

ARCHITECTURAL METAL COLOR TRENDS
FOR COIL AND EXTRUSION COATINGS

PERSPECTIVES



SHERWIN-WILLIAMS.
Coil Coatings

PREDICTING TOMORROW'S TRENDS

At Sherwin-Williams Coil Coatings, we know that as the dynamics of our lives change, so do the colors we surround ourselves with.

That's why we've brought forward Color Trends—projections of the next few years of architectural metal coatings developed by our team of dedicated color experts.

TREND FORECAST METHODOLOGY

Based on fact, yet influenced by abstract conceptualization, color trend forecasting is both science and art. Like design, it serves dual purposes—to simultaneously inspire and inform.

Our color trend methodology follows six steps: trend management, identification and research, analysis, trend watching, trendspotting, and reporting and application. Informed by a wide spectrum of courses ranging from societal influences to sales data analyses, our methodology encompasses global catalysts like culture, economy, environment and wellness to create a truly authentic trend forecast.

INTRODUCING OUR LATEST TREND FORECAST

Life experience is the foundation of great design. It's a reflection of who we were, who we are and who we aspire to be. Most importantly, it shapes our perspective—the inward and outward expressions of our humanity.

In Perspectives, we explore how the past, present and future will influence color in architectural design 3-5 years from now. Using our proprietary science-and-art-based methodology, we reflect on the shifting perspectives in our world to predict the future of color. Intentionally, we *Pause & Rewind*, *Push Play* and *Fast Forward*.



ARCHITECTURAL COLOR TRENDS

PERSPECTIVES

We define perspectives as the state of one's ideas consisting of facts that have been intentionally and subliminally formed through experience and gathered data.

In this trend forecast, we offer an in-depth look at three macro-level trend stories that surround the concept of time: *Pause & Rewind*, *Push Play* and *Fast Forward*.

Each story was influenced by impactful catalysts of society—beliefs, economy, culture—and examined through a lens that looks 3-5 years into the future. With our thoughtfully curated color palette selection, you'll discover innovative hues to embolden your designs and captivate generations to come.



PAUSE & REWIND



FAST FORWARD



PUSH PLAY

TREND STORY:

PAUSE & REWIND



**“When we look at nostalgia ...
it’s our history and our experiences.
They make us who we are.”**

Peggy Van Allen,
President of Color Marketing Group



NOSTALGIA IS SPARKED BY THE SENSES

The subtle hum of a cassette tape rewinding. The electric glow of the family room television. The slight grit of Grandmother’s peals. These are the sounds, sights and feelings of comfort that mark time.

The past, whether it be the days of stained-glass cathedrals, colonial blacksmiths or landline phones, is a shared experience. Treasured collectibles, like school day memories and passed-down cookbook recipes, transcend time through stories, media and design.

Drawn from real life experiences, nostalgia prompts pause. It invites us to recall people, places and products in history that changed our way of living while simultaneously instilling warmth and security. Cherished feelings we draw on for comfort in this ever-changing world.

PAUSE & REWIND

TREND COLOR COLLECTION

Sands of Time

Spectacle

Set in Stone

Cultivate

Heirloom

Leatherbound

Dig Deeper

*History leaves a lasting impression in the comfort and fondness of **Pause & Rewind**.*

The settling brown coolness of soil, peachy warmth of sand and subtle gray veining of marble all paint the wistful landscapes of years passed. Shades that feel as if they've been preserved in the film roll of a worn leather camera, stored safely on sentimental wood carved shelves and are waiting to sparkle softly through the lens of nostalgia in your next project.

TREND STORY:

PUSH PLAY



CHECK OFF THE BUCKET LIST

Book the trip. Start that small business. Seize the opportunity because today is nonrefundable currency. The most valuable jewels of life—social connection, exploration and shared experience—shine brightly in the wake of global disruption. Humanity has proven itself to be fluid and adaptable, seamlessly pendulating from the physical to the digital world with the help of science and design.

Piloted by health, spirituality and a thirst for wellness, we catapult into action in hopes of creating a better future. We are thriving in our hybrid online and offline lives, surrounded by life-enhancing possibilities.



“You want wellbeing in a city or an urban area. The more colors you have on the street, the more contrast ... and the more people feel happy.”

Karl Bertilsson
Creative Director at NCS Colour

PUSH PLAY

TREND COLOR COLLECTION

Vagabond

Humanity

Spirituality

Russet

Thrive

Autumn Wind

Elementary

*Wildly daring yet mindfully humble,
Push Play leaps into adventure.*

Dive into the flourishing green depths of the jungle, accompanied by shimmering golds and rosy coppers that capture the fluidity of nature. Shades of teal and yellow promote wellness while clay-red hues bring grounding connectivity. Colors that represent enriching life experiences and capture the essence of now in your designs.

TREND STORY:

FAST FORWARD

“I think AI (Artificial Intelligence) will be used more and more when it comes to forecasting trends.”

Peggy Van Allen
President of Color Marketing Group



TO INVENT IS TO IMAGINE

Through vision and fantasy, ingenuity evolves. As the link between technology and humanity intertwines and creates both real and augmented experiences, the question becomes; what's next? With innovative artificial intelligence and cybernetics readily available, the physical world and 3D virtual reality world together create new opportunities in science, engineering and design that benefit humankind and the environment.

Tomorrow depends on today's forward thinking. Guided by virtual reality and the unknown, we conceptualize, innovate and build infrastructures that bridge the gap between today and the experimental technology of the future.

FAST FORWARD

TREND COLOR COLLECTION

Control

Breakthrough

Immunity

Celestial

Evolve

Virtual

Future Black

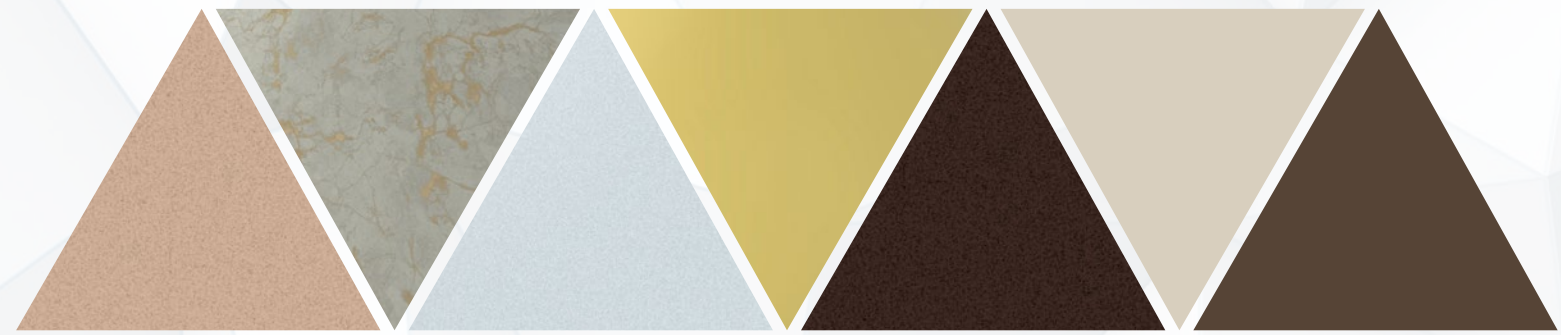
*Like the crackling of a lightning bolt,
Fast Forward electrifies ingenuity.*

As humanity and technology evolve together,
the power dynamics and colors around us shift.
Colors that signify an open mind with soft purple
chromas and regenerative browns. Enhance your
designs with hues that spark progression and
welcome a futuristic space.

ARCHITECTURAL COLOR TRENDS

PER SPEEC TIVES

PAUSE & REWIND COLLECTION



Sands of Time

E: 394B5537
C: 433C4124

Set in Stone

Contact us
for sample.

Spectacle

E: 399D8121XC
C: 439Z10142MXC

Cultivate

E: 395C2434FP
C: 435C3108FP

Leatherbound

E: 397C0961
C: 437C3473

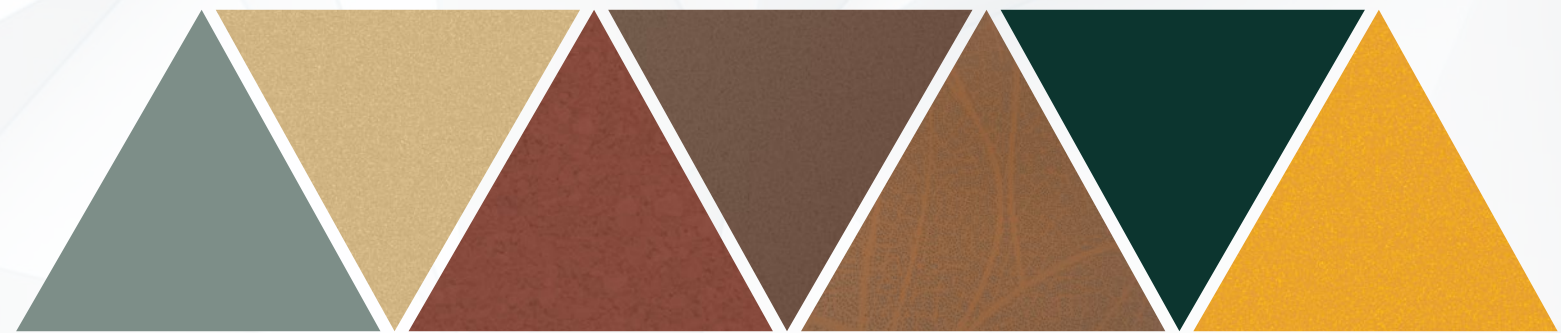
Heirloom

E: 393B5531
C: 433C4118

Dig Deeper

E: 397C0962
C: 437C3474

PUSH PLAY COLLECTION



Vagabond

E: 395C2433
C: 435C3109

Spirituality

E: 399D8086
C: 439Z10070M

Humanity

Contact us
for sample.

Russet

E: 399D8108
C: 439Z10140M

Autumn Wind

Contact us
for sample.

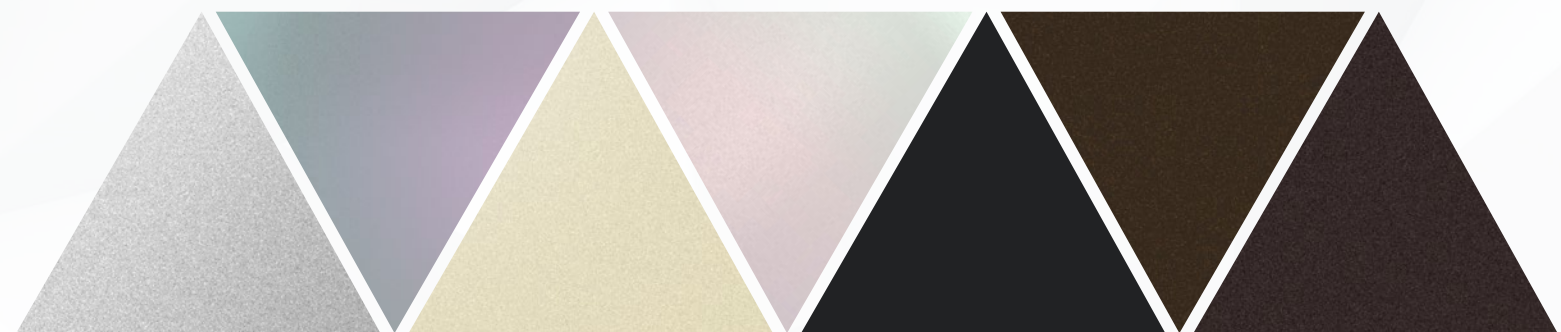
Thrive

E: 399D8111FP
C: 439Z10141MFP

Elementary

E: 393FX0087
C: 439FX10143M

FAST FORWARD COLLECTION



Breakthrough

E: 399D8093
C: 439Z10071M

Immunity

E: 39KA0126
C: 43KZ0421

Control

E: 391FX0072
C: 43KZ0294

Celestial

E: 39KA0125
C: 43KZ0420

Virtual

E: 398A2394
C: 438A1418

Evolve

E: 399D8096
C: 439Z10073M

Future Black

E: 399D8094
C: 439Z10072M

Feeling inspired? Order a color sample for your next project.

To get started, visit coil.sherwin.com/colortrends and select the colors that spark your senses. If you have a specific color in mind, go to coil.sherwin.com, select Order Color Sample and enter the code shown under the color you desire.

NOTE: All code are based on Fluropon® 70% PVDF coatings.

WHERE INNOVATION MEETS INSPIRATION

At Sherwin-Williams, we continuously explore different ways that color can look and feel. From high gloss to color-shifting Kameleon to brilliant Continuum, we'll help you find a coating that will bring your architectural vision to life.

Take Color Trends to the next level with a special effect pigment. With over 50,000 colors, you'll find the perfect shade that achieves your chosen dimensional element.

SHEENS & GLOSS

Control the level of luster you bring to projects by choosing from matte to standard to high-gloss options. Even a small change in the gloss level can make a big impact on your project.

NOVA

Deliver deeper and richer colors with an eye-catching sparkle. The intense sparkle from a Nova effect creates a brilliant appearance using bigger gold or silver flakes.

PRINTS

Specify an effect that mimics natural materials. For a print effect, we work with you to help you achieve a coating that reflects the aesthetic of natural metals, stonework, wood and more.

MICA (CONTINUUM)/METALLICS

Add dimension to your colors, achieved by specifying a mica or metallic effect. Mica or metallic pigments enhance a color's appearance with pearlescent, prismatic, iridescent or sparkle aesthetics.

KAMELEON

Design a structure with colors that capture movement. The Kameleon effect takes static colors and transforms them into coatings that shift in color as daylight changes or point-of-view moves.

TEXTURES

Create a color that customers can see and feel. When you add texture to your colors, you achieve visual depth and color variation.



OUR WORLD IS COLOR

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

Through constant innovation, our color catalogue expands every year to bring you coatings with lasting durability and beauty. As your reliable and collaborative partner, together we can inspire the world around us.

To find out more about Sherwin-Williams architectural metal coatings, please contact us.

COIL

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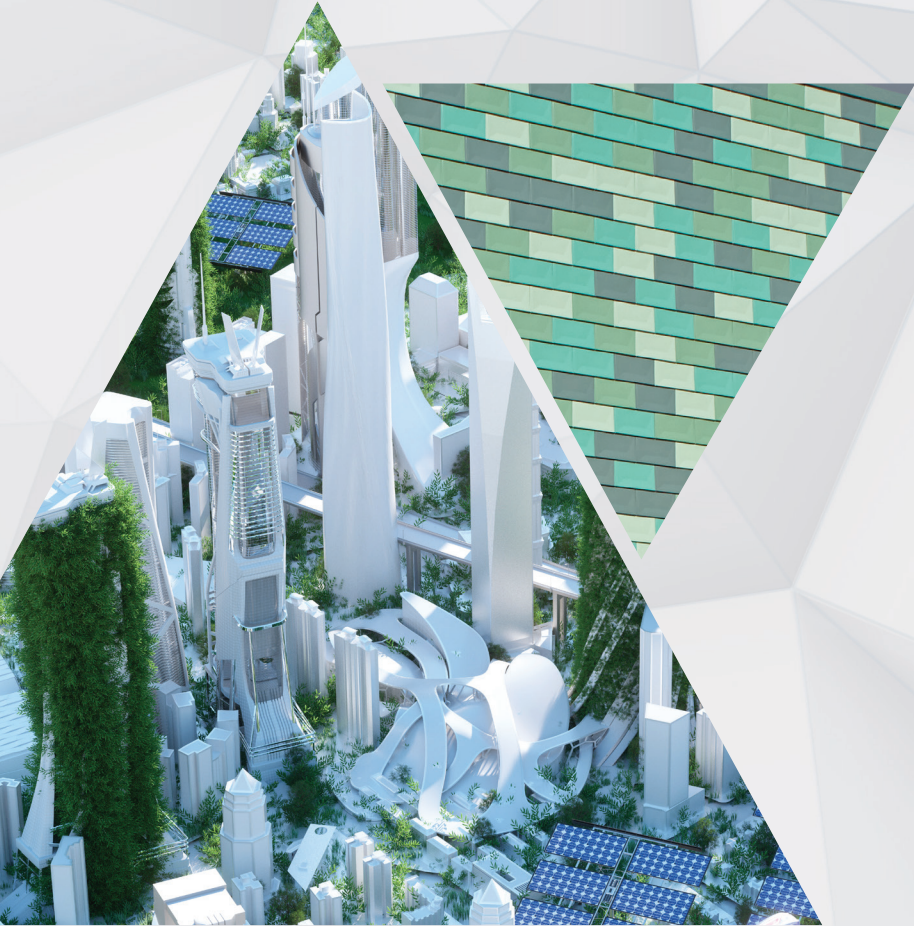
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EXTRUSION

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