



color markets

homeowner associations & residential repaint

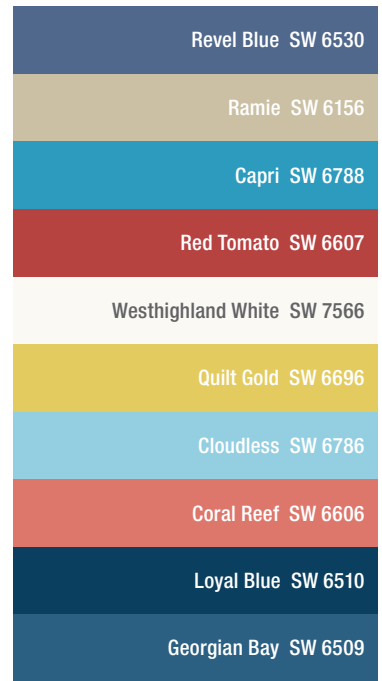
AMERICAN EVOLUTION

American Evolution is a fresh new take on an age-old classic palette. This distinct collection of colors moves beyond the Americana roots of folk tradition. Variations of red, white and blue continue as a popular color combination in 2014 and beyond. What gives these colors a fresh revitalized edge? The incorporation of soft turquoise blues, deep denim blues, bright coral based reds, vibrant yellows and soft, antiqued whites. Wide, bold, high contrast stripes in colors, such as Red Tomato SW 6607 and Westhighland White SW 7566, pair perfectly with the rich yellow accent Quilt Gold SW 6696.



Patterns range from those resembling flags, ropes, anchors and sea life. For more of a weathered style, try Georgian Bay SW 6509 paired with Ramie SW 6156 and Coral Reef SW 6606. Whatever your patriotic style, these tried and true colors create timeless spaces whether by land or by sea.

Looking for something innovative? Sherwin-Williams has introduced a clear gloss, Dry Erase Coating. Any paint color can be transformed into a dry erase board. Create different patterns such as stripes or picture frames. The Dry Erase Coating can be used for drawing or as a message board in a child's bedroom, or a menu board or shopping list in the kitchen.



SOUTHERN TRADITION OF HAIT BLUE

The word "Haint" refers to restless spirits. The Gullah (Gee-Chee) people, descendants of African slaves who worked on the Southern plantations feared haints. It is believed that haints were trapped between the world of the living and the world of the dead. The color Haint Blue, was applied to porch ceilings, shutters, and window and door trims of homes in the south to ward off these evil spirits. There are several theories behind this idea of haint blue. One theory is that the color represents the sky fooling the haint into passing through the porch roof up into the sky where they belong. The other theory is the color blue represents water. It is believed that "haints" are unable to cross over or through water. Haint Blue on window and door trim or shutters would discourage haints from entering the home because of their inability to cross over or through the blue color. Haint Blue has also been know to fool insects and birds. They perceive the Haint Blue as the sky and don't try to nest on it. Some research shows that paint was once made from milk and lime, which when combined repelled insects. It actually may have had less to do with the color and more to do with the composition of the paint.



THE SEA & BEYOND

Gradation of colors inspired by transparent, tropical waters, serene blue skies, and all forms of marine life are sources of color inspiration for the sea and beyond. Colors are vivid and saturated with patterns reflecting sea urchins, starfish and tropical scenes. Highly texturized sisal and heavy cotton roping provide contrast to the naturally polished beach glass, smooth seashells and textured coral. Varying shades of blues and blue-greens dominate with a bright pop of yellow-greens inspired by seaweed keep this palette crisp and lively. Capture this striking environment by pairing Gulfstream SW 6768 with Spa SW 6765 and Naval SW 6244. Interject a bold pop of color with Indigo SW 6531, Extra White SW 7006 and Parakeet SW 6711. Stark striped patterns in bold color combinations such as Starboard SW 6755 and Extra White SW 7006 offer a sophisticated take on a cabana style theme and are great for linens in bedrooms and on tabletops.



Gulfstream SW 6768

Spa SW 6765

Naval SW 6244

Secure Blue SW 6508

Starboard SW 6755

Anew Gray SW 7030

Indigo SW 6531

Extra White SW 7006

Parakeet SW 6711

Calypso SW 6950

WELCOMING EXTERIORS

Searching for a quick and inexpensive way to update your exterior? Try changing the colors of your door, shutters or trim. Updat-

ing accent areas creates tremendous curb appeal on an otherwise weathered and outdated exterior with little investment. If your home is currently beige, try updating it with Naval SW 6244 door and shutter color and Extra White SW 7006 trim color. If currently, your home falls more into a gray color, brighten the exterior with Red Tomato SW 6607 or Quilt Gold SW 6696 for the door. Interested in making a bold statement? Paint your front door Indigo SW 6531, Gulfstream SW 6768 or Parakeet SW 6711. Still struggling with the perfect color? Use one of the Sherwin-Williams color tools found on www.sherwin-williams.com.



THE FIFTH WALL - THE OVERLOOKED CEILING



While most people are accustomed to painting all four walls of a room, the 5th wall or ceiling is often overlooked. Create visual interest with often little effort by enhancing the look of the ceiling. Painting a ceiling adds dimension by drawing your eye upward. By changing the color of your ceiling from standard white to a medium or deep color, you can add warmth and richness to a room. Consider adding a pattern to your ceiling, with wall covering. Sherwin-Williams features HGTV Home Wall Paper Collections that coordinate with HGTV Home Paint Color Collections, making it easy to coordinate pattern and color into any room.