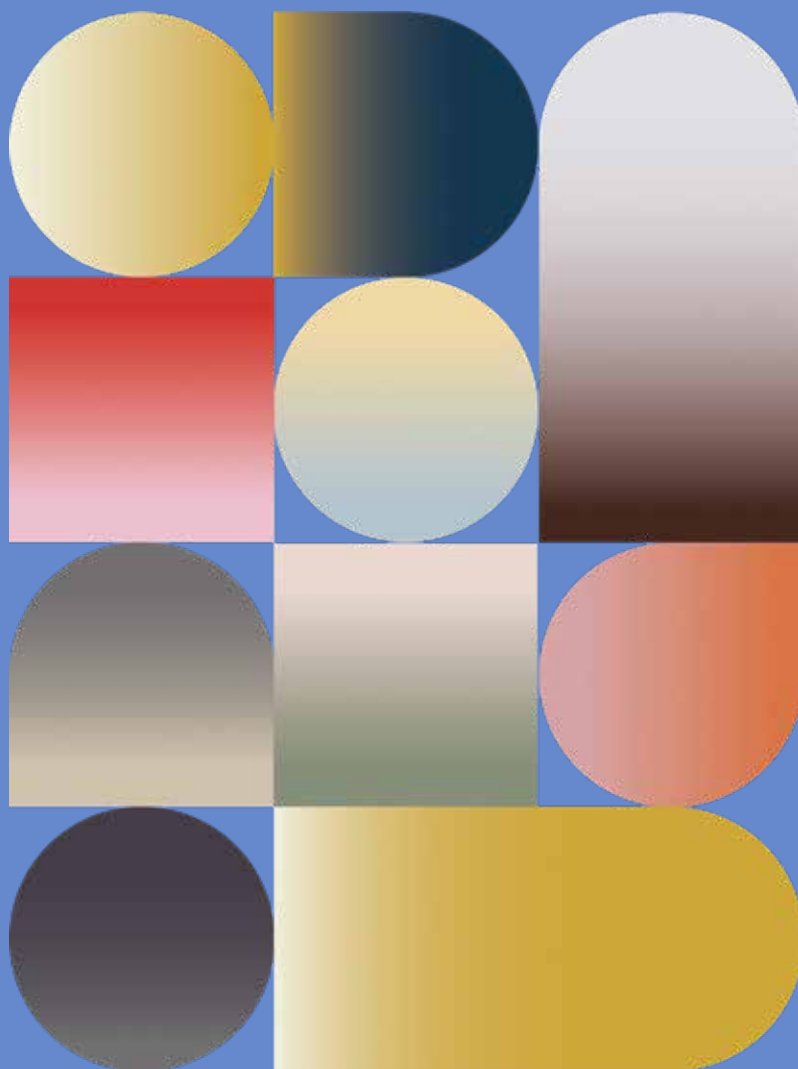


COLOR TRENDS

2026



san
marco





COLOR TRENDS 2026

I colori di tendenza 2026 raccolti in 3 storie per elevare i tuoi progetti.

Le tendenze cromatiche evolvono costantemente, influenzate da un dinamico intreccio di cambiamenti sociali in varie industrie. Queste palette ti daranno un'idea su come applicare combinazioni cromatiche innovative ai tuoi progetti futuri.

The Colour Trends 2026 are collated in 3 stories to elevate your projects.

Colour trends are constantly evolving, as they are influenced by a dynamic interplay of societal changes across various industries. These colour palettes will give you an insight into how to apply innovative colour combinations to your future projects.

Trend 01

Radical Optimism

Trend 02

Calm Nest

Trend 03

Tactile Brutalism

TREND 01

RADICAL OPTIMISM

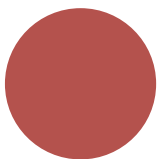
the story

Questa palette è un'esplosione di vitalità visiva, pensata per spazi che vogliono distinguersi con personalità e audacia. La palette combina colori decisi — rossi brillanti, gialli speziati, rosa rétro e azzurri cristallini — in contrasti grafici, giocosi e coinvolgenti. I colori pieni sono perfetti per valorizzare superfici nette, geometriche o decorative. È una proposta pensata per ambienti dinamici e creativi: retail, hospitality o case in cerca di identità visiva forte.

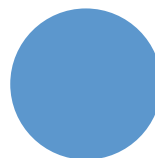
This palette is an explosion of visual vitality, designed for spaces that want to stand out with personality and boldness. The palette combines bold colours - bright reds, spicy yellows, retro pinks and crystalline blues - in graphic, playful and engaging contrasts. The solid colours are perfect for enhancing sharp, geometric or decorative surfaces. It is a proposal designed for dynamic and creative environments: retail, hospitality or homes in search of a strong visual identity.







Fierce tomato
062 R



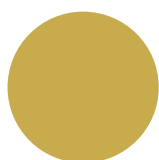
Periwinkle blue
069 B



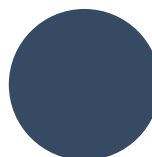
Bubble rose
057 V



Graphic white
P 350



Zesty gold
003 Y



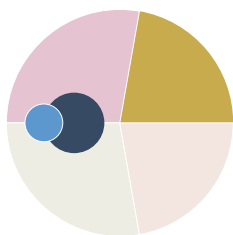
Deep chasm
121 B

Toni vibranti e contrasti audaci danno vita a una palette giocosa ed espressiva, che porta energia negli spazi. Colori decisi si combinano a bianchi freschi e azzurri ghiacciatati per un effetto fresco, creativo e dinamico.

Vibrant tones and bold contrasts shape a playful, expressive palette that brings energy into interior spaces. Strong colours blend with crisp whites and icy blues for a fresh, creative and dynamic impact.

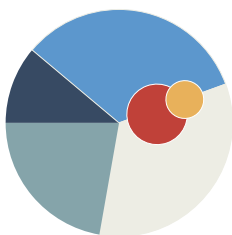


Pesi Cromatici | Colour Weights



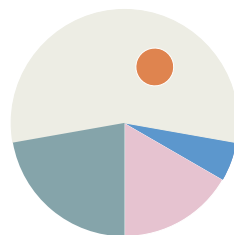
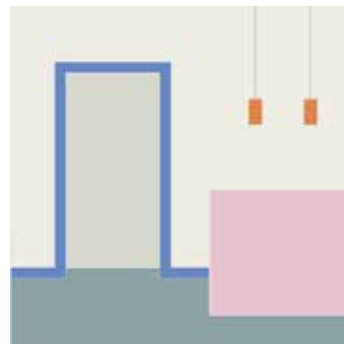
La forza del colore si manifesta in superfici nette e contrasti decisi, creando un ambiente grafico ma accogliente.

The power of colour manifests itself in sharp surfaces and sharp contrasts, creating a graphic yet cosy ambience.



Un ambiente fresco e solare dato da righe e arredi vivaci che evocano un'atmosfera balneare.

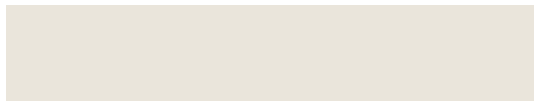
A fresh, cheerful ambience created by stripes and bright furnishings evoking the seaside atmosphere.



Uno spazio luminoso e aperto, dove i blocchi di colore disegnano geometrie semplici ma d'impatto.

A bright and open space where blocks of colour draw simple but striking geometries.

Pavimento consigliato | Suggested flooring:



CONTINUO
C630



ALLOVER
A718

Questi colori morbidi bilanciano le tinte vibranti delle pareti aggiungendo una dose di calma e stabilità: in questo modo si crea una base armoniosa e accogliente, anche grazie alla finitura opaca e tattile.

These soft colours balance the vibrant hues of the walls by adding a dose of calmness and stability, thus creating a harmonious and welcoming base, also thanks to the matt, tactile finish.

TREND 02

CALM NEST

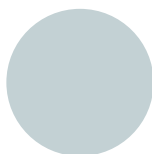
the story

In un mondo che corre, nasce l'esigenza di creare interni che rallentino il respiro. Si tratta quindi di una palette sospesa nel tempo, fatta di tonalità luminose, delicate e avvolgenti, ma comunque colorate dove verdi salvia, azzurri polverosi, rosa e albicocca morbidi contribuiscono a generare ambienti quieti, vellutati e profondamente abitabili. Il minimalismo si fa sensoriale, le superfici diventano avvolgenti e lo spazio si trasforma in un nido.

In a fast-paced world, there is a need to create interiors that slow the breath. It is therefore a palette suspended in time, made up of luminous, delicate and enveloping, yet colourful shades where sage greens, dusty blues, soft pinks and apricots contribute to generating quiet, velvety and deeply habitable environments. Minimalism becomes sensorial, surfaces become enveloping and space is transformed into a nest.



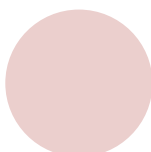


**Muted mist**

143 B

**White turnip**

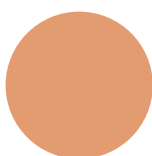
089 Y

**Silky blush**

185 R

**Pale lama**

P 317

**Velvety apricot**

069 O

**Sage embrace**

226 G

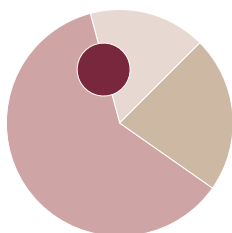
Toni soffusi e sfumature delicate creano un'atmosfera sospesa e rasserenante. Colori polverosi, caldi e pastello si combinano con armonia, invitando a rallentare e percepire lo spazio in modo più morbido e sensoriale.

Soft tones and delicate nuances create a suspended, soothing atmosphere. Dusty, warm and pastel colours combine harmoniously, inviting you to slow down and perceive space in a softer, more sensual way.



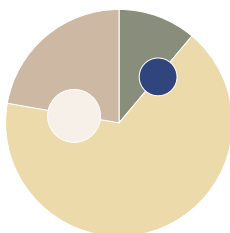
Pesi Cromatici | Colour Weights





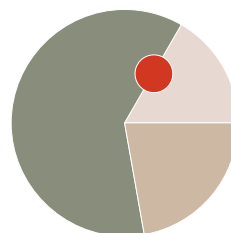
Un ambiente avvolgente, dove le sfumature calde e cipriate creano un senso di sofisticata femminilità.

A soothing ambience, where warm, powdery shades create a sense of sophisticated femininity.



Toni burrosi e cromie amichevoli definiscono un interno gentile dal carattere retrò che invita alla lentezza.

Buttery tones and friendly colours define a gentle interior with a retro character that invites slowness.



Un rifugio quieto in cui i toni naturali pervadono lo spazio, mentre un accento vivace rivela un'anima creativa.

A quiet haven where natural tones pervade the space, while a lively accent reveals a creative soul.

Pavimento consigliato | Suggested flooring:



CONTINUO
C600



CONTINUO
C639

Tonalità desaturate che accompagnano la delicatezza della palette, sostenendone l'equilibrio visivo senza disturbarne la quiete. Le finiture opache e vellutate amplificano la sensazione di comfort e morbidezza tattile.

Desaturated hues accompany the delicacy of the palette, supporting the visual balance without disturbing the stillness. Velvety matt finishes amplify the sensation of comfort and tactile softness.

TREND 03

TACTILE BRUTALISM

the story

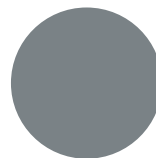
Brutalismo e calore non sono più in contraddizione grazie a una rivisitazione contemporanea che esplora lo spazio con un approccio più sensoriale. Questa palette esplora l'equilibrio tra forza strutturale e sensibilità materica: una nuova estetica che valorizza volumi pieni e superfici solide, senza rinunciare all'accoglienza. La palette si costruisce su neutri architettonici profondi e grigi terrosi raffinati, capaci di conferire carattere e calma monumentale a ogni tipo di spazio.

Brutalism and warmth are no longer contradictory thanks to a contemporary reinterpretation that explores space with a more sensorial approach. This palette explores the balance between structural strength and material sensibility: a new aesthetic that enhances full volumes and solid surfaces without sacrificing cosiness. The palette is built on deep architectural neutrals and refined earthy greys, capable of lending character and monumental calm to any space.





Ancient monolith
185 Y



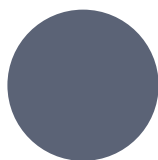
Urban graphite
152 B



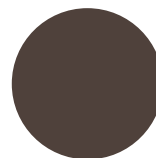
Dusty limestone
146 Y



Soft plaster
P 333



Intense fig
145 V



Burnt cocoa
139 O

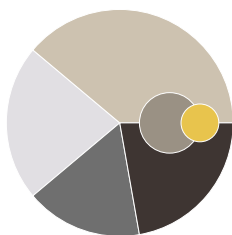
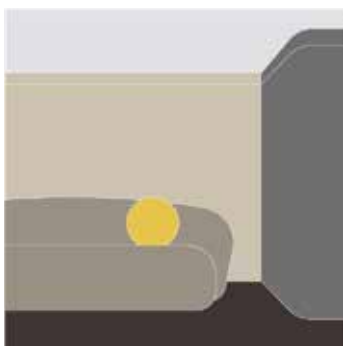
Toni neutri e materici strutturano una palette architettonica e sofisticata. Le sfumature compatte e polverose richiamano superfici in cemento, gesso e pietra, esprimendo un'eleganza essenziale e silenziosa fatta di texture grezze.

Neutral and material tones structure an architectural and sophisticated palette. Compact, dusty shades recall concrete, plaster and stone surfaces, expressing an essential, muted elegance of raw textures.



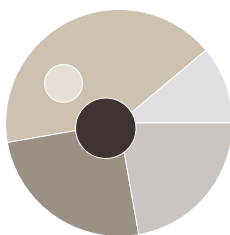
Pesi Cromatici | Colour Weights





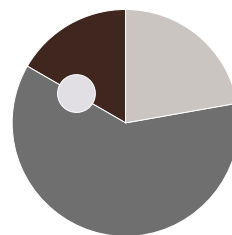
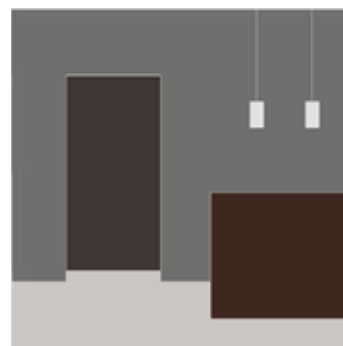
Giocando con pieni e vuoti, il colore struttura l'ambiente con una calma materica e misurata.

Playing with solids and voids, colour structures the room with a balanced, tangible calm.



Neutri caldi e materici guidano la luce naturale, disegnando uno spazio elegante e sofisticato.

Warm, textured neutrals guide the natural light, designing an elegant and sophisticated space.



L'architettura del colore si esprime tramite volumi marcati e toni profondi costruendo un ambiente sobrio e scultoreo.

The architecture of colour is expressed through strong volumes and deep tones, shaping a sober, sculptural ambience.

Pavimento consigliato | Suggested flooring:



CONTINUO
C629



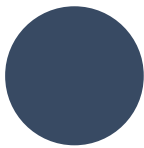
CONTINUO
C620

Il grigio chiaro gessoso e il marrone scuro profondo richiamano la palette, enfatizzando l'aspetto scultoreo degli spazi. Le texture effetto cemento del rivestimento CONTINUO rafforzano il concetto di matericità.

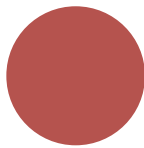
Chalky light grey and deep dark brown recall the palette, emphasising the sculptural appearance of the spaces. The concrete-effect of the CONTINUO microcement coating, reinforce the concept of materiality

COLOR TRENDS 2026

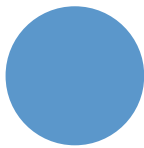
Summary



121 B



062 R



069 B



003 Y



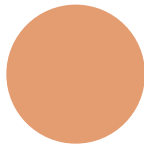
057 V



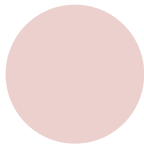
P 350



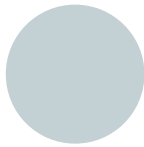
226 G



069 O



185 R



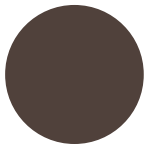
143 B



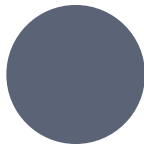
P 317



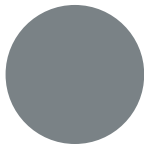
089 Y



139 O



145 V



152 B



185 Y



146 Y



P 333



COLOR TRENDS 2026

La stampa non può tecnicamente assicurare la fedeltà assoluta dei colori che pertanto sono da considerare indicativi. Per la scelta delle tinte consultare la mazzetta cod. 55018.

The printing process is technically unable to guarantee that colours are absolutely true; so they are to be considered indicative. For the selection of colours, go to colour chart cod. 55018.



SCAN TO
KNOW MORE

made in Italy

**san
marco** 

San Marco Group S.p.a.

Via Alta, 10, 30020 Marcon (VE) Italia

T. +39 041 4569322 - F. +39 041 5950153

info@san-marco.it - export@san-marco.it - www.san-marco.com



+39 041 85 20 527

COMPANY WITH
MANAGEMENT SYSTEM
CERTIFIED BY DNV
ISO 9001-ISO 14001



/san_marco_

