
JOTUN
JOURNEYS
COLOUR DESIGN BY JOTUN
A century of
crafting *colours*
Mix and match tones for a palette
that reflects *your journey*
Rich shades and matt finishes
create a sense of *belonging*
MAJESTIC
PREMIUM INTERIOR PAINT

FRONT PAGE, WALL: JOTUN 0290 **BIRI**
THIS PAGE, WALL: JOTUN 8753 **YELLOW MEMORIES**

A Century of Colour

Every journey begins before we realise it has started. In the rooms
that first held us. In the colours of our earliest memories. We carry these forward.
One chapter to the next. One space to another. Walls are no longer surfaces,
but expressions of ourselves: What we were. What we are. What we become.
Our lives are journeys through colour.




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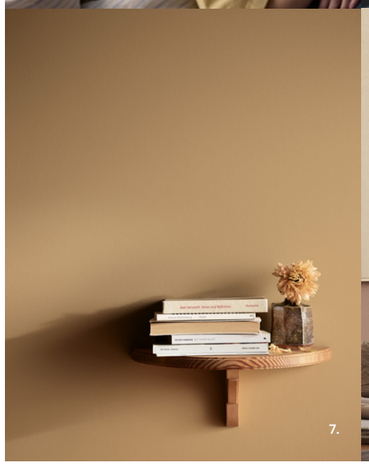

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Colours we carry with us
A yellow that radiates the warmth of childhood.
A blue we will never forget.
A purple that reflects who we are becoming.
With every layer, the journey continues.

1. JOTUN 1627 **RETRO** 2. JOTUN 20118 **AMBER RED** 3. JOTUN 0290 **BIRI** 4. JOTUN 3343 **DUSTY PURPLE** 5. JOTUN 4223 **SAMA**
6. WALL: JOTUN 3343 **DUSTY PURPLE**, CEILING: JOTUN 4223 **SAMA** 7. JOTUN 1909 **CHALK OCHRE** 8. JOTUN 12198 **EARTHY**

For 100 years, Jotun has helped people tell their stories through colour, crafting and perfecting shades that inspire, and beautiful paint that endures. In this curated palette of 24 colours, find the tones that reflect the memories, discoveries and experiences that tell the story of you.

WALL AND STAIRCASE: JOTUN 11364 **CENTURY WHITE**

WALL: JOTUN 20118 **AMBER RED**

Memories

Colours we carry with us. The first step of any journey often begins with looking back – to our beginnings, to our heritage, to the places that stay with us long after we have left. A hallway washed in afternoon light. A shade that once quietly surrounded everyday life. Gentle, grounding colours hold a sense of belonging. Paired with a refreshing yellow and a natural green, rich, warm tones such as terracottas and earthy reds evoke the comfort of feeling rooted. A palette that brings you home.

Texture and expression. *The visual aspect of a colour is just one of its sensory dimensions. A colour's true character emerges in its finish. With a rich matt paint, a colour can truly unfold, showing the shade at its deepest and most authentic.*

WALL LEFT: JOTUN 20118 **AMBER RED**
WALL RIGHT: JOTUN 2993 **KILIM**

WALL: JOTUN 0290 **BIRI**



A palette drawn from pieces of our past imbues our homes with a sense of belonging. Heritage colours create the ideal canvas to showcase objects and heirlooms that remind us of the cherished moments and people who have shaped us. Rich matt finishes that absorb the light, combined with beautifully crafted earth tones and terracottas such as Roma and Kilim, add warmth and depth to the room.



TABLE: JOTUN 11364 **CENTURY WHITE**



WALL: JOTUN 0290 **BIRI**



WALL: JOTUN 2087 **ROMA**
NICHE: JOTUN 2993 **KILIM**



Chosen for their power to evoke the warm comfort of nostalgia, these colours are woven into the story of Jotun. They connect us to our history, to the people, places and values that have steered us for a century. Nostalgic reds and yellows rooted in the earliest pigments, our founders farm house, and our first factory. Biri, a 1960s green rediscovered from the Jotun archive, celebrates our evolution. In the colours of Memories, we pay homage to 100 years of colour creation.

Bring this theme to life

***Colour and light**. Both our lives and our homes are always changing. As the day progresses, colours evolve with the light, revealing new perspectives and creating new atmospheres. A room in the morning becomes a different world in the dusk. The shifting character of a shade in the light is a big part of the poetry of colour.*

WALL: JOTUN 8753 **YELLOW MEMORIES**
WINDOW: JOTUN 11364 **CENTURY WHITE**

WALL: JOTUN 20256 **BALMY PINK**

Discoveries

Colours that open our world. The places and the people we discover along our journey influence and inspire us, sometimes in the smallest and most subtle ways. And with every discovery, we become bolder, freer in our colour choices and more playful in our experiments. An uplifting blue paired with a deep purple. A warm and timeless yellow beside a modern, playful pink. They find their way into our homes like souvenirs, mementos of the journeys that shaped us.



WALL: JOTUN 11365 **MORNING GLOW**
WALL RIGHT: JOTUN 20256 **BALMY PINK**
WINDOW: JOTUN 11365 **MORNING GLOW**

CEILING: JOTUN 4223 **SAMA**
WALL AND TRIM: JOTUN 3343 **DUSTY PURPLE**
WINDOW: JOTUN 11364 **CENTURY WHITE**

Great discoveries *come from experiments and inventions. Don't be afraid of bold choices and unexpected combinations. A dark, dusty purple in a matt finish can emphasise the depth of the room – especially when paired with a striking contrast colour on the ceiling.*



WALL: JOTUN 40054 **NORTH**
DOOR, TRIM, STAIRWAY AND WINDOW: JOTUN 11365 **MORNING GLOW**

Expressive, uplifting shades bring energy and openness to a space. Mix and match different colours and finishes to create an effect that is wholly your own. Pair a light, airy blue and a rich, creamy neutral. Combine a matt with a subtle silk finish. Let each contrast tell a story. Every journey expands the way we see the world – so should every room.

JOTUN

JOTUN 2295 **KILIM**

JOTUN 20118 **AMBER RED**

JOTUN 2087 **ROMA**

JOTUN 3505 **VELVET PLUM**

JOTUN 3343 **DUSTY PURPLE**

JOTUN 20255 **BALMY PINK**

JOTUN 20185 **FRIENDLY PINK**

JOTUN 20162 **MELLOW**

JOTUN 12398 **EARTHY**

Memories

Colours we carry with us

JOTUN 8753 **YELLOW MEMORIES**

JOTUN 1627 **RETRO**

JOTUN 11365 **MORNING GLOW**

JOTUN 12269 **BEIGE SHEEN**

JOTUN 10966 **ALMOND BEIGE**

Experiences

Colours that belong

JOTUN 1909 **CHALK OCHRE**

JOTUN 1799 **SPICE BROWN**

JOTUN 11364 **CENTURY WHITE**

JOTUN 11363 **NOSTALGIC WHISPER**

JOTUN 0290 **BIRI**

Discoveries

Colours that open our world

JOTUN 40954 **NORTH**

JOTUN 4223 **SAMA**

JOTUN 1261 **PEARL BEIGE**

JOTUN 4638 **ELEGANT BLUE**

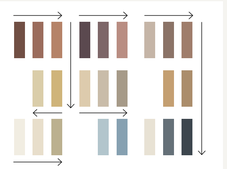
JOTUN 4403 **MIDNIGHT BLUE**



Becoming

Colours of creative expression

Once you know what feels like home, you are free to create it anywhere. Colour becomes personal. Take the opportunity to experiment, to mix and match between the 24 colours featured here. The three themes each contain colours that complement each other. Look to adjacent shades or follow the arrows for ideal companion colours. See where the next step in your colour journey will take you.



Pair your chosen shade with the colours situated closest to it to find beautiful combinations within each theme, such as Amber Red, Roma, Retro and Yellow Memories.

Get your inspiration from the images in this colour card, developed by Jotun's team of colour specialists, or set out on your own colour journey.

Learn more about choosing and combining colours

Make notes and curate your own palette here

JOTUN

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 12299 **BEIGE SHEEN**
WINDOW AND TRIM: JOTUN 11364 **CENTURY WHITE**

***Colours of light**. Channel your discoveries into your space with colours, furniture and objects that fill it with authentic soul and a feeling of belonging. Choose light colours on windows to reflect the daylight and create a sense of space.*



WALL: JOTUN 3570 **VELVET PLUM**



WALL: JOTUN 10966 **ALMOND BEIGE**



WALL: JOTUN 11365 **MORNING GLOW**



WALL: JOTUN 3343 **DUSTY PURPLE**

Jotun has always looked to the world for inspiration. Over the decades, our colour collections have been shaped by encounters and exchanges with other cultures, and the new discoveries that come home with us. Every country where you find us today has left its mark in our archives, our palettes, and the homes of our customers around the globe. Jotun's colours of today are an ever-developing portrait of the wider world, enhanced by every journey we make.

Bring this theme to life

WALL AND TRIM: JOTUN 1799 **SPICE BROWN**
CEILING: JOTUN 1909 **CHALK OCHRE**
BEDROOM WALL: JOTUN 4403 **MIDNIGHT BLUE**

WALL AND TRIM: JOTUN 4403 **MIDNIGHT BLUE**

Experiences

Colours that belong. At some point in the journey, everything comes together. The colours we carried with us, and the ones we discovered along the way. Slowly they settle into something that feels like us. Experience breeds an easy, quiet confidence; the ability to make choices with instinct and care. With a palette of balanced, classic shades that bring depth and harmony – such as a midnight blue paired with a golden brown – we can create homes that feel effortless.



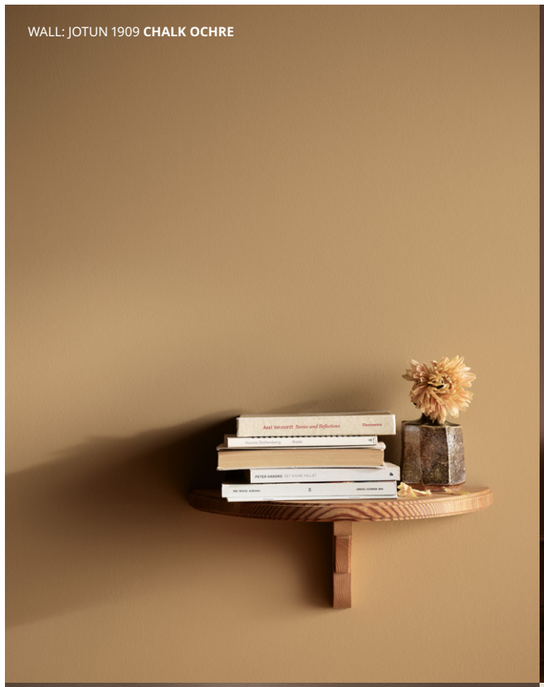
True luxury speaks quietly, never brash, always comfortable and assured. It thrives in time-lessness, in crafted objects and high-quality furniture, in balanced compositions that radiate maturity and refinement. Classic contrasts, high-quality matt finishes, and rich, characterful surfaces come together in a space that honours curation and craft.



CEILING: JOTUN 1281 **PEARL BEIGE**
WALL AND TRIM: JOTUN 20185 **FRIENDLY PINK**

***Shades of our lives**. The walls of our homes are the backdrops, and witness to, our lives. These are the colours that live with us, made to withstand the rhythms of our daily journeys, waiting for us every time we return.*

WALL: JOTUN 1909 **CHALK OCHRE**



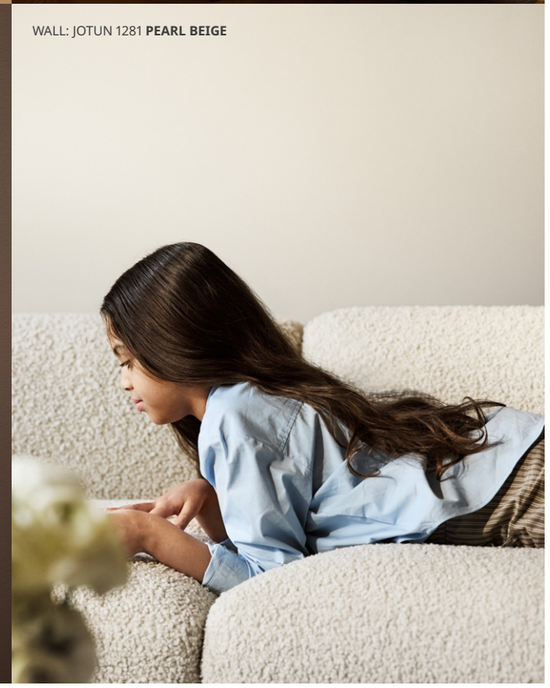
WALL AND TRIM: JOTUN 12198 **EARTHY**



TABLE: JOTUN 20162 **MELLOW**



WALL: JOTUN 1281 **PEARL BEIGE**



A hundred years of imagining, crafting, testing and perfecting colours and finishes. Every shade to pass through Jotun's hands is the product of time, and of expertise handed down the generations. From a deep navy to a rich earth tone, this palette is built upon rediscovered and reinvented classics. Enduring favourites proven by experience to enhance and enrich home after home, time after time.

Bring this theme to life

WALL: JOTUN 11365 **MORNING GLOW**

Colours are only half the secret…

The rest is in the paint. Formulated for durability, ready for everyday living, beautiful for years. Our quality makes the difference. Creating the perfect finish is both a science and an art. A combination of knowledge and intuition, passed down through generations and honed by decades of experience. An eye for aesthetics, a passion for innovation, and a dedication to testing, adapting and refining come together in Jotun's range of premium interior paints. A century of crafting colours in every can.




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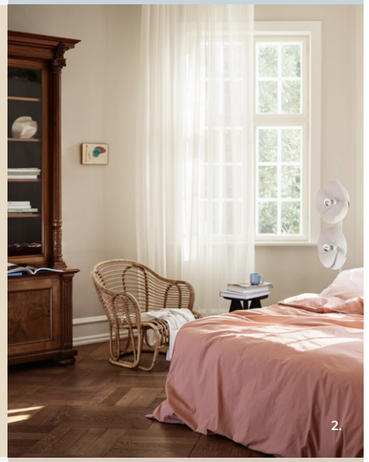
Our most beautiful

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



For a healthy home

Majestic Sense combines a beautiful, luxuriously smooth finish with actively purified indoor air. Featuring advanced Clean Air Technology and endorsed by Sensitive Choice, it supports a healthier home environment. It delivers a refined sheen while helping cover fine cracks for a flawless, long-lasting result.


2.


3.



Beautiful walls – every time

Majestic True Beauty delivers smooth, flawless walls with rich, lasting colour. Designed for easy application and consistent performance, it ensures reliable beautiful results every time. Available in Matt and Sheen, it creates an elegant, uniform finish that lasts.

1. JOTUN 3343 **DUSTY PURPLE**, CEILING: JOTUN 4223 **SAMA** 2. JOTUN 12299 **BEIGE SHEEN** 3. JOTUN 10966 **ALMOND BEIGE**

Every dream of a space begins with colour, but it's the finish that defines its character. From deep matt tones to soft silk sheens, the choice of product shapes how colour is seen, felt, and lived with every day. We bring this connection together through a complete palette of finishes designed to deliver the best colour experience, durability, and comfort, so your space not only looks beautiful, but stays that way for years to come.

The making of *a colour*

From the first spark of an idea to the final finish on the wall, the creation of a Jotun colour is a journey of many steps. The colours may differ, but the ingredients are always the same: the highest-quality pigments, a perfect match with our products, a boundless creative curiosity, and the confidence that comes with 100 years of experience.

Watch the journey of a colour







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