

***SHERWIN-WILLIAMS®***

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# **NEW RESIDENTIAL** COLOR SOLUTIONS

## LOOKBOOK



# COLOR WITH CURB APPEAL

## MAKE A DECISION WITH IMPACT.

Home buyers from millennial to baby boomers, crave houses designed with a customized, personal approach that are situated in neighborhoods which are community centered. With an increased desire for accessibility, comfort and safety, new residential construction requires creative adaptability to meet consumer’s evolving needs with social and personal preferences. Today’s socially and environmentally conscious consumers continue to seek out dwellings that have distinction, reflecting their unique style through color and design of their personal retreat, their home.

Differentiation in this industry makes all the difference. This guide is a reference on how to utilize and apply these fresh new color palettes strategically to help make your homes stand out.



## BUILD YOUR COLOR CONFIDENCE

Enhance curb appeal with paint products that perform in appropriate up-to-date colors, in order to attract home buyers and create a lasting impression.

### DIRECTIONAL COLORS



**Incorporate up-to-date colors that enhance your home designs, while keeping in mind the coordinating building materials and architectural style of your home design.**

When considering colors for your neighborhood, it is also important to think about color application, and how and where you can utilize new shades in creative ways.

### GEOGRAPHIC LOCATION

**Hone in on a color palette that reflects your local landscape and compliments native building materials.**

It is important to consider the region in which your community will be built. In sunnier climates, crisper and cleaner colors with high light reflectance values are more acceptable. Darker, more saturated colors may be best suited for smaller accents areas such as an entry door where an overhang or porch can provide protection from the elements.



### ARCHITECTURAL STYLE



**From traditional to contemporary and suburban to urban, it is key to select a color palette that compliments the home’s architectural style and the neighborhood in which it is situated.**

Pre-planning of future color schemes within a neighborhood creates a cohesive community that can allow for individual creative expression once a home buyer is involved.

### DEMOGRAPHICS

**When determining color selections, make sure to take inventory of your customer’s preferences and the type of house they crave in order to better attract prospective home buyers.**

Each generational group are looking for the right type of home to fit their lifestyle and family. The style of the home along with well thought out color palettes can help make the process easier.







## ACCESS COLOR TOOLS

Before you start exploring the new residential color palettes know that you don't have to make a single color decision on your own. Qualifying projects are eligible for help from our expert Color Marketing and Design team.

### COLOR MARKETING & DESIGN SERVICES

#### EXTERIOR & INTERIOR PHOTO IMAGING

Our color experts will provide three renderings featuring three different schemes. We offer two project types, a digital presentation (PDF) or our Color Visualizer that allows you to change color in real-time.

#### CUSTOM COLOR CARDS & FAN DECKS

Create color cards or fan decks with custom selected colors. Great for organizing and mixing paint color offerings for different paint grades options. Color cards can show interior offerings as well as exterior schemes.

#### COLOR PALETTE DEVELOPMENT

If you don't have access to a designer we can help. We have new residential color experts on staff able to help you nail down your next projects color palette. If it is time to review and update your current colors, our professionals can give suggestions to keep your homes up-to-date on the latest design trends.

#### VIRTUAL COLOR CONSULTATIONS

Meet with one of our color experts for an in-depth, project specific, color conversation.

#### READY-TO-GO COLOR CARDS

After extensive market research, our color experts have designed various color cards with schemes and selections using our most popular colors. All items can be customized to include your company name, logo or property location.

***Want to learn more?*** Have a Sherwin-Williams representative contact you by calling 1-800-524-5979.

## COLOR IN ACTION

In the spirit of self expression, today's home buyers value customized color selections. The right palette can give a home instant curb appeal. With so many color options it can be an overwhelming experience, however with the right color tools, it can help streamline the color decision process. Professionally curated color selections, with the guidance of our color experts, can help to let your homes evolve with current trends and regional color preferences.



### USE OUR COLOR VISUALIZER TO EXPLORE OPTIONS.

Utilize our online Color Visualizer to explore color in real-time. Our Color Marketing & Design experts will choose three schemes for your consideration. Upon completion, a link is sent to your local Sherwin-Williams representative, with your project available for viewing online. This interactive tool allows you to preview color selections on your property or make changes as needed.

*Scheme 1*



*Scheme 2*



*Scheme 3*

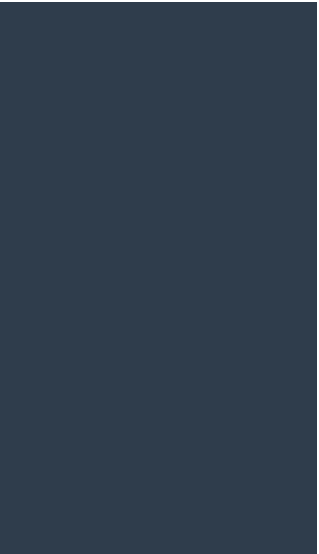




**Manor House**  
SW 7505



**Cupola Yellow**  
SW 7692



**Naval**  
SW 6244



**Slate Tile**  
SW 7624



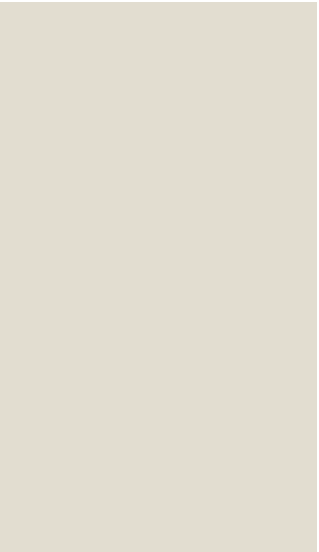
**Wheat Penny**  
SW 7705



**Fireweed**  
SW 6328



**Fawn Brindle**  
SW 7640



**Oyster White**  
SW 7637



**Peppercorn**  
SW 7674



**Mountain Road**  
SW 7743

# CLASSIC COMFORT

The Classic Comfort palette encompasses tried and true colors that have not only stood the test of time, but continue to work on a variety of architectural styles and regional markets. Inspired by nature, this collection of earth tones appeal to a wide range of demographics and compliment other building materials such as stone or brick. These grounding tones bring variety and a sense of classic sophistication to any neighborhood.

AUTHENTIC // SUBDUED // GROUNDED





CLASSIC COMFORT

AUTHENTIC // SUBDUED // GROUNDED



FEATURED COLORS

Image 1 – SW 7640 Fawn Brindle // SW 7743 Mountain Road // SW 7637 Oyster White // SW 7505 Manor House  
Image 2 – SW 7692 Cupola Yellow // SW 7637 Oyster White // SW 7674 Peppercorn

CLASSIC COMFORT

AUTHENTIC // SUBDUED // GROUNDED



FEATURED COLORS

Image 3 – SW 7624 Slate Tile // SW 7637 Oyster White // SW 7674 Peppercorn // SW 7705 Wheat Penny



CLASSIC COMFORT

AUTHENTIC // SUBDUED // GROUNDED



FEATURED COLORS

Image 1 – SW 7640 Fawn Brindle // SW 7637 Oyster White // SW 6328 Fireweed  
Image 2 – SW 7743 Mountain Road // SW 7674 Peppercorn // SW 7637 Oyster White // SW 0045 Antiquarian Brown

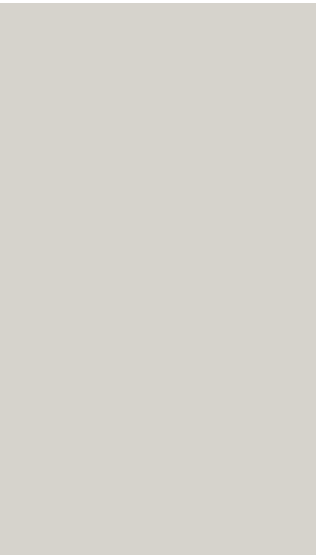
CLASSIC COMFORT

AUTHENTIC // SUBDUED // GROUNDED

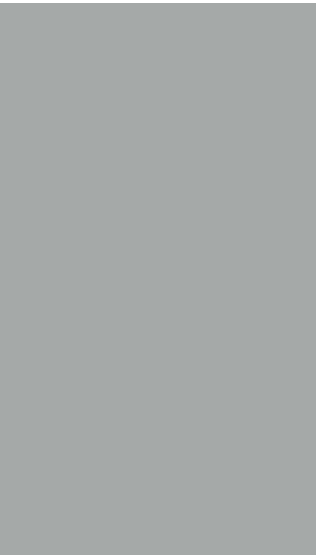


FEATURED COLORS

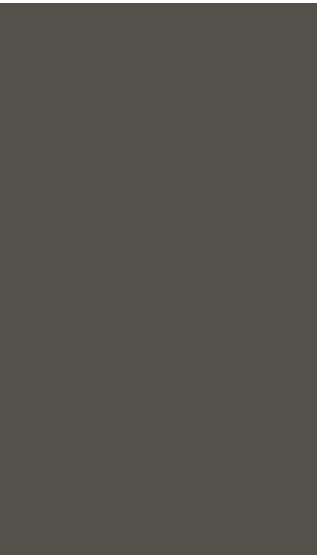
Image 3 – SW 7640 Fawn Brindle // SW 7637 Oyster White // SW 7505 Manor House



**Crushed Ice**  
SW 7647



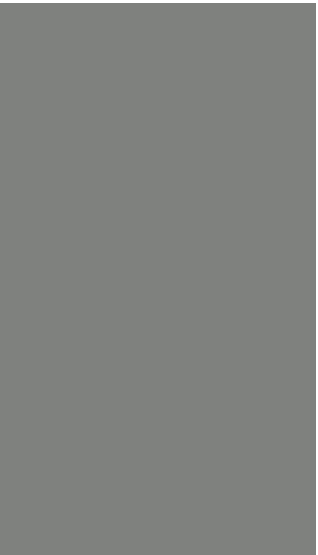
**Gris**  
SW 7659



**Urbane Bronze**  
SW 7048



**Shiitake**  
SW 9173



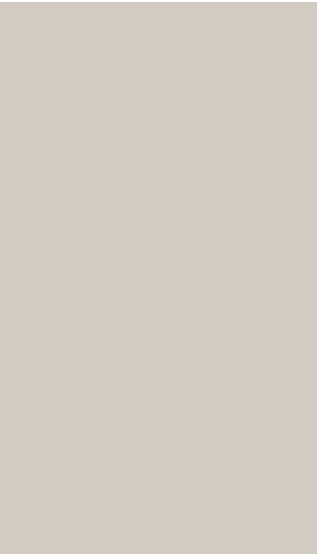
**Cityscape**  
SW 7067



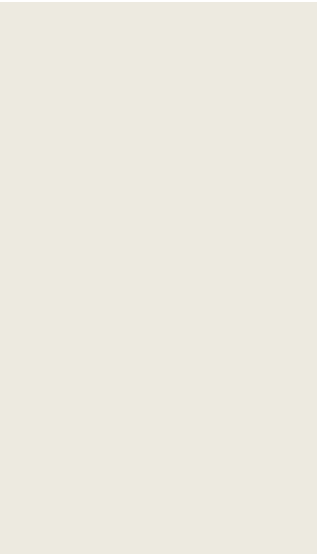
**Malabar**  
SW 9110



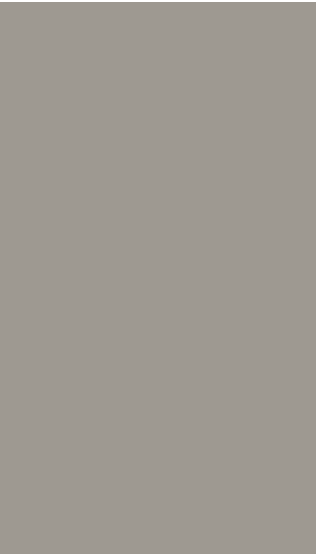
**Backdrop**  
SW 7025



**Agreeable Gray**  
SW 7029



**Alabaster**  
SW 7008



**Acier**  
SW 9170

# FOUNDATIONAL BALANCE

A strong foundation of neutrals can be the fundamental element that ties an entire neighborhood together. Home buyers can easily define their own haven with these effortless, cultivated colors designed to pair well with grounding earth tones or a bright entry door. This collection works cohesively with other building materials and can be found in a variety of regional environments.

VERSATILE // EASY // TRANQUIL





FOUNDATIONAL BALANCE

VERSATILE // EASY // TRANQUIL



FEATURED COLORS

Image 1 – SW 9173 Shiitake // SW 7008 Alabaster // SW 7025 Backdrop  
Image 2 – SW 7647 Crushed Ice // SW 7048 Urbane Bronze // SW 7067 Cityscape

FOUNDATIONAL BALANCE

VERSATILE // EASY // TRANQUIL



FEATURED COLORS

Image 3 – SW 9170 Acier // SW 7048 Urbane Bronze



FOUNDATIONAL BALANCE

VERSATILE // EASY // TRANQUIL



FEATURED COLORS

Image 1 – SW 9170 Acier // SW 7008 Alabaster // SW 7048 Urbane Bronze  
Image 2 – SW 7029 Agreeable Gray // SW 7067 Cityscape // SW 7008 Alabaster // SW 9179 Anchors Aweigh

FOUNDATIONAL BALANCE

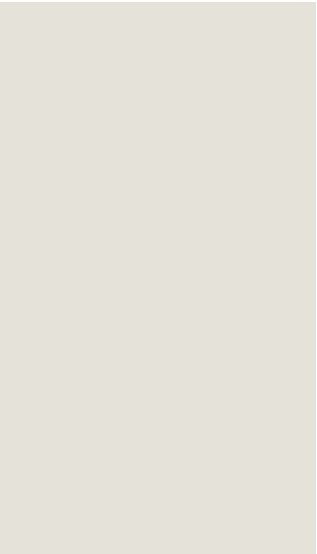
VERSATILE // EASY // TRANQUIL



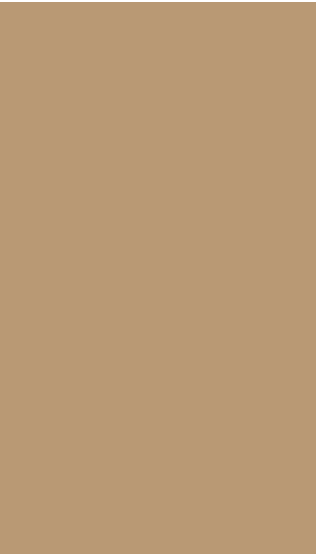
FEATURED COLORS

Image 3 – SW 7008 Alabaster // SW 7048 Urbane Bronze





Origami White  
SW 7636



Woven Wicker  
SW 9104



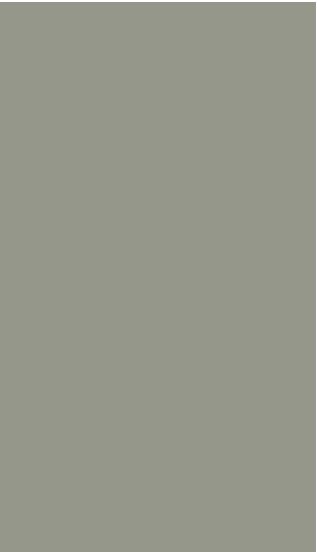
Rare Gray  
SW 6199



Studio Taupe  
SW 7549



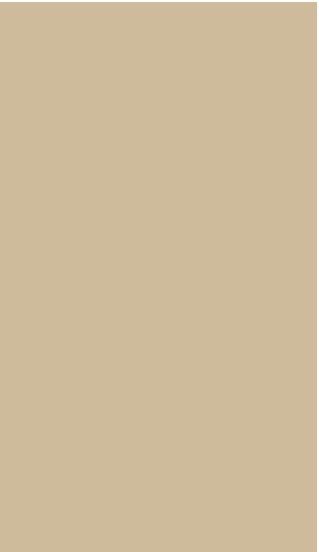
Sage Green Light  
SW 2851



Evergreen Fog  
SW 9130



Canyon Clay  
SW 6054



Tumblin' Tumbleweed  
SW 9120



Natural Choice  
SW 7011



Griffin  
SW 7026

# DESERT OASIS

Embrace the warmth of the southwest in a palette full of time worn, desert hues that are growing in popularity in multiple markets. The Desert Oasis palette captures the spirit of adventure and embraces an optimistic outlook on the future.

SUNBAKED // EXPLORATION // OPTIMISTIC





DESERT OASIS

SUNBAKED // EXPLORATION // OPTIMISTIC



FEATURED COLORS

Image 1 – SW 7011 Natural Choice // SW 7636 Origami White // SW 6199 Rare Gray // SW 6054 Canyon Clay

DESERT OASIS

SUNBAKED // EXPLORATION // OPTIMISTIC



FEATURED COLORS

Image 2 – SW 9130 Evergreen Fog // SW 7636 Origami White  
Image 3 – SW 7549 Studio Taupe // SW 7011 Natural Choice // SW 2851 Sage Green Light



DESERT OASIS

SUNBAKED // EXPLORATION // OPTIMISTIC



FEATURED COLORS

Image 1 – SW 9120 Tumblin’ Tumbleweed // SW 7011 Natural Choice // SW 7026 Griffin

DESERT OASIS

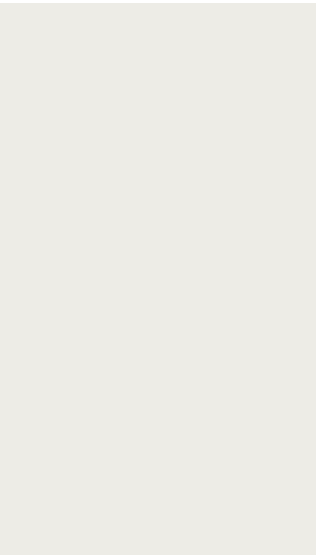
SUNBAKED // EXPLORATION // OPTIMISTIC



Image 2 – SW 7011 Natural Choice // SW 2851 Sage Green Light // SW 9104 Woven Wicker  
Image 3 – SW 6199 Rare Gray // SW 7026 Griffin

FEATURED COLORS

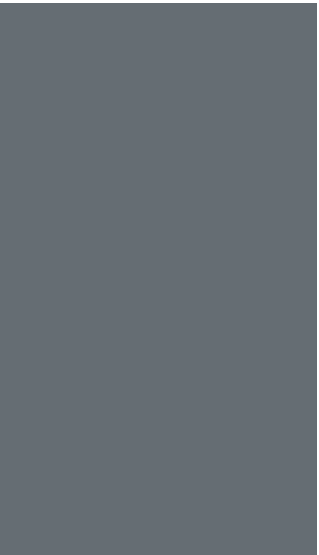




Pure White  
SW 7005



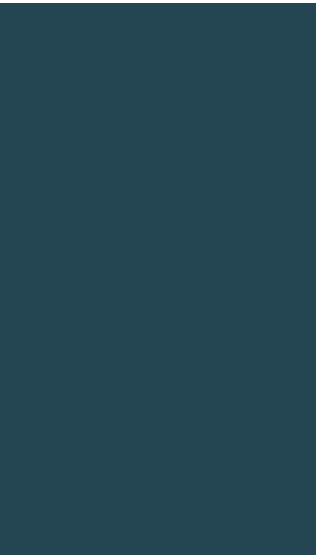
Modern Gray  
SW 7632



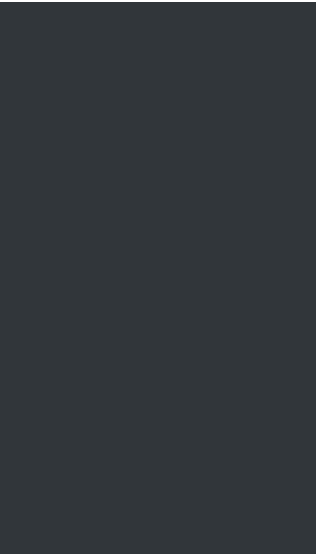
Wall Street  
SW 7665



Elephant Ear  
SW 9168



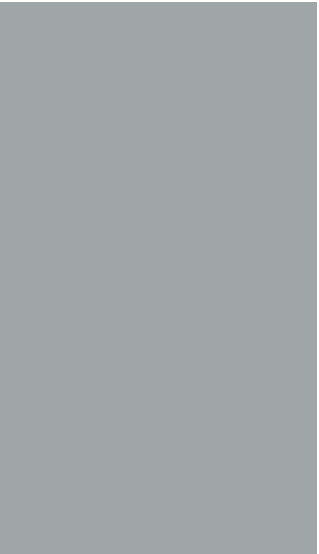
Rainstorm  
SW 6230



Inkwell  
SW 6992



Sun Dried Tomato  
SW 7585



Network Gray  
SW 7073



Laurel Woods  
SW 7749



Cool Beige  
SW 9086

# BOLDLY MODERN

Influenced by technology and constant connectivity, the Boldly Modern palette encompasses dark accents and crisp neutrals. This collection plays nicely with a variety of wood and stone colors, bringing out the natural beauty of these elements. These contemporary colors look fresh and fashion-forward when incorporated on clean-lined architecture.

## BOLD // CONTEMPORARY // NOVEL





**BOLDLY** MODERN

BOLD // CONTEMPORARY // NOVEL



**FEATURED COLORS**

*Image 1* – SW 9168 Elephant Ear // SW 7632 Modern Gray // SW 7005 Pure White  
*Image 2* – SW 7005 Pure White // SW 6230 Rainstorm

**BOLDLY** MODERN

BOLD // CONTEMPORARY // NOVEL



**FEATURED COLORS**

*Image 3* – SW 7749 Laurel Woods // SW 7005 Pure White



BOLDLY MODERN

BOLD // CONTEMPORARY // NOVEL



FEATURED COLORS

Image 1 – SW 7073 Network Gray // SW 7005 Pure White // SW 6992 Inkwell

BOLDLY MODERN

BOLD // CONTEMPORARY // NOVEL



FEATURED COLORS

Image 2 – SW 9168 Elephant Ear // SW 6992 Inkwell  
Image 3 – SW 7665 Wall Street // SW 7005 Pure White // SW 6992 Inkwell





**Blackberry**  
SW 7577



**Down Pour**  
SW 6516



**Rookwood Sash Green**  
SW 2810



**Show Stopper**  
SW 7588



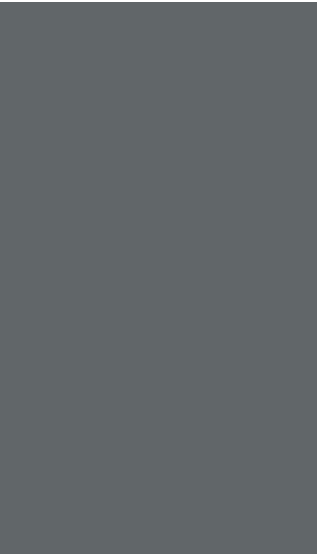
**Gambol Gold**  
SW 6690



**Agate Green**  
SW 7742



**Anchors Aweigh**  
SW 9179



**Web Gray**  
SW 7075



**Sealskin**  
SW 7675

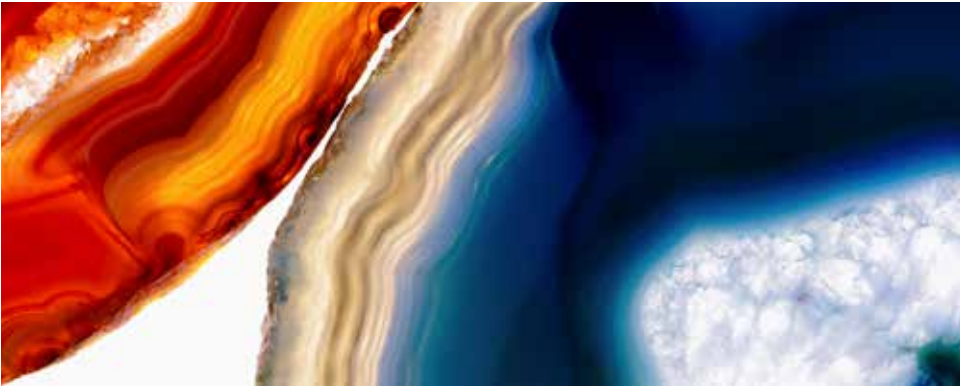


**Antiquarian Brown**  
SW 0045

# SOPHISTICATED ACCENTS

The Sophisticated Accents palette is composed of saturated colors and deep jewel tones for doors and shutters. As home buyers look to personalize their homes, these colors are a perfect way for them to make a bold statement on their exterior. These colors are bright, forward thinking and can add a dose of individuality within a neighborhood. Mix and match these accent colors with any of the palettes within the collections to add an expressive pop of color.

EXPRESSIVE // CONFIDENT // WELCOMING





SOPHISTICATED ACCENTS

EXPRESSIVE // CONFIDENT // WELCOMING



FEATURED COLORS

Image 1 – SW 0045 Antiquarian Brown // SWVS 346 Touch Cream // SWVS 390 Box of Nails

SOPHISTICATED ACCENTS

EXPRESSIVE // CONFIDENT // WELCOMING



FEATURED COLORS

Image 2 – SW 7011 Natural Choice // SW 6199 Rare Gray // SW 7577 Blackberry  
Image 3 – SW 9104 Wickerwork // SW 7011 Natural Linen // SW 6516 Down Pour



SOPHISTICATED ACCENTS

EXPRESSIVE // CONFIDENT // WELCOMING



FEATURED COLORS

Image 1 – SW 7067 Cityscape // SW 7008 Alabaster // SW 9179 Anchors Aweigh  
Image 2 – SWVS 399 Tear Drop // SWVS 435 Pepper Shaker // SW 6690 Gambol Gold

SOPHISTICATED ACCENTS

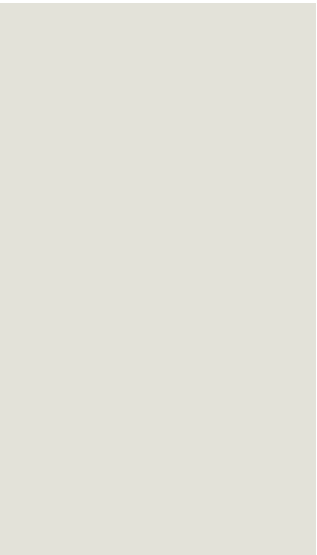
EXPRESSIVE // CONFIDENT // WELCOMING



FEATURED COLORS

Image 3 – SW 7075 Web Gray

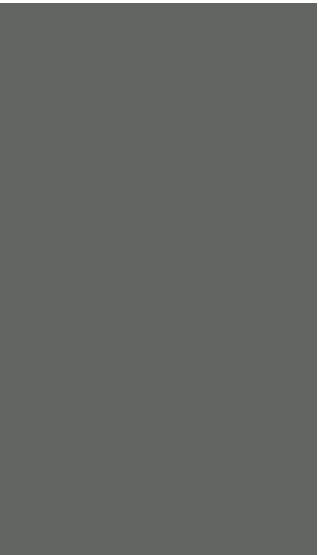




**Tear Drop**  
SWVS 399



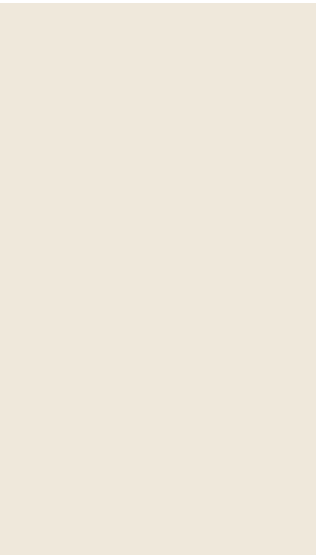
**Foster**  
SWVS 415



**Pepper Shaker**  
SWVS 435



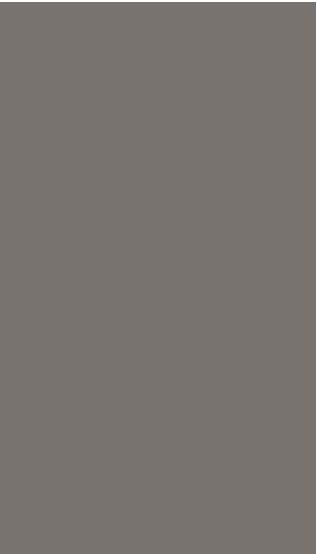
**Vintage Lace**  
SWVS 303



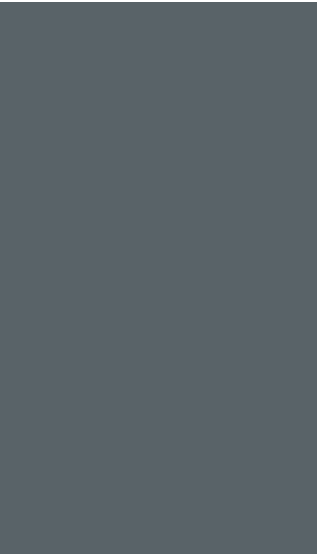
**Touch of Cream**  
SWVS 346



**Distinct Taupe**  
SWVS 308



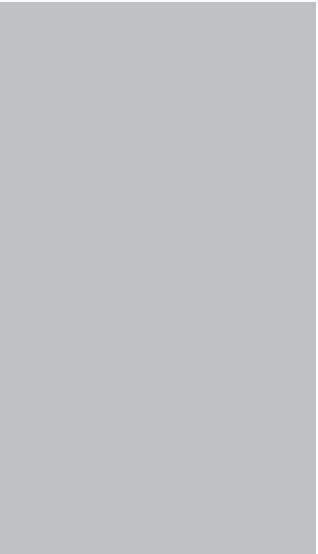
**Box of Nails**  
SWVS 390



**Gray Jacket**  
SWVS 434



**Stone Cold**  
SWVS 418



**Weeping**  
SWVS 424

# VINYLSAFE®

This palette contains a collection of our most popular colors from our Sherwin-Williams VinylSafe® color palette. Vinyl siding can warp or buckle when painted with a darker color. Sherwin-Williams VinylSafe® paint colors allow the freedom to choose from 100 color options, including a limited selection of darker colors formulated for sound and stable vinyl substrates. This collection of our most popular VinylSafe® colors can be applied to siding, trim or an accent feature on the home. They are timeless and neutral with a hint of color to enhance your homes exterior for years to come.

SERENE // RELIABLE // APPEALING





SERENE // RELIABLE // APPEALING



FEATURED COLORS

*Image 1* – SWVS 434 Gray Jacket // SWVS 424 Weeping // SWVS 418 Stone Cold  
*Image 2* – SWVS 390 Box of Nails // SWVS 399 Tear Drop // SW 2810 Rookwood Sash Green // SW 7675 Sealskin

SERENE // RELIABLE // APPEALING



FEATURED COLORS

*Image 3* – SWVS 415 Foster // SWVS 418 Stone Cold // SW 6690 Gambol Gold



SERENE // RELIABLE // APPEALING



FEATURED COLORS

*Image 1* – SWVS 399 Tear Drop // SWVS 435 Pepper Shaker // SW 7588 Show Stopper  
*Image 2* – SWVS 434 Gray Jacket // SWVS 346 Touch of Cream // SW 0045 Antiquarian Brown

SERENE // RELIABLE // APPEALING



FEATURED COLORS

*Image 3* – SWVS 308 Distinct Taupe // SWVS 390 Box of Nails // SWVS 346 Touch of Cream // SW 6516 Down Pour

# COLOR AT A GLANCE

## COLORS THAT WORK TOGETHER IN CONCERT.

We designed our six new residential color palettes to work in harmony. You can select colors for your property entirely from one palette; alternately, you can select color from more than one palette. Whatever your selections, we've empowered you to give your property its own unique, marketable identity.

### CLASSIC COMFORT

#### FOUNDATIONAL BALANCE

#### DESERT OASIS

#### BOLDLY MODERN

#### SOPHISTICATED ACCENTS

#### VINYLSAFE®

									
<b>Pure White</b> SW 7005	<b>Alabaster</b> SW 7008	<b>Origami White</b> SW 7636	<b>Oyster White</b> SW 7637	<b>Modern Gray</b> SW 7632	<b>Natural Choice</b> SW 7011	<b>Crushed Ice</b> SW 7647	<b>Agreeable Gray</b> SW 7029	<b>Shiitake</b> SW 9173	<b>Elephant Ear</b> SW 9168
									
<b>Malabar</b> SW 9110	<b>Cool Beige</b> 9086	<b>Tumblin' Tumbleweed</b> SW 9120	<b>Cupola Yellow</b> SW 7692	<b>Gambol Gold</b> SW 6690	<b>Woven Wicker</b> SW 9104	<b>Studio Taupe</b> SW 7549	<b>Fawn Brindle</b> SW 7640	<b>Acier</b> SW 9170	<b>Backdrop</b> SW 7025
									
<b>Network Gray</b> SW 7073	<b>Gris</b> SW 7659	<b>Rare Gray</b> SW 6199	<b>Evergreen Fog</b> SW 9130	<b>Mountain Road</b> SW 7743	<b>Cityscape</b> SW 7067	<b>Wheat Penny</b> SW 7705	<b>Antiquarian Brown</b> SW 0045	<b>Canyon Clay</b> SW 6054	<b>Blackberry</b> SW 7577
									
<b>Agate Green</b> SW 7742	<b>Rookwood Sash Green</b> SW 2810	<b>Wall Street</b> SW 7665	<b>Slate Tile</b> SW 7624	<b>Down Pour</b> SW 6516	<b>Rainstorm</b> SW 6230	<b>Show Stopper</b> SW 7588	<b>Fireweed</b> SW 6328	<b>Sun Dried Tomato</b> SW 7585	<b>Manor House</b> SW 7505
					<div> <b>Touch of Cream</b> SWVS 346</div>				
<b>Griffin</b> SW 7026	<b>Sage Green Light</b> SW 2851	<b>Web Gray</b> SW 7075	<b>Urbane Bronze</b> SW 7048	<b>Sealskin</b> SW 7675					
									
<b>Peppercorn</b> SW 7674	<b>Laurel Woods</b> SW 7749	<b>Naval</b> SW 6244	<b>Anchors Aweigh</b> SW 9179	<b>Inkwell</b> SW 6992	<b>Tear Drop</b> SWVS 399	<b>Foster</b> SWVS 415	<b>Weeping</b> SWVS 424	<b>Stone Cold</b> SWVS 418	<b>Gray Jacket</b> SWVS 434



Colors provided by The Sherwin-Williams Company. Color samples shown approximate actual paint colors as closely as possible.  
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