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A COLORFUL WALK THROUGH HISTORY: EVOLUTION OF AMERICA'S MOST ICONIC PAINT COLORS

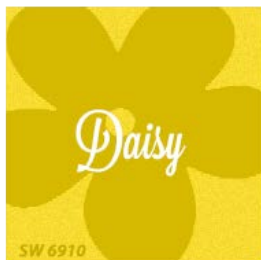
Use of color in homes continues to evolve, yet one thing remains the same: Americans have a longstanding love of color as an expression of ourselves, our values and our homes. Here are some of the most storied Sherwin-Williams paint colors.



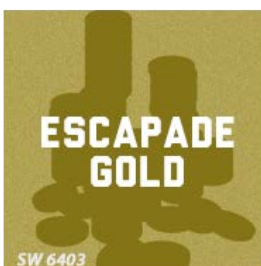
Real Red – The expression “Paint the town red” originated in the American West by wild partying cowboys in 1880, around the time Sherwin-Williams started making paint. It’s no wonder they chose red to express themselves as the color is often associated with taking action and being noticed. A bold and powerful color, red fires up strong emotions, showcasing our passions and zest for life. Today, Sherwin-Williams Real Red paint stirs appetites in modern dining rooms and kitchens. Wherever it’s used, it impacts the eye and mind.



Pink Flamingo – One in four U.S. homes from 1936 to 1966 had the color pink in the bathroom, helping homeowners express their post-World War II exuberance. A nurturing, youthful color, pink signifies love and has often been associated with femininity, as it conveys gentleness, caring and nurturing. Today, pink shades are also salmon, coral, hot pink, fuchsia, flush and rose. Many Americans are rediscovering its appeal for use in retro bathrooms, making Pink Flamingo paint more relevant than ever.



Daisy – This bright yellow color originated from the Old English expression “day’s eye” for the way the flower opens at dawn. It reminds us of the sun, signifying energy and warmth. Bright yellow calls attention to itself, which is one reason why many taxicabs and school buses are this color. Yellow also stimulates mental activity, making it a good choice for rooms used for studying. Many people have used Daisy yellow in a child’s bedroom given its cheerful, stimulating and energetic vibe.



Escapade Gold – Gold was first used as a color name in the 15th century, referring to blond hair, which explains the name “Goldilocks.” In addition, gold has also long been associated with luxury, prosperity, abundance and prestige. It became a popular interior paint color in Depression-era homes when families wanted to convey a feeling of richness despite difficult times. Today, Escapade Gold provides a buttery tone that works wonderfully with any of today’s popular animal print or dark brown accent pieces. It also provides an elegant, room-warming choice for recessed ceilings.

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Mandarin – This color gained its name from the bright orange robes worn by the mandarins, who were public officials in the Chinese Empire. The color is also associated with the mandarin orange, a delicious, yellow-to reddish orange fruit that originated in the tropical forests of southeastern Asia. Ever popular for both interiors and exteriors, Mandarin blends well with neutrals yet works beautifully on its own, creating a warm, cheery presence that quickens the pulse and excites the eye.



Electric Lime – Christopher Columbus is said to have introduced limes to America on his second voyage to the New World, starting a love for this bright green hue. Representing growth and new beginnings, this color continues to provide a fresh and optimistic reminder of nature's promise, vitality and the good things to come. Today, Electric Lime provides an energetic choice for homeowners who want to infuse a funky and fun energy in a kitchen or accent wall in a teen's room.



Roycroft Bottle Green – The Roycroft name came from Samuel and Thomas Roycroft, who printed beautiful books in 17th-century London. The meaning of Roycroft was "King's Craft," a term for the achievement of high skill. Dark green is often associated with ambition, money, self-reliance and luxuriousness, making it a favorite color for use in academic and financial settings. Among homeowners, Roycroft Bottle Green paint was a popular house trim in the 1930s and 1940s. Today it provides a beautiful contrast to fine wood furniture in home interiors.



Blue Sky – Sky-blue porch ceilings were a Southern tradition in the mid-19th century to scare away evil spirits. Today, this beautiful blue shade brings up calmer connotations as the color of peace, loyalty and trust. The coolest color, blue is often used to provide a sense of calmness, just as the ocean or the sky does for the psyche. Blue also symbolizes protection and relaxation, making it a natural choice for bedrooms or nurseries. In other areas of the home, Blue Sky paint is a perfect color choice for a half bath, as it makes a small space appear larger.



Orchid – The orchid flower was associated with luxury in the Victorian era as a symbol of rare and delicate beauty. It has also been associated with mature charm and wisdom, which is one reason why it became a popular choice for use in Mother's Day corsages. The 14th wedding anniversary flower, orchids are used to express pure affection. In home interiors, Orchid is often chosen for its Art Deco appeal, providing a fresh choice for today's homeowners.



Teal Stencil – A friendly and happy color, teal enjoyed wide popularity in the 1950s and 1960s. Part warm and part cool, this greenish-blue hue is considered a more sophisticated version of turquoise, radiating tranquility and energy all at the same time. Today, teal is enjoying a new popularity in everything from fashions and makeup to home products and décor. Teal Stencil paint has become a relaxing yet rejuvenating choice for bedrooms and libraries. It is also used to refresh antique wood furnishings.



Roycroft Adobe – The color evokes the adobe clay that was used in building construction throughout the Southwest for centuries. Warm and inviting, adobe's earthy tone makes us feel welcome and well grounded. Its reddish-brown hue also evokes the spicy flavors and inviting textures associated with casual and relaxing good times. An exceptionally earthy tone, Roycroft Adobe paint lends an appetizing touch to dining areas, and it can be an effective way to cozy up a den or home office space.



Kilim Beige – Neutral colors were the rage in the 1920s as fashions turned to lighter, more casual colors like beige, cream and tan following World War I. A unifying color, beige has often been chosen for home interiors because it works well in a variety of environments and color schemes. Kilim Beige paint, named for the flat-woven carpets popularized in Turkey and its neighboring areas, adds subtle warmth to larger open spaces, trims and ceilings. It is one of Sherwin-Williams best-selling colors of all time.

Ask Sherwin-Williams™

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