

Hues & Nuances 2024



Laurentide
Paint

Colour of the
year 2024

Olive Olea

NCS S 5010-G50Y



2024 is the year of evolution and change. The climate emergency, the artificial intelligence revolution, our ever-growing need for well-being and tranquillity, the colours of 2024 reflect all of this at once, to form a remarkable palette.

The palette brings together organic and natural colours, reflecting our world, and its crucial preservation. Rich, saturated, and dynamic colours which symbolise, among other things, our ever-growing connectivity to the digital world.

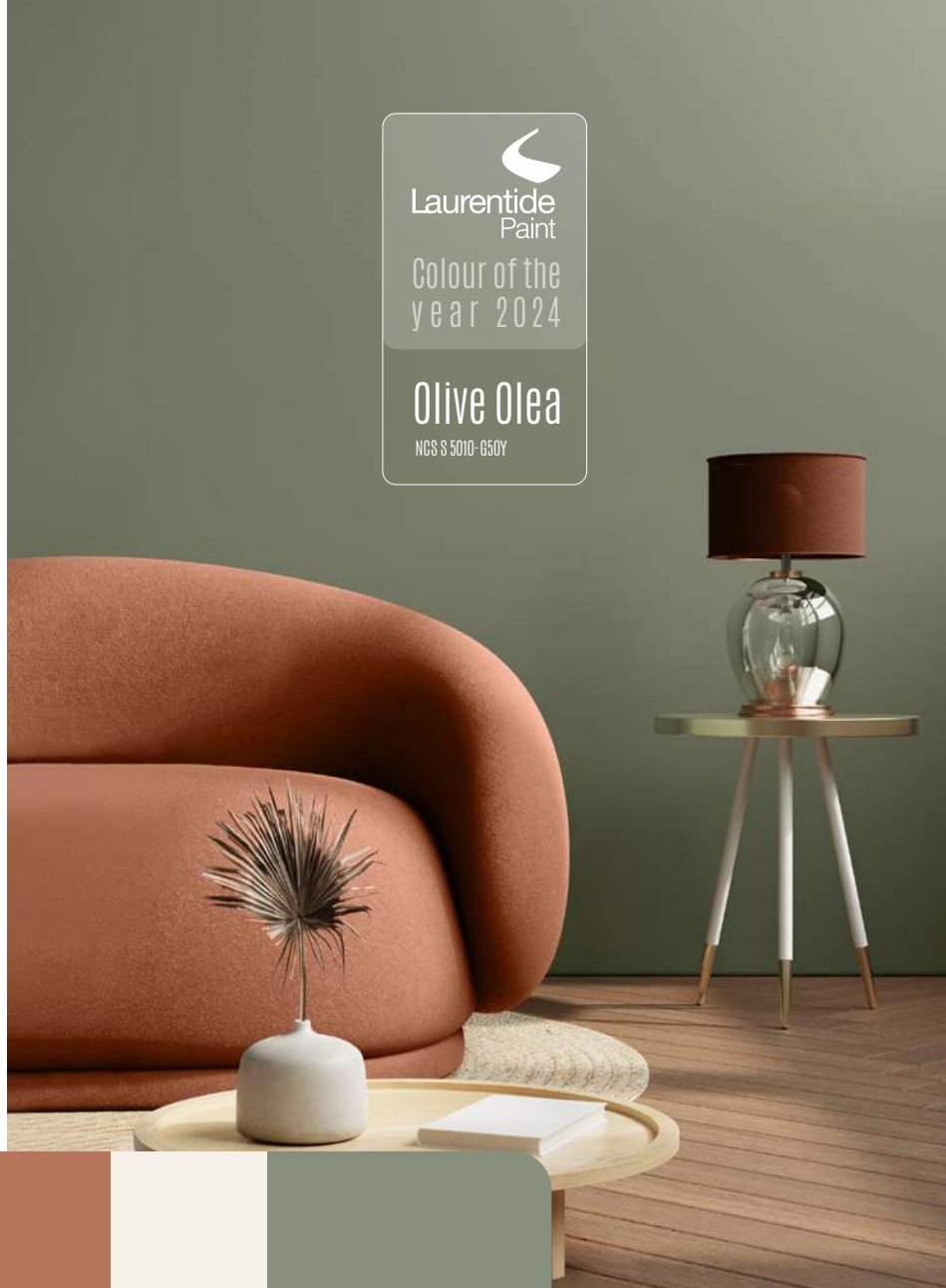
A collection of distinctive neutral tones, that echoes our quest for well-being and continuous awareness, with exceptional colours, token of a gentle bliss.

A palette that also reflects the eco-friendly nature of Lauretide Paint, a third-generation 100% Quebec company that has chosen to be part of the environmental solution!

Olive Olea

Directly influenced by nature, Olive Olea is the perfect representation of the current trend, from our aspirations to our obligations. Just like the benefits of the tree from which it comes, Olive Olea is synonymous with relaxation and well-being.

Its versatile green speaks of hope and simplicity. With its lightly shaded hue, and its delicate khaki influence, Olive Olea symbolises balance and personality, whether your lifestyle is contemplative or spontaneous!



Inspirations

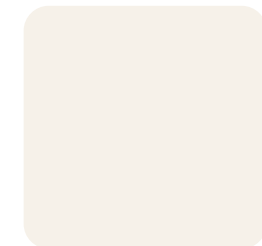
Associated with diplomacy, Olive Olea evokes wisdom and compassion, echoing the great changes of this era.



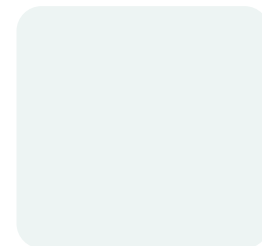
Hues & Nuances

The 2024 palette has a myriad of definitions and expressions. It communicates with confidence and shines through with authenticity.

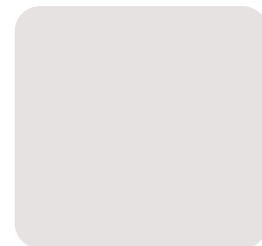
laurentidepaint.com



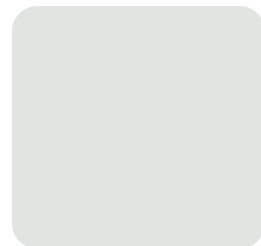
Duvet & Cream
NCS S 0502-Y50R



Snowfall Before Dawn
NCS S 0502-B



Necklet Grey
NCS S 1002-R



Mouse Grey
NCS S 1002-G



Perfect Grey
NCS S 3000-N



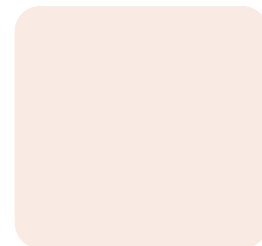
Grey Wash Art
NCS S 5502-Y50R



Cypress Grove
NCS S 1515-G40Y



Olive Olea
NCS S 5010-G50Y



Charismatic Pink
NCS S 0507-Y80R



Roller's Feathers
NCS S 3020-B30G



Sea Legs
NCS S 7010-R70B



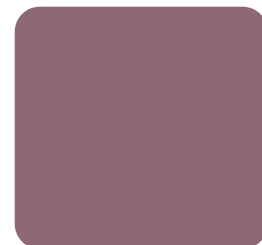
Sleepwalker
NCS S 7502-B



Sarcelle Story
NCS S 6010-B90G



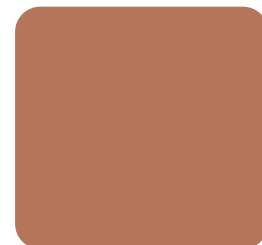
Truffle
NCS S 6010-Y50R



Purple Garnet
NCS S 5020-R20B



Allegory
NCS S 6020-R60B



Moroccan Desert
NCS S 4030-Y60R



Black Novel
NCS S 8000-N

Mindful

A meditative place to take an inner journey.

A haven where time stands still, where contemplation and feelings take centre stage.

A place of introspection, personal growth and infinite possibilities.

With discrete shades of greens, greys and pinks, neutral hues display their sophisticated personality, while blending graciously.



The neutral colours of 2024 come together elegantly in a new dimension. Together, they bring out their fine nuances and create sophisticated moods with great ease.

All connected

In telematic synergy with the planet, the virtual world has never been so conspicuous.

An era of connectivity, where the future is taking shape in a colourful universe.



Black Novel
NCS S 8000-N

Allegory
NCS S 6020-R60B

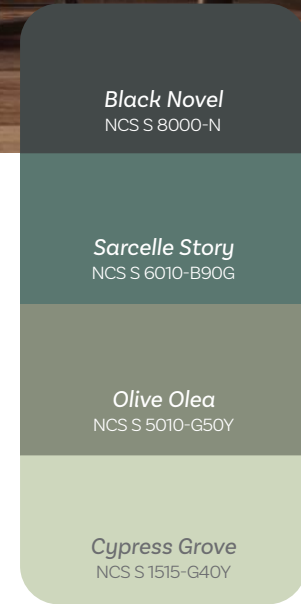
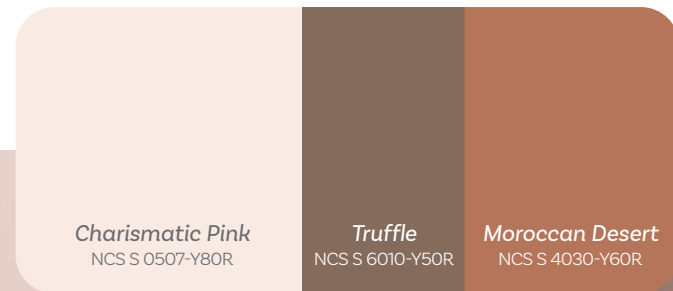


Rich and confident, its colours offer a renewed aesthetic, with the use of dark and dense tones to create unique, generous, and inviting decors.

Inspired from nature

Organic and genuine, the original colours indicate an essential return to nature. The Anthropocene era demands accountability. The conscious being is stepping aside to invite nature to renew itself.

The mother of countless inspirations, her colours are sober, earthy, and natural, to create thoughtful and warm atmospheres.



A source of relaxation and serenity, a path towards elemental simplicity.

Laurentide Paint

With its recognized expertise in the paint industry since 1950,
Laurentide Paint™ is entering a new chapter.

Local brand, symbol of trust, green and sustainable economy,
Laurentide Paint™ is made for you.



laurentidepaint.com