

NCS 2050

Launching 100 new Standard colours



INDEX 2050

NCS

NCS

About

WHY 100 NEW COLOURS

During the past 40 years, we have revolutionised how to communicate colour and developed an attractive offer that supports you in your work with colour. Our product range covers high-quality production and advanced colour education. This year, we are introducing exciting news by adding 100 colours to the NCS Standard Colour range: NCS goes from 1950 to 2050 Standard colours.

100 new NCS Standard colours

Low chromatic colours are extremely important in interior design, product design and architecture. Looking at colour samples, it is often difficult to distinguish between one colour and the other. However, when the colour is applied, slight differences in nuance or hue can make a major impact on the final design. For this reason, we are making the Standard range of colours denser in the low chromatic area of the colour space. This offers more options and greater control when using low chromatic colours.



The story

BY OUR DEVELOPERS

Requested by our community

The 100 new colours are the result of a joint effort between NCS Colour and our global community of colour professionals to improve the NCS System even further.

"The low chromatic colours are a constant in our top list regarding best-selling colours. We have seen over the years how important these colours are. They are frequently used in our colour development projects with the decorative paint industry, kitchen brands, home appliance, automotive industry etc. and recurrently top the list of most requested colours by the design community."

- Ingela Koski-Vähälä, Product Manager, NCS Colour

New technology has enabled us to produce samples in completely new nuances with low chromaticness. These have never before existed in the NCS Standard colour range.

"We have added colours both in order to complete the NCS colour range and to be able to offer an extended colour precision, where it is needed."

- Fredrik Lundgren, Product Design Manager
NCS Colour

The new colours are low chromatic nuances with focus on hues between Yellow and Red. Two completely new nuances are added, NCS S 0601 and NCS S 1001, often referred to as off-white.



UPDATED CONVERSION VALUES

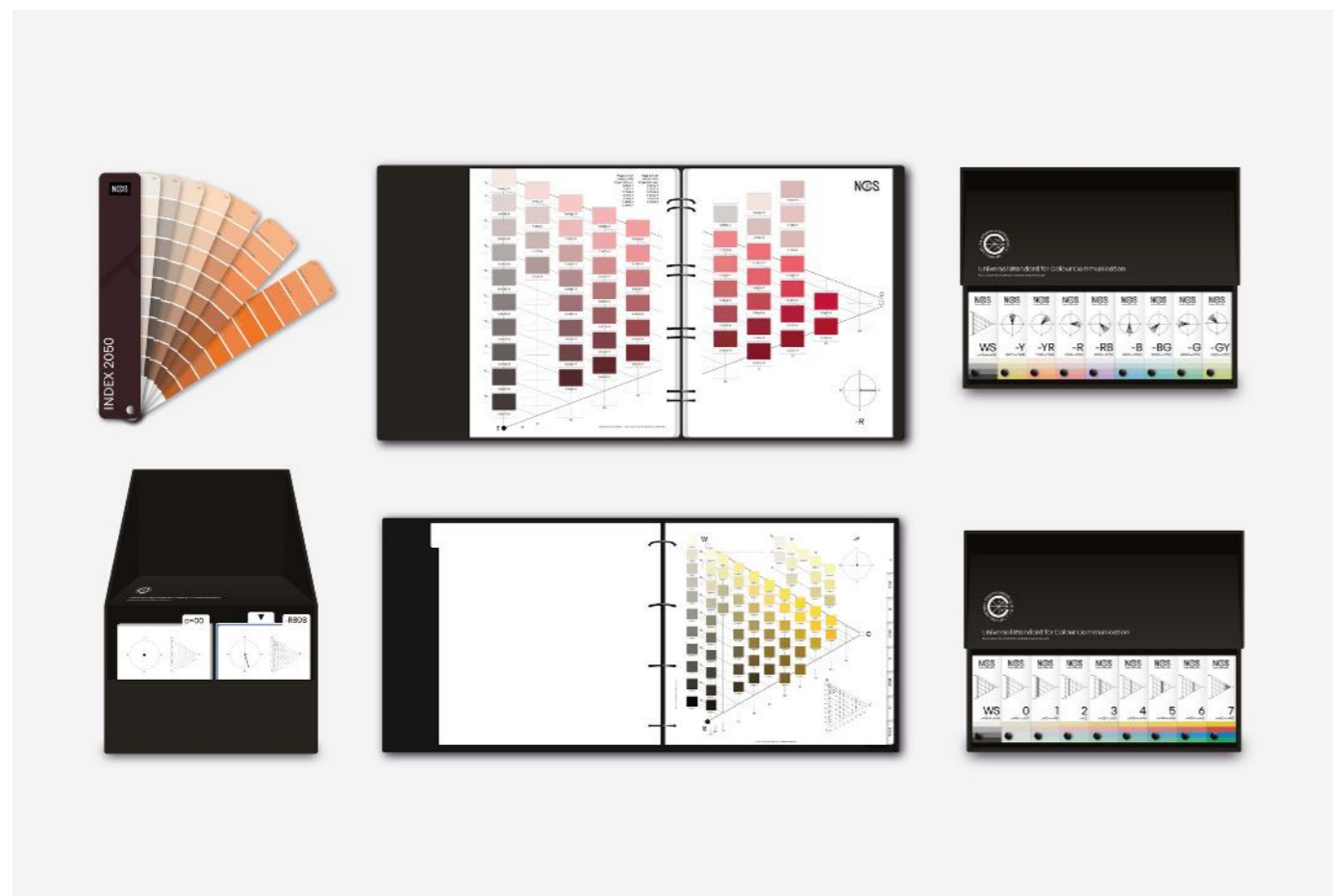
With the launch of the updated standard range, NCS releases updated colour conversions to RGB and CMYK. The values are calculated from NCS Primary Standard in accordance to the latest standards in colour-on-screen and colour-in-print. This means an improved agreement between how colour from NCS looks on coated samples, on screens and on printed material.

COLOUR CONVERSION

Screens, as well as the printing industry, are driven by innovation to find new and better ways to reproduce colours of real life. The new conversion data from NCS helps users and marketers alike to present colours via websites, digital presentations, apps, and printed media in a more accurate and reliable way. Using the updated values from NCS helps closing the gaps when presenting the same colours in different context.

NCS Colour Products

NEW DESIGN & UPDATES



An overview

In relation to the addition of new colours, we will also release an update of the most popular design tools containing colour samples of the complete NCS Standard range. This include the products NCS Index, NCS Colour Atlas, NCS Colour Block, NCS Colour Album & NCS Colour Box.

The updates are made to improve usability, durability and environmental sustainability of the tools. Design updates include removing plastic from the product and packaging, as well as updating the materials of the covers to fit the life length of the product itself.

One of the greatest sources of waste within the paint & coatings industry as well as for other decorative materials and products, is that the colour did not turn out the way the customer intended to. Our ambition is to reduce the waste by offering better tools for design and colour preview before making the purchase decision. This means we strive to make the tools more useful, but also to help users to find the right colour faster, saving time and ensuring a better result.

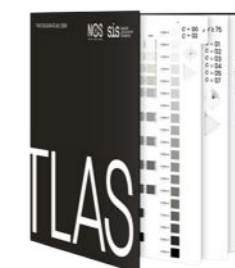
NCS INDEX

The new flow of colours makes it faster and more intuitive to find the colour you have in mind. User tests show that this applies to experienced users as well as those who are new to the NCS System. The update helps users who are looking for a specific NCS Notation as well as those who have a colour in mind (terracotta) and are trying to find the code for purchasing a product in line with this specific colour vision.



NCS COLOUR ATLAS

New pages are added with white colours / colours with high whiteness. Just as on the grey scale page (first page in the Atlas after the Colour Circle) these colours can also be found in each Colour Triangle page. The white guide page makes it easier to compare white colours of different hues.



NCS COLOUR BLOCK

New covers of the "mini sample decks" make it easier to navigate in what deck to search for your colour. In the hue sorted version, the "yellowish" colours are collected in the fan with the yellow cover, the "Yellow-red" colours are in the orange fan and so on. The nuance sorted versions of the NCS COLOUR BLOCK have the colours arranged by increasing chromaticness between the fans. This way of organising colours is perfect when looking for multiple colours with the same "look & feel".



NCS COLOUR ALBUM

Same updates as the NCS COLOUR ATLAS.



NCS COLOUR BOX

New colours are added with smaller and more pale back print to reduce back-print see-through. This is important when using the samples for quality control or as master samples for production.





RESULTS FROM RESEARCH AND USER TESTING

- Reduces the time to find a colour with 20%. Studies made in paint stores and with creative professionals.
- Yellow-Red area of the colour circle includes beige & brown (as a nuance of orange) and pink (nuance of red). These nuances are extremely important and popular within interior design and decoration.
- Low chromatic colours (C=02) are the most frequently used colours in NCS apart from the truly Neutrals (N). More options in this area were requested by the design community and paint industry alike.
- “White” is an extremely important colour for paint. Even though there are countless white shades in the market, most of them have between 05 to 10 in Blackness and 00 to 02 in Chromaticness in NCS. For this reason, we are adding two new nuances in this space, 0601 & 1001, which correspond to the most sold whites apart from current Standard NCS.

More information

Contact us to learn more about NCS 2050 and our products.

Our sales representatives are happy to help you with further information.

Contact us

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