

# COLOR LOOK BOOK

FOR RESIDENTIAL, COMMERCIAL, AGRICULTURAL,  
BUILDING PRODUCTS AND APPLIANCE MARKETS



**SHERWIN-WILLIAMS.**  
Coil Coatings



# LEAD THE TRENDS

Whether designing a home, office space, school, farmhouse, building accessory or appliance, the principles of good design hold true beyond trends of the day. Working with metal building materials effectively means leveraging an environment's natural light, textures, climate and silhouettes to achieve mindful design.

While many architectural styles are tried and true, the capabilities and effects of modern coatings mean nothing is off-limits. From energy efficiency to cleanability, today's metal coatings can have the performance properties you demand with the colors and effects you want.

Technology, society, culture, economy and more contribute to architectural trends. At Sherwin-Williams Coil Coatings, we're constantly exploring the latest trends to understand how they impact color, effects and the building market. We're obsessed with color and committed to helping our customers lead the trends.



# RESIDENTIAL

## REDEFINING HOME AT LAST

Home has transcended its role as a living space. Now, home can be a workplace, gym, five-star restaurant and weekend getaway – every day. By embracing comforting tones, modern homes lean into a simple aesthetic, opening the door to new luxuries.

Whether characterizing bold rooflines or geometric siding, color refines the depth of a home. Bright hues invite additional light while darker shades direct the eye to architectural and natural elements. While contrasting schemes have led the market recently, styles are evolving to be more monochromatic. Subtle effects are also popping up in the residential market, giving materials a lived-in appeal and memorable character.



Shades derived from earth minerals continue to lead the residential market. The palette includes both light and dark hues from previous years, providing designers a broad spectrum to choose from. Playful effects and textures are also popping up in this market and expanding possibilities.



# COMMERCIAL

## SUBTLETY SHINES THROUGH

Commercial spaces stand out by blending in. Allowing architectural elements such as lines and repetition to take precedence, large spaces can feel dependable and easy on the eyes. Playful design prevails, but with calculated leaps and bounds.

Shimmers, prints and effects raise the voice of architectural metal. While colors mimic natural materials and light, special effects add a human touch and subtle blending of stagnant structures in a moving world.



Where daring shades dominated past trends, commercial designers are leaning into special effects to tell their color story. Neutral hues are enhanced with shimmer, texture and print effects to merge the natural and built worlds.

Breakthrough

Heirloom

Control

Versatile Gray

Sands of Time

Evolve

Autumn Wind

Indigo Batik

Future Black

# AGRICULTURAL

## HOMEGROWN AND WELL-KNOWN

Agricultural designers demand dependable coatings, with colors and effects to stand the test of time. As new technologies emerge, agricultural design can break into color options where solar reflectance, UV resistance and renewable materials are more achievable than ever.

Reds, blues and natural hues still lead the pack in agricultural design, but these trusty colors are trending toward muted counterparts. In trending colors, history's signature bright red barn adopts a dusty red-brown siding. After a long day in the field, cool forest-colored shelters are inviting. Blues and yellows take on a rustic hue, appearing well-worn while being brand-new.



New technologies continue to influence the future farm. Functionality and durability take precedence and repeated colors bring more nostalgia to the generational farmstead.



Network Gray

Cultivate

Slate Blue

Warm Stone

Red Barn

Anchors Aweigh

Evergreens

Dig Deeper

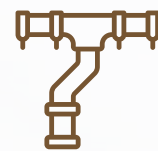
Thrive

# BUILDING PRODUCTS

## UPLIFTING COLOR AND EFFECTS

Aligning colors across building products and accessories – such as window trims, garage doors, interior spaces, gutters, soffits, fascia, canopies and enclosures – can bridge gaps in design. Architects can select colors and finishes that complement, or even directly match, other building components seamlessly.

Inspired by building trends in the residential, commercial and agricultural markets, playful colors and effects dominate this space. This trending palette for building products contributes to the understated fun of complementary design and vast capabilities of color matching.



Our building products palette merges the calming colors of the residential market, enhanced effects of the commercial market and classic ties of the agricultural market. Take note of the subtle shimmers and nature-inspired veining in these earthen tones, evoking both an at-home and on-the-go sensation.

Pure White

Versatile Gray

Heirloom

Control

Silver Storm

Humanity

Autumn Wind

Leatherbound

Future Black

# APPLIANCE

## EMPOWERING MACHINERY

Slowly but steadily, bold colors are making their way onto appliances. At its heart, appliance design must work cohesively with other elements in a space, whether that space is a kitchen, laundry room or bathroom. Appliance colors can be used to either stand out or blend with surroundings, depending on stylistic penchant.

Recurring hues such as black and navy give appliances a refined selection while still leaning into home design trends. Sparkle effects enter this space in a refreshing development, lending a shimmer to products that convey futurism and cleanliness. Additionally, tint coatings allow designers to add modern colors atop the familiar grain of substrates such as stainless steel.



As technology evolves, so does its affinity for design. Where metallics and grays once dominated tech and appliance coatings, the latest and greatest tools are adopting a personality of their own through vibrant colors and effects.



Pure White

Breakthrough

Spirituality

Spectacle

Vagabond

Naval

Russet

Virtual

Tricorn Black

# OUR WORLD IS COLOR

At Sherwin-Williams Coil Coatings, we believe color has the power to inspire, connect and bring every architectural vision brilliantly to life.

Our color catalog expands every year with ambitious ideas, constant innovation and relentless research. We achieve lasting durability and beauty through science. Most importantly, we commit to being a reliable and collaborative partner, so together we can inspire the world around us.

Contact us to learn more about Sherwin-Williams Coil Coatings.

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