



2020

COLOUR DESIGN BY JOTUN



MAJESTIC

PREMIUM INTERIOR PAINT





## 2020 – CELEBRATING COLOURS

2020, and a brand new decade begins. It's a time when the minds of many of us turn to change. We want to learn new things, travel or daydream more, to be more mindful or creative, or to cultivate serenity in our hearts and homes.

Each of us seeks ways to thrive in our everyday lives. Colour can be one of the simplest and most effective routes to creating an environment that inspires us. The right choice of colour can open pathways to wonder.

At Jotun, we are proud to help our customers find the shades that express their aspirations and identities, and create homes that inspire them. These pages celebrate the 12 new Jotun colours of 2020, each one capturing a different facet of personality or a new hope for the future.

Lisbeth Larsen  
Global Colour Manager, Jotun



### SMOOTH LUXURIOUS FINISH DESIGNED TO LAST

*Blending modern sophistication and easy clean convenience, the new Majestic True Beauty Sheen balances the luxury finish with statement simplicity, ensuring your wall leaves a lasting impression.*



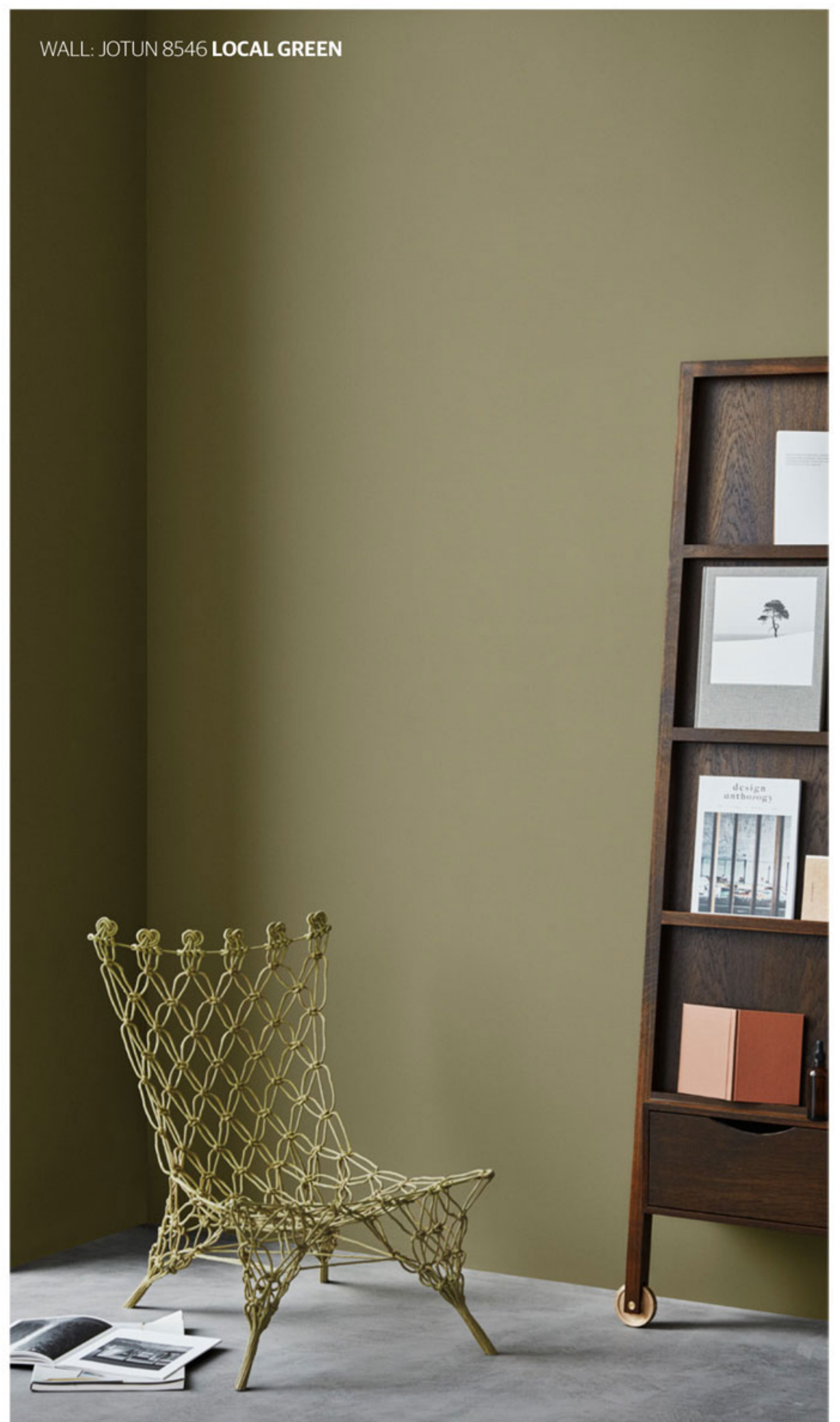
Match with:  
8494 **ORGANIC GREEN**  
20143 **LIVELY RED**  
20144 **GROUNDED RED**  
11173 **HUMBLE YELLOW**

Matching white tint:  
1024 **TIMELESS**

If you're planning to change the world, start close to home. As the 21st century has progressed, notions of community have become dispersed and fragmented. More and more of us are recognising a need to re-engage with our surroundings and reinvest ourselves in the local.

COVER: JOTUN 8546 **LOCAL GREEN**

WALL: JOTUN 8546 **LOCAL GREEN**

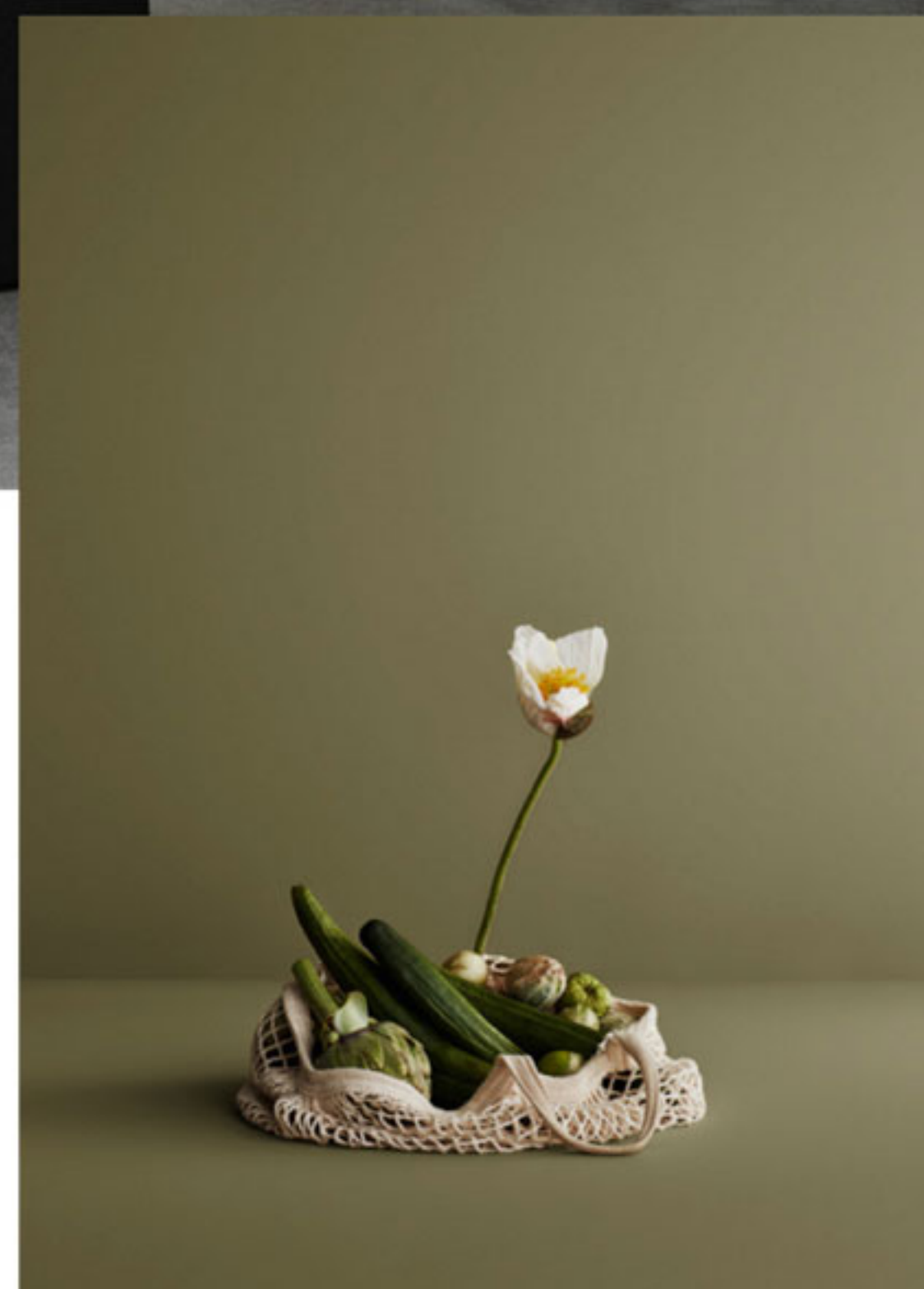




# LUSH AND ORGANIC LOCAL GREEN



**8546 LOCAL GREEN** expands the horizons of the home to encompass the world beyond it, bringing the nature and greenery that surrounds us indoors. It's a shade associated with sustainability and conservation, comforting us when we're indoors, while connecting us with our local environment outside.





# CHALKY AND WINE-DARK

# CURIOUS MIND & WISDOM



WALL: JOTUN 11174 **CURIOUS MIND**, 1462 **EVENING SKY** (BELOW) AND 1434 **ELEGANT** (LINE)  
SMALL IMAGE: JOTUN 11174 **CURIOUS MIND**



**11174 CURIOUS MIND** is a chalky yellow tone with the versatility to act as a neutral or an accent as the space demands – a colour that 'listens to' its surroundings, and enhances them. Mature and masculine, it is perfect for individuals who prize learning and aren't afraid to explore and experiment.





Match 11174 Curious Mind with:  
 11173 HUMBLE YELLOW  
 1434 ELEGANT  
 1462 EVENING SKY  
 20145 WISDOM

Matching white tint:  
 1624 SKYLIGHT

**20145 WISDOM** is a dark and cosmopolitan shade. It is ideal for those areas of our homes devoted to cultivating the intellect, such as studies, libraries, and workspaces. A quietly powerful statement colour, Wisdom encourages clear thinking in an atmosphere of suavity and masculine elegance.



WALL: JOTUN 11174 **CURIOUS MIND**  
 PIPES: JOTUN 11173 **HUMBLE YELLOW**





A PERFECT BALANCE OF BLUE AND GREEN

# FREE SPIRIT

WALL: JOTUN 5489 **FREE SPIRIT**  
CEILING: JOTUN 9918 **CLASSIC WHITE**  
WINDOW: JOTUN 11175 **ADVENTURE**  
SMALL IMAGE: JOTUN 5489 **FREE SPIRIT**

**5489 FREE SPIRIT** is a colour for wanderers and explorers. Its soft, organic tone carries echoes of the leaves of the jungle and the waters of the lagoon – the reassurance of stability and peace with a promise of exciting travels to come.







Match with:  
 10001 **DIJON YELLOW**  
 7637 **EXHALE**  
 11175 **ADVENTURE**

Matching white tint:  
 9918 **CLASSIC WHITE**

Full of personality, lively and stimulating, Free Spirit is the ideal shade for those who want to come home to a fun and energising environment. A place to find inspiration, let your mind wander and rejuvenate for your next adventure.



TRUE COLOUR EXPERIENCE  
 DESIGNED TO LAST

*The smooth luxurious finish of the new Majestic True Beauty Matt fills your home with a warm and relaxing atmosphere, and delivers a pristine finish with lasting elegance.*



WALL: JOTUN 10001 **DIJON YELLOW**  
 WINDOW: JOTUN 5489 **FREE SPIRIT**



WALL AND SHELVES: JOTUN 5489 **FREE SPIRIT**





WALL: JOTUN 20142 **DAYDREAM**



Match with:  
2024 **SENSES**  
20145 **WISDOM**  
8546 **LOCAL GREEN**  
1352 **TENDER GREY**

Matching white tint:  
1624 **SKYLIGHT**

Wasting time is good for us. Inspiration often occurs in those moments in between the tasks on the to-do list, when the mind wanders unchecked, and ideas come and go like ripples in a pool. Making space to daydream is much more than a luxury – it's important everyday self-care.



WALL: JOTUN 2024 **SENSES**  
NICHE: JOTUN 20142 **DAYDREAM**



A WARM AND MUTED PLUM TONE

# DAYDREAM



WALL: JOTUN 20142 **DAYDREAM** CEILING: JOTUN 1624 **SKYLIGHT**  
SMALL IMAGE: JOTUN 2024 **SENSES**

**20142 DAYDREAM** is a muted plum-like shade that's easy to get lost in. Opulent and unusual, it's an ideal colour for rooms and spaces devoted to cocooning and conversation. Sit back, forget everyday concerns for a few minutes, and let your thoughts flow where they will.







# AN EXPLOSION OF CREATIVE ENERGY STATEMENT BLUE



WALL: JOTUN 4863 **STATEMENT BLUE**  
WALL SMALL IMAGE: JOTUN 4863 **STATEMENT BLUE**  
TABLE SMALL IMAGE: JOTUN 9918 **CLASSIC WHITE**

**4863 STATEMENT BLUE** can be used to create bold and unique interior spaces, bringing confidence and clarity to the home. Evoking the serenity of an open sky and the profundity of a boundless ocean, it's a colour to find – or lose – yourself in.





WALL: JOTUN 10001 **DIJON YELLOW**  
TABLE: JOTUN 4863 **STATEMENT BLUE**



Match with:  
1462 **EVENING SKY**  
10001 **DIJON YELLOW**  
11174 **CURIOUS MIND**

Matching white tint:  
9918 **CLASSIC WHITE**

The world is getting noisier. In an era where everyone has a voice, it's not always the loudest shout that gets heard; often, it's the strongest statement. A natural productivity booster and a trigger of the imagination, Statement Blue is the colour of the creative, kickstarting the mind and stimulating fresh thinking.

WALL: JOTUN 4863 **STATEMENT BLUE** AND 1462 **EVENING SKY**



THE BEST PAINT FOR A  
BEAUTIFUL HEALTHY HOME

*Majestic Perfect Beauty & Care  
brings enduring colour and a  
flawless sheen to your walls.  
With minimal emissions and a low  
odour composition, they're as easy  
to apply as they are to look at.*





Confidence can be a wonderful character trait, but without humility, it is simply noise. Those who want to be heard can simply speak louder, but those who want to be understood learn to listen.



Match with:  
11175 ADVENTURE  
11174 CURIOUS MIND  
1352 TENDER GREY

Matching white tint:  
1624 SKYLIGHT



SMOOTH LUXURIOUS  
FINISH DESIGNED TO LAST

*Blending modern sophistication and easy clean convenience, the new Majestic True Beauty Sheen balances the luxury finish with statement simplicity, ensuring your wall leaves a lasting impression.*



# THE ESSENCE OF DISCRETION

# HUMBLE YELLOW



WALL: JOTUN 11174 **CURIOUS MIND**  
CURVED WALL: JOTUN 11173 **HUMBLE YELLOW**  
SMALL IMAGE: JOTUN 11173 **HUMBLE YELLOW**

**11173 HUMBLE YELLOW** is a colour for the listeners, for those who are willing to open themselves up to the ideas, emotions and cultures of others. A smooth, sophisticated colour that gives space for other accents without disappearing into the background, it's a compelling visual proof that being humble can be a sign of strength.





# WANDERLUST IN BURNT ORANGE

# ADVENTURE



WALL: JOTUN 11175 **ADVENTURE** (FRONT)  
WALL: JOTUN 11174 **CURIOUS MIND** (BACK)  
SMALL IMAGE: JOTUN 11175 **ADVENTURE**



**11175 ADVENTURE** Evoking the plains of Africa and inspired by the continent's rich textile culture, the warm, earthy tones of Adventure remind us that the whole world is out there, and that there are always new colours, tastes, scents and ideas to explore.





Match with:  
12083 **DEVINE**  
1462 **EVENING SKY**  
11174 **CURIOUS MIND**

Matching white tint:  
1624 **SKYLIGHT**

An adventure is an experience that changes us; that sends us back into our everyday lives with fresh memories, perspectives and insights about ourselves. It might be as a safari through an unexplored jungle, a voyage across a remote ocean, or as simple as adjusting our route to work and discovering something we never knew was there. Adventure is a mindset, not a destination.





WALL: JOTUN 5490 **SERENE BLUE** AND 20143 **LIVELY RED**



Match 20143 Lively Red with:  
11173 **HUMBLE YELLOW**  
5490 **SERENE BLUE**  
20144 **GROUNDED RED**

Matching white tint:  
9918 **CLASSIC WHITE**

**20144 GROUNDED RED** reconnects us to the earth, helping us draw strength and stability from the ground beneath us. It is a raw and honest colour – transforming the room into a warming, protective cocoon.

WALL: JOTUN 20144 **GROUNDED RED**



**TRUE COLOUR EXPERIENCE  
DESIGNED TO LAST**

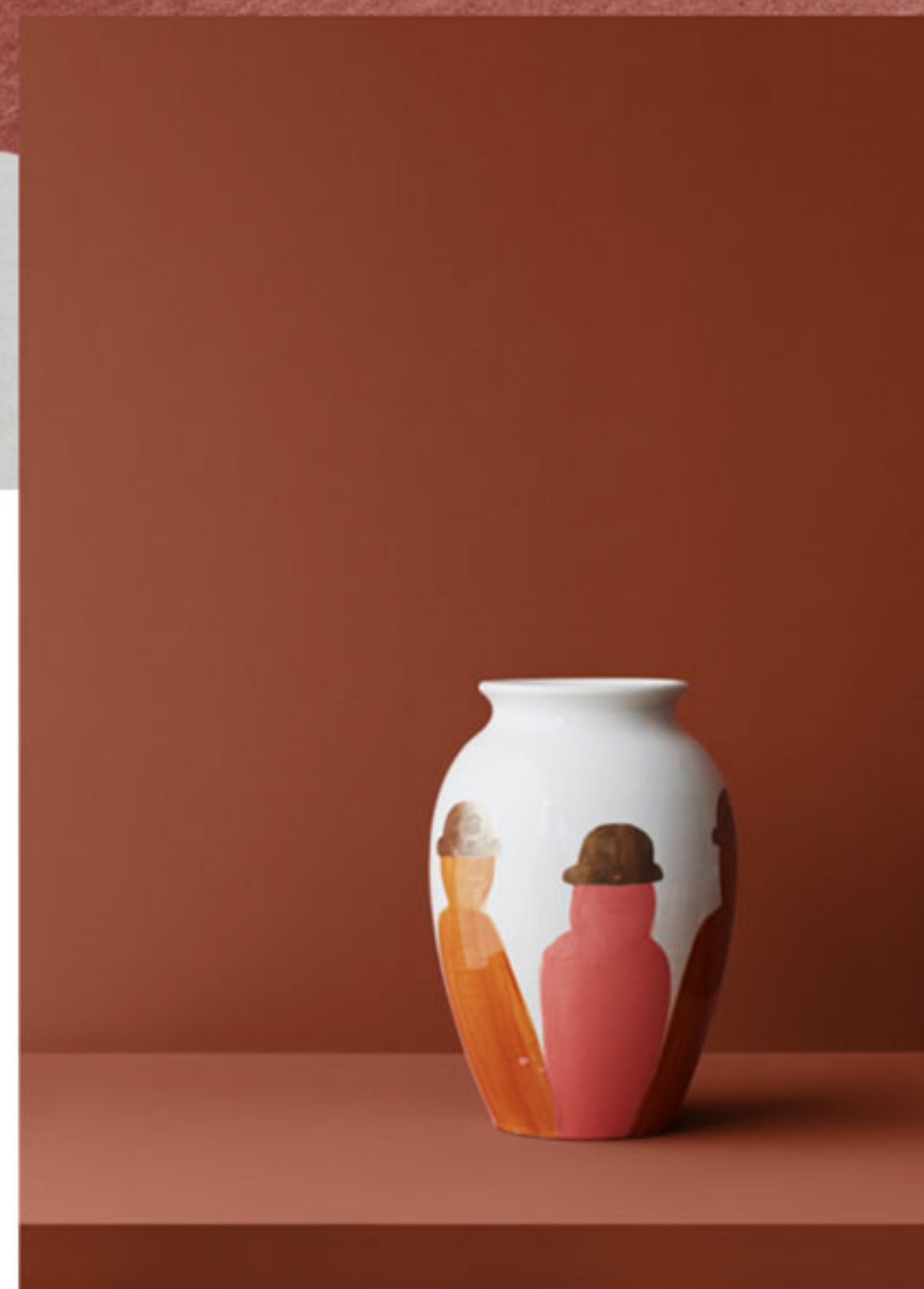
*The smooth luxurious finish of the new Majestic True Beauty Matt fills your home with a warm and relaxing atmosphere, and delivers a pristine finish with lasting elegance.*



# ENERGISING AND WARM LIVELY RED & GROUNDED RED



**20143 LIVELY RED** represents a commitment to be playful – a promise to ourselves to kick back and let a little lightness in. Warm and energising, it is a colour that offers a sense of safety and stimulation in equal measure – a shade that invites us to relax and smile a little wider every day.





RELAXING MUTED MINT

# EXHALE



WALL, DOORS AND TRIMMINGS: JOTUN 7637 **EXHALE**  
TABLE: JOTUN 20142 **DAYDREAM**  
SMALL IMAGE: JOTUN 7637 **EXHALE**



**7637 EXHALE** is a light and subtle colour that evokes the stillness and silence of water. Although it may seem impossible to make more time in the day, you can always stop for a second and inhabit the moment. Exhale is a reminder to make time your own – sometimes a deep breath is enough to refresh and recalibrate.





Match with:  
20142 **DAYDREAM**  
11173 **HUMBLE YELLOW**  
10001 **DIJON YELLOW**  
5490 **SERENE BLUE**

Matching white tint:  
1024 **TIMELESS**

Modern life is busy. It can feel as though each day hurtles by at breakneck speed. When life is a roller-coaster and our minds are overloaded, it's not just important to pause, it's essential. Slow down. Take a minute for yourself. Find time to breathe.



TABLE: JOTUN 5490 **SERENE BLUE**



TRIMMINGS: JOTUN 7637 **EXHALE**



WALL: JOTUN 7637 **EXHALE**  
SHELVES: JOTUN 10001 **DIJON YELLOW**





ELEGANT AND CALM

# SERENE BLUE



WALL: JOTUN 5490 **SERENE BLUE**  
SMALL IMAGE: JOTUN 1024 **TIMELESS**



**5490 SERENE BLUE** Evoking the freedom and possibility of the sky and the sea, Serene Blue speaks softly but makes a strong interior statement. Confident but complementary, it sets the mood of the room while giving space to other accents and objects.



WALL: JOTUN 5490 **SERENE BLUE**



Match with:  
11175 **ADVENTURE**  
11173 **HUMBLE YELLOW**  
7637 **EXHALE**

Matching white tint:  
1624 **SKYLIGHT**

The perfect home is the tranquil centre of our day-to-day existence. A place we can make truly our own through the things we collect and the colours and textures we choose. Blue has always been the colour of calm, and this shade can turn any room into a sanctuary.

WALL: JOTUN 1024 **TIMELESS**



A BEAUTIFUL HOME  
THROUGH THE FINER  
DETAILS.

*Enhance the beauty of your home  
with the flawless finish of Majestic  
Supreme Finish, our new water based  
paint for wood and trims.*

WALL: JOTUN 5490 **SERENE BLUE**





Jotun celebrate the new decade by introducing 12 new colour designs, perfectly matched with 8 timeless hues. All together 20 beautiful colours, reflecting the potential, newness and optimism of 2020. Explore the impact of colour, and how to combine nuances and shades into your personal colour palette.

# 2020 COLOUR DESIGN BY JOTUN



01

**JOTUN 8546 LOCAL GREEN**

A lush and organic colour – bringing the nature indoors.  
Match with: 2, 3, 4, 5, 7, 9, 11, 12, A, D, E, F, G, H



02

**JOTUN 11174 CURIOUS MIND**

A versatile chalky yellow tone – mature and masculine.  
Match with: 1, 3, 5, 6, 7, 11, 12, A, C, D, E, G



03

**JOTUN 20144 GROUNDED RED**

The colour of raw earth – warming and protective.  
Match with: 1, 2, 7, 9, 12, A, C, D, E, F, G



04

**JOTUN 5489 FREE SPIRIT**

A perfect balance of blue and green – soft and organic.  
Match with: 1, 2, 5, 7, 8, 10, A, C, D, E, H



05

**JOTUN 20142 DAYDREAM**

A warm and muted plum tone – opulent and unusual.  
Match with: 1, 2, 7, 11, 12, A, B, C, D, E



06

**JOTUN 4863 STATEMENT BLUE**

An explosion of creative energy – bold and unique.  
Match with: 1, 2, 4, 10, A, C, D, H





07

**JOTUN 11173 HUMBLE YELLOW**

A smooth, sophisticated colour – the essence of discretion.  
Match with: 1, 2, 3, 5, 8, 9, 10, 12, A, C, D, E, G, H



08

**JOTUN 11175 ADVENTURE**

A warm and earthy colour – wanderlust in burnt orange.  
Match with: 2, 3, 4, 7, 10, 12, A, C, D, E, F, G



09

**JOTUN 20143 LIVELY RED**

Energising with a golden touch – warm and playful.  
Match with: 1, 2, 3, 7, 10, 12, A, C, D, E, F, G



10

**JOTUN 7637 EXHALE**

A light and subtle colour – relaxing muted mint.  
Match with: 4, 5, 7, 8, 9, 12, A, D, E, H



11

**JOTUN 20145 WISDOM**

A sophisticated wine-dark shade – quiet and powerful.  
Match with: 1, 2, 5, 7, A, B, C, G



12

**JOTUN 5490 SERENE BLUE**

An elegant and calm tone – evoking the freedom of the sea.  
Match with: 1, 2, 3, 5, 7, 8, 9, 10, A, C, D



# TIMELESS COLOURS



A

JOTUN **1024 TIMELESS**



B

JOTUN **2024 SENSES**



C

JOTUN **1352 TENDER GREY**



D

JOTUN **1462 EVENING SKY**



E

JOTUN **1434 ELEGANT**



F

JOTUN **12083 DEVINE**



G

JOTUN **8494 ORGANIC GREEN**



H

JOTUN **10001 DIJON YELLOW**



# CREATE HARMONIC COMBINATIONS OF COLOURS

The 2020 colour collection includes calming, slow-living shades that create room to breathe, bolder tones that invoke adventure and exploration, and statement colours to help set hopes and intentions for the years ahead. The colours can be used individually or blended to reflect who you are and who you want to be in the decade to come.

## FIND MATCHING COLOURS

Each of the 12 colours designed for 2020 is presented with handpicked matching colours within this palette of 20 colours. Find your favourite colour, and be inspired by our recommendations for complementing colours, i.e. 5490 Serene Blue:

### 5490 SERENE BLUE:

Matching colours: 1, 2, 3, 5, 7, 8, 9, 10, A, C, D

**01 > 8546 LOCAL GREEN**

**02 > 11174 CURIOUS MIND**

**03 > 20144 GROUNDED RED**

**05 > 20142 DAYDREAM**

**07 > 11173 HUMBLE YELLOW**

**08 > 11175 ADVENTURE**

**09 > 20143 LIVELY RED**

**10 > 7637 EXHALE**

**A > 1024 TIMELESS**

**C > 1352 TENDER GREY**

**D > 1462 EVENING SKY**

Thanks to Jotun Colour Assurance, every colour shown on the card is exactly as it will appear on your wall.

## FIND THE RIGHT WHITE

**7236 CHI:** Matches the new colours 1, 4, 6, 10 and 12, and the timeless colours D, E and G.

**9918 CLASSIC WHITE:** Matches all the 12 new colours, and all timeless colours except 1024 Timeless.

**1624 SKYLIGHT:** Matches all the 12 new colours, and all timeless colours.

**1001 EGG WHITE:** Matches all the 12 new colours, and all timeless colours.

**1453 COTTON BALL:** Matches all the 12 new colours except 7634 Exhale, and all timeless colours.



# MAJESTIC INTERIOR PAINTS

## PERFECT COLOURS FOR LONG LASTING BEAUTY



**MAJESTIC PERFECT BEAUTY & CARE**  
The best paint for a beautiful healthy home

- Healthy Home
- Rich Beautiful Colours
- Covers Cracks Perfectly
- Longest Lasting Easy Clean Colours



**MAJESTIC TRUE BEAUTY SHEEN**  
Smooth luxurious finish designed to last

- True Colour Experience
- Luxurious Smooth Finish
- Superior Easy Clean
- Anti Bacteria & Anti Fungal



**MAJESTIC TRUE BEAUTY MATT**  
True colour experience designed to last

- True Colour Experience
- Luxurious Smooth Finish
- Superior Easy Clean
- Anti Bacteria & Anti Fungal



**MAJESTIC PRIMER**  
Enhances beautiful colours & improves colour last

- Low Odour
- Water Resistant
- Good Adhesion
- Alkaline Resistant



**MAJESTIC SUPREME FINISH**  
A beautiful home through the finer details

- Beautiful flawless finish
- Superior Easy Clean
- Low Odour
- Fast Drying Time



**MAJESTIC PRIMER FOR WOOD AND TRIMS**  
Accentuates the gorgeous colour and lifespan

- Enhances Beautiful Colours
- Low Odour
- Good Adhesion

### MAJESTIC DESIGN:



**MAJESTIC DESIGN DIAMOND**  
Luxurious sparkle finish

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals



**MAJESTIC DESIGN PRESTIGE**  
Luxurious metallic finish

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals



**MAJESTIC DESIGN PEARL**  
Luxurious pearl finish

- Low Odour
- DIY Friendly
- Formulated Without Harmful Chemicals

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