

color story

multi-family

PROVIDING THE WHOLE PACKAGE.

Creating a cohesive and visually pleasing experience from the outside to the inside is key in branding your property, leaving a lasting impression while attracting prospective residents. Tenants renting today are looking for the whole package, preferring communities that read safe and inviting from the exterior to engaging and fresh on the interior. Properties at every price point should have a distinct look and feel from their website to their front door.

- Select a dynamic exterior color scheme that reflects your property, brand and neighborhood
- Choose an interior color palette that harmonizes with your exterior, featuring coordinating shades that convey a similar aesthetic.
- Update finishes to reflect the latest trends in color, materials and design.
- Incorporate newer lighting and signage to make common areas feel bright and welcoming
- Provide relevant, up to date and modernized unit spaces with added amenities.



REGIONAL EXTERIOR COLORS.

Set your multi-family community exterior apart with color selections that are appropriate to the landscape, climate, building materials, architecture, history and culture of your region.



NORTHEAST. Patriotic and nautical inspired hues pay homage to America's heritage and northern seascapes. Pair deeper red, blue and green accents with softened shades of gray, tan, and gold.

SOUTHEAST. More vibrant and saturated, sandy beiges, sunny yellows and oceanic blues exude a sense of warmth and charm.

MIDWEST. Traditional earth tones inspired by sweeping plains, farmlands and western mountains compliment the stone, brick and wood native to this region.

NORTHWEST. Darker body and trim colors work well here. Forest greens, rich reds, cool grays, misty blues and gold-based neutrals are fitting color selections.

SOUTHWEST. Southwestern shades are lively with a rustic twist. Adobe style buildings are seen in sun-baked, desert shades of brown, terra cotta, copper and cactus greens.

Ask your local Sherwin-Williams sales representative about the Color Marketing and Design Multi-Family Color Companion for suggested exterior color combinations.

FLOORCOVERING TRENDS.

As an emerging soft surface-flooring alternative to broadloom, today's modular carpet tile choices offer enhanced performance attributes and design possibilities to the Multi-Family end user. Ideal for public spaces and common areas, carpet tile options are durable, versatile and attractive. Consider the following benefits, when making your next soft-surface flooring selection.

- 1 **Performance.** Improved backing systems and carpet fibers can withstand heavy wear.
- 2 **Ease of maintenance.** Individual tiles can be spot treated or replaced and recycled in high traffic areas such as entries or corridors.
- 3 **Installation.** Various installation techniques are available for a fast turn around.
- 4 **Price.** By utilizing a modular product, pattern matching is eliminated, contributing to less waste.
- 5 **Aesthetics.** Varied installation patterns, color ways and tile sizes allow for design customization. Patterns and colors can be mixed and matched to create one of a kind looks.

WHO'S LEASING?



Outdoor Added Amenities, appealing to the health

conscious and eco-minded tenant. From affordable to luxe and renovation to new construction, apartment communities are reinventing their amenities to appeal to an emerging demographic - the health conscious and eco-minded tenant. These individuals are looking to reside in properties that support a more sustainable - closer to nature, healthier lifestyle. In addition to utilizing "green" building materials, offering lower utilities and up to date recycling programs, properties that are pedestrian and bike friendly, feature fitness areas, and highlight outdoor retreats, have the edge.

Community Vegetable and Herb Gardens, bringing value and beauty to multi-family properties.

In keeping with local food movement trends, green spaces that incorporate community vegetable and herb gardens are gaining in popularity as added outdoor amenities. Renters of all ages are able to grow, harvest and consume their own produce all within the comfort of their community. Properties can enhance their exterior landscaping by appropriately situating these spaces and capitalizing on under-used areas. Tenants are able to save money on grocery bills, eat healthier - even organic and connect with other health conscious residents.



MULTI-FAMILY 2013 COLOR COLLECTION

- 1 **Warm Accents.** Spice up common areas with *Fired Brick SW 6348* or *Reynard SW 6335*. These flavorful accents make ideal selections for accent feature walls.
- 2 **Cool Accents.** Make way for a spectrum of greens and blues. Trending with a traditional twist, these shades capture the beauty of land and sea.
- 3 **Warm Neutrals.** Organic shades including *Safari SW 7697*, *Roycroft Suede SW 2842*, *Mannered Gold SW 6130*, *Smokey Topaz SW 6117* and *Mocha SW 6067* impress this year. Inspired by natural materials, raw textures and handmade arts and crafts, these earthy hues feel relevant, balanced and authentic.
- 4 **Cool Neutrals.** Grays vary from light to dark and continue to have a strong presence in 2013 and remain a versatile color choice for both interior and exterior.
- 5 **Whites.** *Extra White SW 7006* and *Divine White SW 6105* are go-to whites in 2013. *Extra White* is cool, crisp and contemporary; while *Divine White* is warm and cozy - your classic ivory.

INSPIRATION.

The purple color family rules this year! Inspired by vintage motifs, fashion and food, 2013 purples range from dusty to deep. Romantic violet pastels are flirty and fun with a spirited edge, while and deep royal jewel tones and juicy berry shades appear rich and sophisticated.

HOW TO.

Create a fresh and modern interior color scheme using *Vigorous Violet SW 6838*. For an unexpected look, start with a soft neutral backdrop, mixing *Vigorous Violet SW 6838* with monochrome accents such as *Exclusive Plum SW 6271*, *Borscht SW 7578* or *Outerspace SW 6251*. Warm creams and buttery neutral shades create contrast to the royal jewel tone of purple and add a look of elegance to this signature shade.