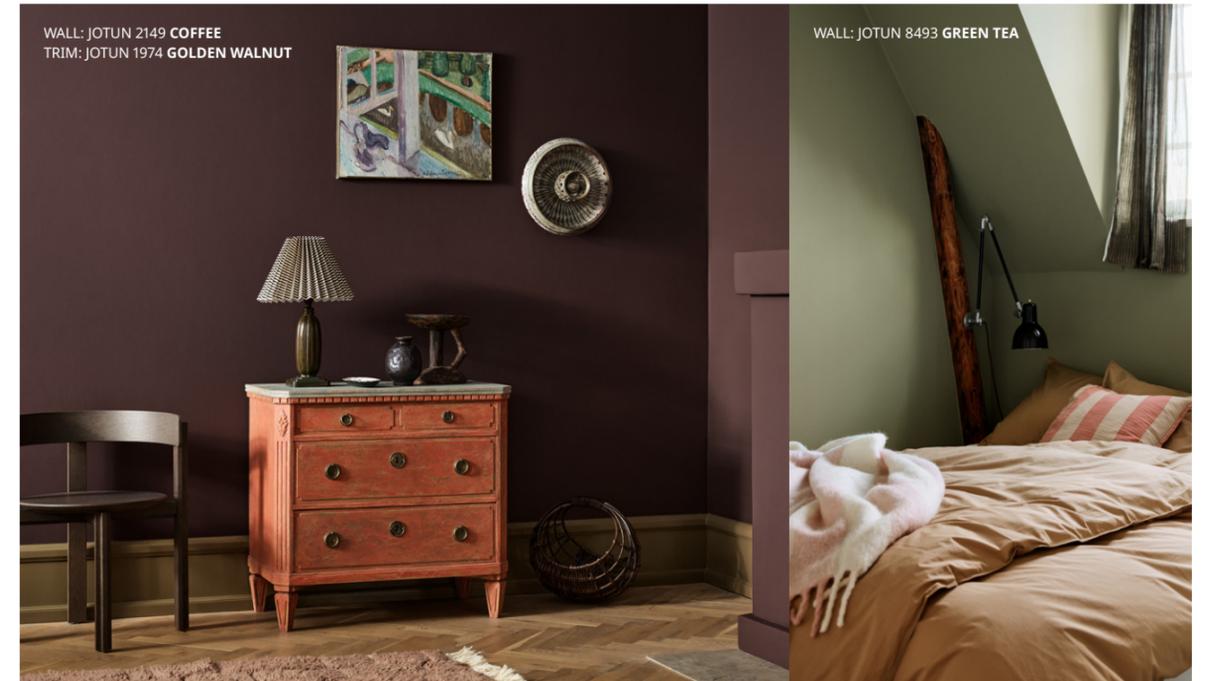
Home is the most important place you will ever be. It should be somewhere you love, that reflects your personality and passions, and is tailored to the life you want to lead.

**The colours around us** have an extraordinary and powerful effect on our moods and emotions. They can lift us up, calm us down, make us feel safe and serene or energised and creative. Given the quality of their finish, the colours in our homes both reflect and influence how we feel, what we do and who we are.

Some people believe that you need the support of a professional to decorate your home with style, but the truth is that no one knows your taste better than you. You have the power to make your space your own. At Jotun, we help you use it.

The 24 colours in this colour card have been curated for their ability both to stimulate and to soothe, and for their capacity to easily layer into modern lives. They are divided into three themes – three distinct ambiances – giving you the inspiration you need to transform the atmosphere of your home with colour.

With the right approach, choosing and applying our paints and colours can – and should – be a fun and rewarding process. As long as you take the time to plan, consider the details, materials and colours of the room, you can design a space that represents and empowers you.



# Passage of *time*

Deep, rich colours and matt finishes imbue a room with sophistication, luxury and grandeur. Such spaces feel full of history, and yet are also timeless in character, full of elegance and soul.

**Homes are where we make** and preserve our memories – the spaces where we tell the stories of our lives. Over time, we collect objects and artworks, furniture and crafted pieces that work together to express our identities and remind us of the moments we treasure. They are living conduits between the past and future. The colours that we choose for ourselves today can become cherished memories for someone else tomorrow.

**Harnessing the depth** of colours at the darker end of the spectrum such as sophisticated reds and greens conveys a sense of groundedness that transcends trends. More than just statement shades, they infuse the whole atmosphere of the space with glamour and refinement. Matt finishes enhance this sense of timeless elegance, undisturbed by reflection. They add an engaging textural depth to the room, making an ideal backdrop for artwork, statement furniture, and the unique details of the space.



**Rich, classic reds** evoke feelings of nostalgia, while matt surfaces help statement objects, ornaments and works of art stand out.





WALL: JOTUN 12313 SOFT DUNES  
TRIM: JOTUN 1974 GOLDEN WALNUT



**Combine golden pinks** and deep reds to create warm and welcoming atmospheres. Glossy surfaces such as tile contrast with matt finishes to create texture and depth. Painting the walls and ceiling in the same colour induces a sense of seamless unity throughout the space.

**A perfect golden beige** like Soft Dunes pairs beautifully with natural wooden accents and darker, earthier tones such as Golden Walnut.

WALL AND TRIM: JOTUN 1974 GOLDEN WALNUT



**Create seamless interiors** and make the space seem larger by painting skirting boards and walls in a single colour. Use the same shade on the ceiling to smooth transitions and give the room a coherent and overarching identity.

Beautiful deep colours appear at their best in matt paint – a perfect match for collected and curated interior elements.



WALL: JOTUN 1625 SOUL  
BENCH: JOTUN 1965 GINGER TEA

# Art of *stillness*

Lighter colours bring softness and silence into the home. Left to speak – or rather, whisper – for themselves, they create surroundings that are simple, soothing and refreshing to spend time in.

**When life is noisy**, we look for calm. An opportunity to unwind and enjoy a moment of serenity is no longer a luxury to aspire to, but a modern-day necessity. Your home can serve as your sanctuary – a place where you can detach from everyday stress and be mindful and at peace. To create tranquillity, simplify your space, paring back the excessive and the unnecessary to leave only what is truly most meaningful. Turn down the volume, free up visual space and savour the stillness.

**The result is not sterile**, but streamlined – a minimalist aesthetic that does not neglect comfort and warmth. Gentle chalky hues, muted yellows, stony bluish greens and warm neutrals are naturally calming. A curated palette of soft matts is more than just aesthetically appealing; it has a stabilising effect on mood, encouraging moments of true relaxation and quiet focus.




 WALL: JOTUN 1625 SOUL  
 CABINET: JOTUN 12300 HAZELNUT BEIGE

**Soft matt paints** let neutrals speak for themselves, creating calm ambiences and refreshingly minimalist aesthetics. To ensure the purest look, a high-quality matt finish is the perfect choice. With no light reflected by the surface, matt paint enables a deep and consistent colour expression throughout your space.

**To create a feeling** of welcoming warmth and peace, golden beiges like Caramel Brown (opposite) make perfect neutral colour choices, without compromising the character of the space.


 CEILING: JOTUN 1625 SOUL  
 WALL: JOTUN 1965 GINGER TEA  
 DAYBED: JOTUN 12300 HAZELNUT BEIGE

**Hints of yellow** bring a touch of sunshine into the home, helping lift the mood while creating perfect spaces for rest and moments of serenity and contemplation.

Light influences the ways we experience colour, and its expression will subtly shift throughout the day as the sun passes through the sky – from morning to afternoon and evening into night. The weather outside will also have an impact, bringing out different nuances depending on whether it is dark and cloudy or bright and clear.





**In bedrooms,** think about the colours that you want to wake up to, as these help shape your mood from the first moments of the day. Relaxing blue-green hues like Iconic balance the calmness of evening with the freshness of morning.



WALL: JOTUN 8597 SEAWEED GREEN



WALL: JOTUN 11202 MILD OCHRE

## Joyful *living*

Carefree, country-inspired living is all about the uplifting colours of nature: leafy greens, soft pinks and light earth tones – bright, hopeful hues that are full of fresh farmhouse character with a refined, modern spin.

**A home is not just somewhere** to be looked at. It's a space to be lived in – shaped, scuffed and scarred by the everyday rattle and hum of family life. When you live full, active, busy lives, you need to be confident that the hub you return to every day can withstand whatever your day has to throw at it, and will continue to look great year after year. It's not only the colour palette that influences your everyday life, a paint that's made to last is just as important.

**Jotun paints the places** where life happens. This harmonious palette of refined rustic shades is designed for homes that prioritise effortless comfort, easy charm and the freedom to be yourself. Complemented by high-quality materials and natural accents such as polished stone, organic fabrics, and reclaimed woods, these colours create a perfect balance between classic simplicity and timeless character – a style that is crafted, intentional, and uniquely your own.



**Let nature inspire you:** bring your favourite colours from the outside world into the house, alongside vintage and crafted objects to create a timeless countryside charm.





WALL: JOTUN 12079 GLEAM  
TRIM: JOTUN 10963 GOLDEN BRONZE  
WINDOW: JOTUN 1624 SKYLIGHT

**A subtle yellow hue**, Gleam is inspired by the rays of sunlight slipping in through the window – making it ideal for brightening bathrooms or lifting the mood in living areas.

**There's a whisper** of violet in Silky Pink, which makes it an excellent complement to dark wooden accents and helps lend the room a rustic air of honesty.



CEILING, WALL, TRIM AND DOOR: JOTUN 20054 SILKY PINK

**A nature-led approach** to colour results in harmonious and holistic environments, full of warmth and soul. Spaces painted in matt earth tones such as Ochre Clay, reveal the colour in its purest, most natural form. With the right shade, you can create a sanctuary to retreat to when you need to re-energise.

Your home is likely to be the place you spend the most time – it should be somewhere that brings you joy. When choosing the colours for your interiors, think first about how you want the space to make you feel.

**The beauty of high quality paint**

Discover Jotun's collection of premium interior paints, designed to transform and enrich your living spaces with unparalleled quality and enduring elegance.

Create an atmosphere of refinement with high-quality super matt **Majestic Pure Color**, blended in a variety of curated colours to imbue your home with understated luxury.



# Our most beautiful paint

**Majestic Pure Color** offers a unique colour experience that makes bold colours look elegant and comfortable and neutrals appear soft and tranquil. The non-reflective finish creates a rich texture that can elevate any interior space. With unmatched durability, Majestic Pure Color ensures your walls maintain their beauty over time, making it our most beautiful paint.



## For a healthy home



**Majestic Sense** features Clean Air Technology that efficiently purifies indoor air, creating a healthier home environment. Approved by Sensitive Choice and asthma- and allergy-friendly, it delivers a smooth, uniform finish with a beautiful sheen while effectively covering hairline cracks for a flawless, long-lasting look.



## Beautiful, smooth finish

**Majestic True Beauty** promises a smooth sheen or matt finish, enhancing your space with a wide range of Jotun colours. Made with easy-clean technology that resists stains and dirt, it ensures your walls always look effortlessly fresh and spotlessly beautiful.



## Unlock panel perfection



**Majestic Supreme Finish** enhances your home with a flawless, luxurious finish for wood and metal. Jotun's True Colour Technology guarantees uniform, vibrant colours, crafted from the highest quality materials for lasting beauty.

## Make it last



**Majestic Primer** enhances the colours and lifespan of Majestic paints. It improves paint adhesion while creating an alkaline, water-resistant barrier, ensuring your home maintains lasting beauty with rich, durable finishes. Perfect for maximising the performance of your paint.



## Passage of *time*



JOTUN 20362 **PINK AMBIENCE**



JOTUN 2951 **SOPHISTICATED RED**



JOTUN 2149 **COFFEE**



JOTUN 8493 **GREEN TEA**



JOTUN 7613 **NORTHERN MYSTIC**



JOTUN 12313 **SOFT DUNES**



JOTUN 1303 **CAPPUCCINO**



JOTUN 1974 **GOLDEN WALNUT**

## Art of *stillness*



JOTUN 6194 **WILD IVY**



JOTUN 6378 **ICONIC**



JOTUN 6379 **CITYSCAPE**



JOTUN 1965 **GINGER TEA**



JOTUN 1625 **SOUL**



JOTUN 12308 **UNBLEACHED**



JOTUN 12300 **HAZELNUT BEIGE**



JOTUN 12292 **CARAMEL BROWN**



JOTUN 8284 **OLIVE**



JOTUN 8597 **SEAWEED GREEN**



JOTUN 20054 **SILKY PINK**

## Joyful *living*



JOTUN 11220 **OCHRE CLAY**



JOTUN 11202 **MILD OCHRE**



JOTUN 12079 **GLEAM**



JOTUN 12080 **SOFT RADIANCE**



JOTUN 10963 **GOLDEN BRONZE**



### Colour Assurance

Our colours are carefully developed with unique recipes optimised to Jotun's products. Colour accuracy can only be achieved when using Jotun's products tinted over Jotun Multicolor Tinting System.

All colours reproduced are shown as close to actual paint colours as modern printing techniques allow. Where colour matching is critical, an applied sample is recommended. Colours can only be rendered correctly using Majestic or other Jotun products tinted with Jotun Multicolor Tinting System.



WALL: JOTUN 6194 WILD IVY



Feel inspired to create  
your own harmonious and soulful spaces.

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