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.

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.
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

Sea Serpent
SW 7615 / 234-C7

Lanyard
SW 7680 / 293-C7

Alabaster
SW 7008 / 255-C2

Rock Bottom
SW 2844

Roycroft Mist Gray
SW 7060 / 237-C5

Attitude Gray
SW 7062 / 278-C2

Urban Putty
SW 7532 / 285-C3

Carriage Door
SW 7594 / 276-C4

Sanderling
SW 7513 / 248-C5
SUBURBAN TRADITIONAL

- Anchors Aweigh (SW 9126 / 211-C6, Honed Soapstone)
- Classic Light Buff (SW 0050, SW 9179 / 253-C7, Anchors Aweigh)
- Colonnade Gray (SW 7641 / 283-C2)
- Extra White (SW 7006 / 257-C1)
- Caviar (SW 6990 / 251-C2)
- Shell White (SW 8917 / 264-C1)
- Smoky Blue (SW 7641 / 283-C2, SW 7604 / 233-C7)
- Red Barn (SW 7591 / 275-C7)

SEE MORE PALETTES ➔
DESERT/SOUTHWEST

- Umber (SW 6186 / 291-C4)
- Caramelized (SW 9120 / 209-C2)
- Portabello (SW 6102 / 201-C5)
- Sawdust (SW 6158 / 210-C5)
- Plum Brown (SW 6272 / 229-C7)
- Tumblin’ Tumbleweed (SW 9120 / 209-C2)
- Still Water (SW 6223 / 219-C7)
- Wheat Penny (SW 7705 / 287-C6)
- Touch of Sand (SW 9085 / 199-C1)

SEE MORE PALETTES →
SOUTHERN TRADITIONAL

SW 7039 / 249-C5  Virtual Taupe

SW 7682 / 130-C3  Bee's Wax

SW 6104 / 201-C7  Kaffee

SW 7536 / 293-C3  Bittersweet Stem

SW 9009 / 124-C4  Subdued Sienna

SW 6206 / 217-C3  Oyster Bay

SW 7056 / 258-C2  Reserved White

SW 9142 / 221-C7  Moscow Midnight

TAKE THE NEXT STEP

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

SEE MORE PALETTES ➔