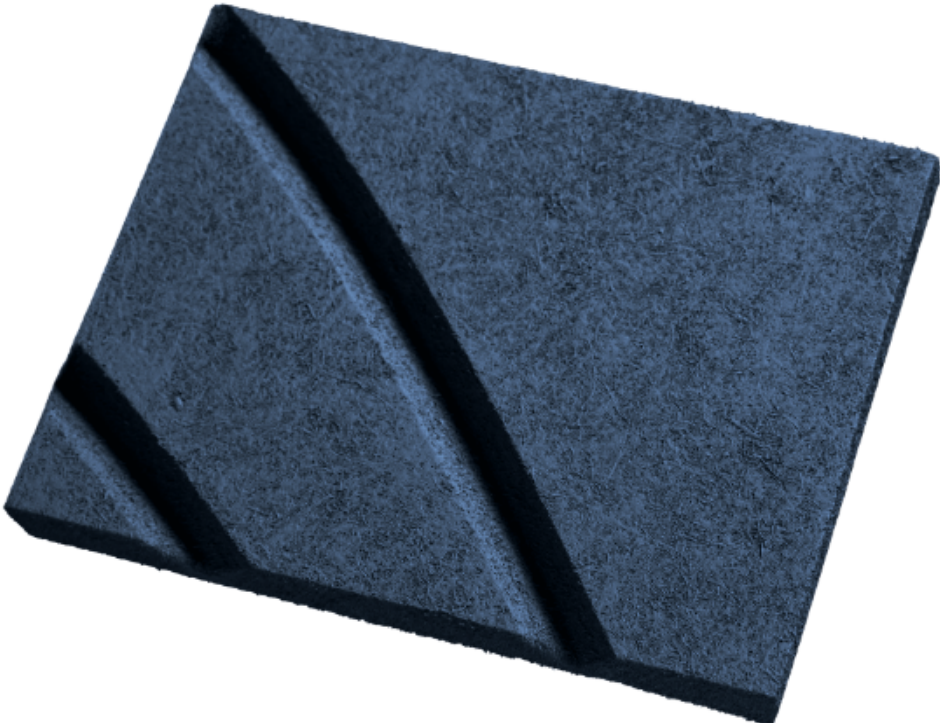


moqu

KANA



Colour Palette #2

Light Reflectance Value (LRV)

LRV measures the percentage of visible light reflected by a surface (such as walls, floors, ceilings, or furniture) at all wavelengths and angles when illuminated by a light source.

The LRV scale ranges from 0 to 100, with 0 representing an entirely black (completely absorbing) surface, and 100 indicating a perfectly white (completely reflective) surface.

(Note: in this palette, colours with the K0xx code belong to the **NCS system**).



K043

ROSEMARY

S 6010-G10Y
LRV:11



K045

HEDERA

S 3010-G20Y
LRV:30



K046

FENNEL

S 1010-G50Y
LRV:50



K047

BLUEBERRY

S 7020-R90B
LRV:05



K048

JUNIPER

S 6020-B
LRV:11



K050

JASMINE

S 2010-B
LRV:36



K063

LIME

S 0560-G60Y
LRV:46



K051

RAISINS

S 4550-Y60R
LRV:16



K053

MUSTARD

S 3040-Y10R
LRV:25



K054

GINGER

S 1005-Y20R
LRV:61



K064

ELDERBERRY

S 3560-R80B
LRV:07



K055

PLUM

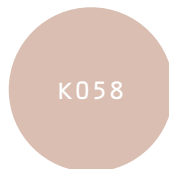
S 6030-R10B
LRV:4



K056

GRAPEFRUIT

S 3040-Y90R
LRV:20



K058

LYCHEE

S 2010-Y70R
LRV:43



K065

PITAYA

S 3055-R40B
LRV:07



K059

PEPPER

S 7502-R
LRV:09



K061

SESAME

S 3005-Y50R
LRV:31



K062

SALT

S 1502-R
LRV:45



K066

MANGO

S 0560-Y
LRV:41

Colour Palette #2

Light Reflectance Value (LRV) – Paint Finishing

Light Reflectance Value (LRV) measures the percentage of visible light reflected by a surface. The scale ranges from 0 (absolute black, completely absorbing) to 100 (perfect white, completely reflective).

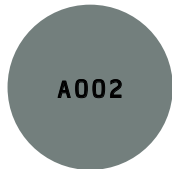
(Note: in this palette, colours with the A0XX code correspond to the NCS system as reported below).



A001

PINE

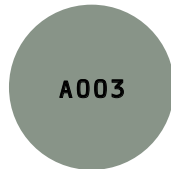
S 6010-B70G
LRV:13



A002

MOSS

S 5010-B70G
LRV:20



A003

FERN

S 4010-G10Y
LRV:27



A004

LICHEN

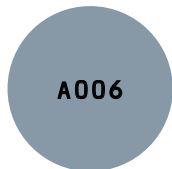
S 2005-G20Y
LRV:51



A005

FALLS

S 5020-B
LRV:15



A006

CREEK

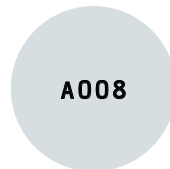
S 3020-B
LRV:30



A007

RAIN

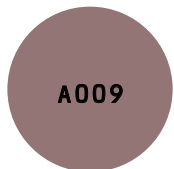
S 2010-B
LRV:47



A008

DROP

S 1005-B
LRV:69



A009

BALOS

S 4020-R
LRV:20



A010

TERRACOTTA

S 3020-Y80R
LRV:29



A011

SAND

S 2010-Y70R
LRV:48



A012

SILT

S 1005-Y50R
LRV:67



A013

BARK

S 4005-Y20R
LRV:29



A014

HUMUS

S 3005-Y20R
LRV:39



A015

MUSHROOM

S 2005-Y30R
LRV:52



A016

MYCELIUM

S 1005-Y20R
LRV:68



A017

SLATE

S 4502-B
LRV:26



A018

ANDESITE

S 3502-R
LRV:35



A019

FOSSIL

S 2002-R50B
LRV:52



A020

DOLOMITE

S 1500-N
LRV:62



A021

MARBLE

S 0500-N
LRV:82

Mogu was founded on the belief that Nature's intelligence can radically disrupt the design of everyday products, seeking a finer balance between the man-made and the rhythms of the natural ecosystem.

Pioneering the use of mycelium – the vegetative part of mushrooms – as a core material technology, Mogu has spent eleven years expanding this knowledge into a broader portfolio of bio-based products, all rooted in organic residues from agro-industrial value chains.

Each product reflects a continuous, iterative R&D process where material science, sustainability, and design converge to redefine what everyday objects can be made of.



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