

EXTERIOR COLOR AND COATINGS GUIDE



Tips for Residential Designers

EXTERIOR DESIGN CONSULTING

When clients ask for exterior design consulting, start by steering them toward a quality exterior coating. This will help them get optimal color performance, durability and longevity — maximizing the dollar-for-dollar value of their repaint project.

SHERWIN-WILLIAMS EMERALD® EXTERIOR ACRYLIC LATEX

Clients who value quality will love Emerald paint. It delivers innovative durability, hide and beauty.

- Features an exclusive cross-linking 100% acrylic technology for exceptional durability and hide.
- Extreme resistance to blistering, peeling, chalking, fading and dirt pickup.
- Optimizes color performance.



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SHERWIN-WILLIAMS DURATION® EXTERIOR ACRYLIC LATEX

Formulated with PermaLast® technology, Duration provides more durability and a thicker coat than ordinary latex paint.

- Excellent durability and hide.
- Excellent protection from cracking, peeling and blistering.
- Available in flat, satin and gloss — perfect for most applications including trim and accent features.



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TIPS FOR EXTERIOR GLOSS/SHEEN

SIDING

A flat finish can soften the look of a main exterior substrate, such as siding, and hide blemishes.



TRIM

Trim, including windows, shutters and fascia, often benefits from a satin finish.



DOORS AND DECORATIVE FEATURES

A lustrous gloss finish can help key elements stand out, while making cleaning easier.



WITH A COATING SELECTED, IT'S ON TO COLOR RECOMMENDATIONS.

ALWAYS CONSIDER THESE PRINCIPLES:



HARMONY.

Color should provide a pleasant transition from the outside to interior spaces.

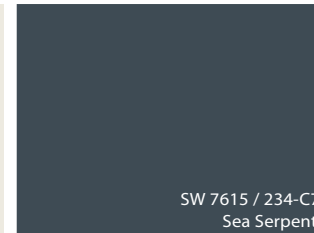
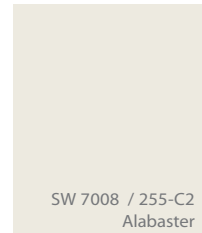
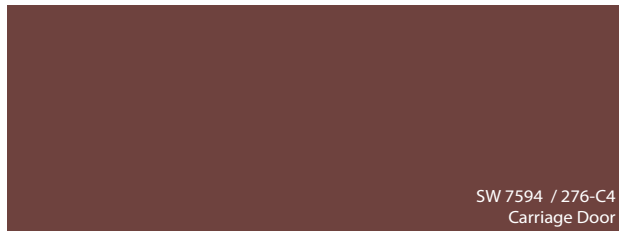
ARCHITECTURE.

Color should unify components, highlight features and mask flaws. Consider "fixed" colors — roof, masonry, metalwork — as part of your working palette.

ENVIRONMENT.

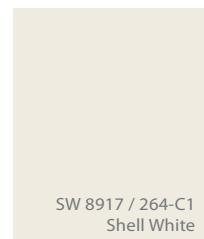
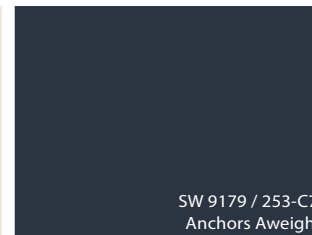
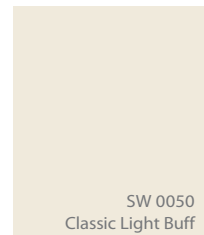
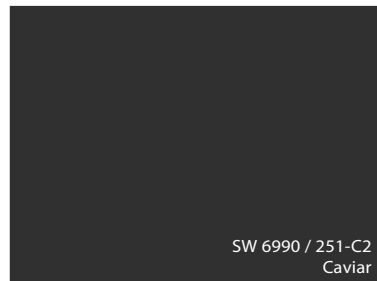
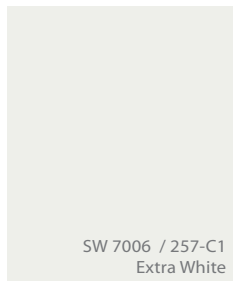
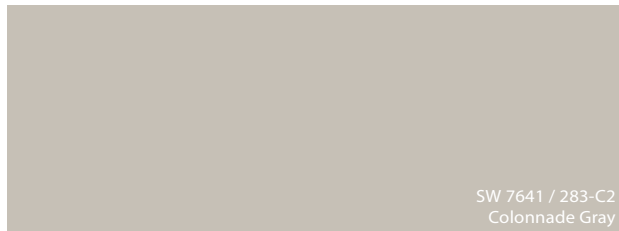
Color should help a home blend with its natural environment and streetscape in all seasons.

NORTHERN/COASTAL



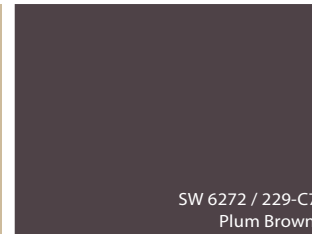
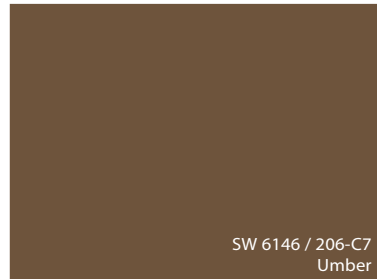
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SUBURBAN TRADITIONAL



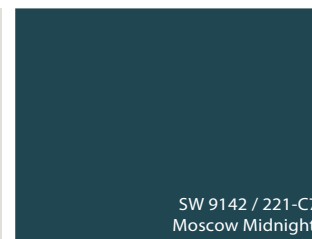
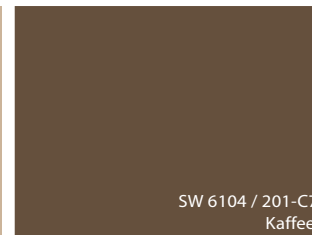
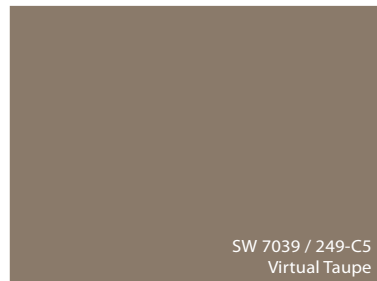
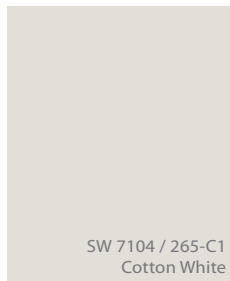
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DESERT/SOUTHWEST



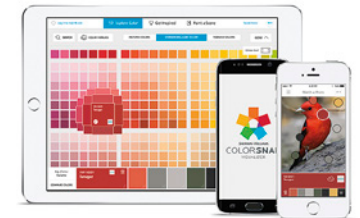
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SOUTHERN TRADITIONAL



TAKE THE NEXT STEP

Access our full array of color and digital color tools, including our ColorSnap® Visualizer, at swcolor.com.



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