

2024 COLOR OF THE YEAR

UPWARD

SW 6239
C: 436B4274
E: 396B6512

TRANQUIL AND OPTIMISTIC, UPWARD IS OUR 2024 COLOR OF THE YEAR.

WHAT IS COLOR OF THE YEAR?

Intentionally selected by our illustrious panel of color experts, Upward is a breezy and blissful blue that brings an uplifting lightness and total tranquility to any space. This airy and transitional color embodies simplicity while setting the mood for spaces of limitless possibility.

VERSATILE AESTHETIC

Our 2024 Color of the Year is suitable for a wide range of uses. From window frames to wall panels, Upward is the perfect hue for your next project. Ever ascending, Upward inspires moments to pause and reconnect with the creative spirit.



BUILD A DEEP CONNECTION

Upward is a fresh and carefree color that infuses a sense of possibility into any space. Used as an accent or all over, for exteriors or interiors, this dreamlike hue brightens any style, from classic coastal to casual Nordic. It offers a place to sharpen focus and find clarity in your stream of creative ideas as boundless as the sky above.

An uplifting vision for a new era, Upward has the power to inspire, energize and elevate design in a variety of coil and extrusion applications. From shimmering sparkles to daring mattes, there's a finish for every statement. You can specify these colors in multiple finishes such as Fluropon®, Illumipon™ and WeatherXL™, as well as a wide variety of special effects including Kameleon and Nova Silver.



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FLUROPON™ / ILLUMIPON™



Upward

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Fluropon

C: 439Z10979M
E: 399D8739XC



Nova Silver

C: 436FX4276
E: 396FX0086



Low Gloss/Low Sheen

C: 436B4273
E: 396B6511



Kameleon

C: 43KZ0428
E: 39KA0147



High Gloss: Illumipon

C: 736D1635
E: 636L0008



Texture

C: 436B4275
E: 396B6513

ALSO AVAILABLE IN WEATHERXL™
AND WEATHERXL CRINKLE

COLORS TO REMEMBER

Intimately interconnected, the colors selected for our annual Color of the Year are based on methodical research and analysis. Redend Point, Evergreen Fog, Urbane Bronze and Naval, our spotlighted colors of 2023, 2022, 2021 and 2020, respectively, harmonize with Upward to form a cohesive palette that balances organic familiarity with unexpected refinement.



COLORFULLY YOURS

We're here to help you through the color selection process. Contact us at coilhelp@sherwin.com. To learn more, visit coil.sherwin.com/coloroftheyear.



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