

Welcome to The Color Story. We hope you enjoy your literary and visual experience. Sherwin-Williams Color Marketing & Design continues to explore the current conditions and interests that drive this market. We will examine and define color trends that are influencing the entire Multi-Family Market Segment for 2012.



# color story

multi-family

## CURB APPEAL

**You only have one chance to make a first impression!** Color plays a key role in retaining current and attracting potential residents. Whether prospective tenants are viewing your community from the street or their computer, curb appeal sells and visually pleasing exteriors make an impact!

Properties that are well maintained, with up to date exteriors, welcoming entrances, appropriate signage, good lighting and maintained landscape have an edge. Further differentiating your communities, however, can be challenging, especially in today's competitive marketplace. Whether you are refreshing your current property or considering new construction, the importance of incorporating appropriate exterior paint color schemes is the best way to create a signature and memorable look, which is both affordable and effective in making your building stand out.



### Does your property say "welcome home" or "drive by"?

With more than 1500 interior and exterior colors to choose from and paint that provides a durable and attractive finish, Sherwin-Williams paint products offer multi-family communities the variety they desire. Available to qualifying accounts and provided by a team of Sherwin-Williams color experts, Exterior Photo Imaging is a value added service that allows customers to make color decisions with confidence.

Customers are presented with three individualized and distinct color schemes. Colors are digitally applied to an existing exterior photograph, allowing property managers the ability to view the proposed options on their buildings before paint is applied. Paying close attention when selecting color options, designers take into consideration architectural building styles, maintenance issues, neighboring buildings and geographic regions. From subtle to beautifully bold schemes, the Sherwin-Williams Exterior Photo Imaging service supplies communities with the appropriate recommendations and visuals in order to add value to properties and enhance curb appeal.

## FLOORING TRENDS

Flooring trends for multi-family units incorporate a balanced mix of hard and soft surface material finishes which can include luxury vinyls, and broadloom carpet selections. Luxury vinyls are available in a variety of colors, patterns and sizes simulating wood, stone or tile.

Vinyl flooring options are budget friendly, low-maintenance, easy to clean and have the ability to limit the trapping of allergens. Luxury vinyl planks, in particular, are popular choices for open unit common areas where kitchens, dining rooms and living rooms converge. They are durable, sensible attractive and affordable. Up to date luxury vinyl planks feature wider plank widths, weathered, rustic or natural patterns and range in availability from warm neutrals gray-brown.

Broadloom carpet continues to be a popular and appropriate selection for unit bedrooms and home office spaces, providing both warmth and comfort. Tone on tone, medium-valued neutral colors in stones, sands, creams and khakis are also moving forward in 2012.



To learn more about the advantages of our Exterior Photo Imaging Services. Contact your local Sherwin-Williams Representative.

<b>SW 6020</b> Marooned
<b>SW 6293</b> Fabulous Grape
<b>SW 7602</b> Indigo Batik
<b>SW 6522</b> Sporty Blue
<b>SW 6074</b> Spalding Gray
<b>SW 7641</b> Collanade Gray
<b>SW 6194</b> Basil
<b>SW 6459</b> Jadite
<b>SW 6477</b> Tidewater
<b>SW 6151</b> Quiver Tan
<b>SW 6121</b> Whole Wheat
<b>SW 6689</b> Overjoy
<b>SW 6390</b> Bosc Pear
<b>SW 6113</b> Interactive Cream
<b>SW 6341</b> Red Cent
<b>SW 7562</b> Roman Column
<b>SW 6108</b> Latte
<b>SW 6321</b> Red Bay

## New for 2012

# NEUTRALS REDS BLUES GREENS

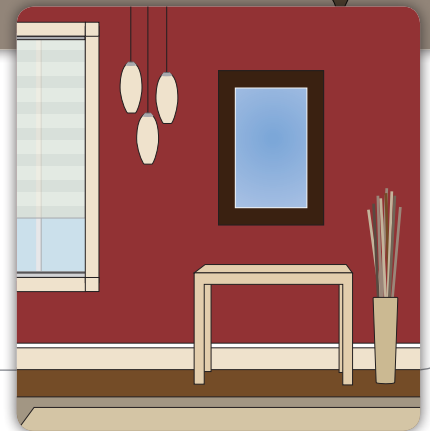
The colors for Multi-Family include warm and cool neutrals, bold reds, authentic blues and natural greens, all which have been influenced by fashion on the runway, nature and technology.

The influence of both warm and cool neutrals pay homage to finishes and materials whose characteristics are best described as sturdy, natural and authentic. Colors including **Latte**, **Whole Wheat**, **Bosc Pear** and **Interactive Cream** are relaxed and casual. **Roman Column**, **Quiver Tan**, **Collonade Gray** and **Spalding Gray** offer versatility and sophistication. Warm, burnished shades of gold along with other soft warm metallic tones such as platinum and nickel provide upscale interest without appearing fussy.

The interest in bold red continues and ranges from Earthy shades of **Red Cent** and **Marooned** to the more classic option of **Red Bay**. The rich jewel tone of **Fabulous Grape** evokes an edgy style. These shades deliver a strong accent for any neutral based palette, especially when highlighted on a feature wall or spotlighted in decorative accessories.

Blues are prevalent in a variety of ranges. Always a classic yet also a current color choice for multi-family. The blue family is the most accepted off all color families. **Tidewater** blue is airy. In contrast, deeper shades like **Sporty Blue** and **Indigo Batik** exude a more casual feeling.

The blue-based greens of **Jadite** and **Basil** are inspired by sustainability. Organic and harmonious, these green shades provide the ideal companion for natural finishes and repurposed industrial materials often found in lighting or kitchen and bathroom fixtures.



### ADDITIONAL COLOR TIPS

- MIX IN COLOR A VARIETY OF WAYS.**  
Personalize your space with shades inspired by nature, a family heirloom or your favorite piece of art by adding those colors into your fabrics and accessories.
- PAINT MORE THAN JUST YOUR WALLS.**  
Apprehensive about painting a wall? You can still add drama to your living spaces by incorporating **Indigo Batik** or an unexpected piece of furniture.
- ADD DEPTH TO YOUR SPACE.**  
For a contemporary look, begin by weaving warm and cool neutral tones into your space and incorporate a variety of textures and materials to create dimension and visual interest.

SIGNATURE  
SIGNATURE  
SIGNATURE  
SHADE  
SIGNATURE  
SIGNATURE



**Overjoy**  
SW 6689

Marigold flowers, fruity citrus shades and fashion driven neon yellows all represent that bold, graphic and optimistic color this year. These sunny and highly energetic shades pack a powerful punch. Inject **Overjoy** in small amounts as "a little goes a long way". Pair with a cool gray or warm taupe for a modern aesthetic.

For more information regarding Color Marketing & Design Services, contact your local Sherwin-Williams Representative.

*Due to the printing process, colors shown approximate to the actual color.*