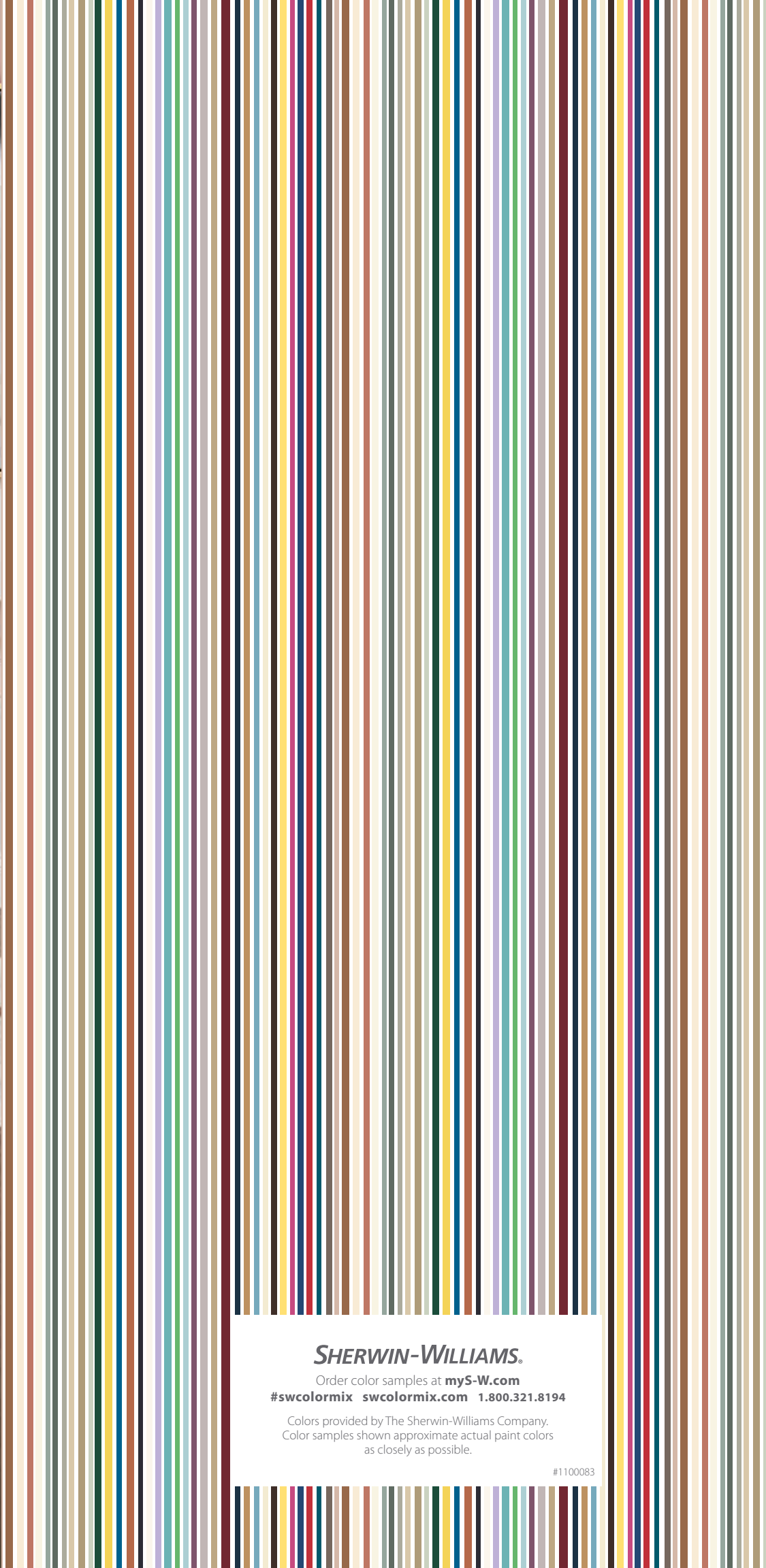




Like blue meeting yellow
to make green, every color
is a collision of influences —
every palette a fresh
chance at community.



SHERWIN-WILLIAMS.

Order color samples at [myS-W.com](https://www.myS-W.com)
#swcolormix [swcolormix.com](https://www.swcolormix.com) 1.800.321.8194

Colors provided by The Sherwin-Williams Company.
Color samples shown approximate actual paint colors
as closely as possible.

#1100083



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COLORMIX®
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2018

SINCERITY

Less is more as we're de-cluttering, moving more possessions to the cloud. Silence is no longer empty, but instead rare and rich with possibility. Our notions of what's authentic are being complicated. We're celebrating the unfiltered, yet captivated by the artfully processed. Blending in is the new standing out. Flaws are treasured. The hushed tones of this score play out in sand, complex grays and hazy botanicals.

INFLUENCES:

SILENCE
INSTAGRAM
MINIMALISM
HYGGE
NORMCORE

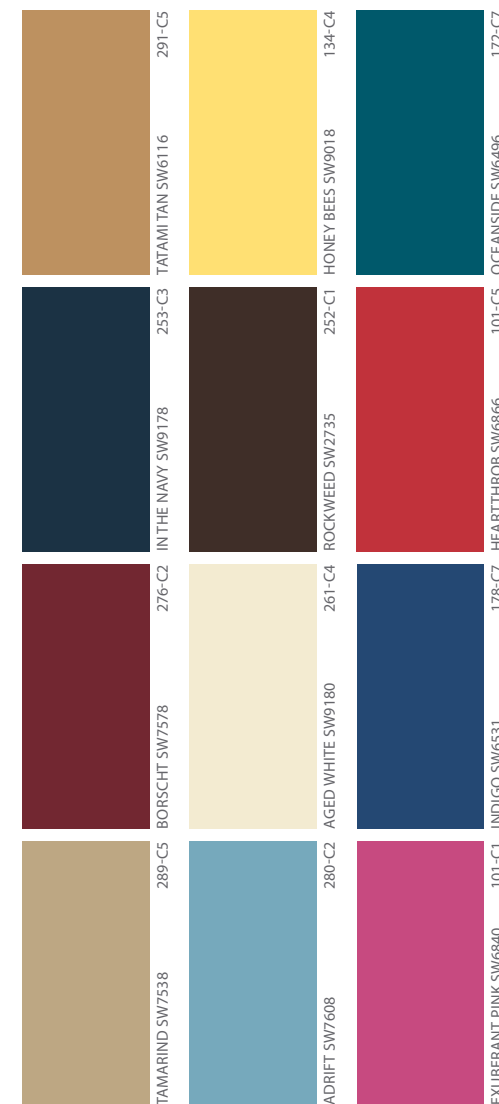


AFFINITY

Nationalism and globalism are in flux, challenging terrestrial boundaries. We're remapping our sense of community. Optimism persists in the form of boundary-breaking skyscrapers and commercial space travel. Even landlocked cities are becoming global hubs of crafts and gastronomy. We crave security and adventure in equal measure. Airbnb, car sharing and e-learning have created a culture of everyday nomadism. The bright folklore of this story is told in memorable pops of peacock color.

INFLUENCES:

ROAMING
TRANSCULTURALISM
COMMUNITY
ARTISANAL CRAFTS
INDIGENOUS PATTERNS



CONNECTIVITY

We're each moving to the beat of our own algorithm. From choosing a dry cleaner to choosing a college, data powers nearly every decision we make. In Silicon Valley, Austin, Berlin and Beijing, techies are the new hippies, full of breakthrough ideas and utopian ideals. A generation is waving the flag of color freedom, and Instagramming every moment. This high-tech palette is pixelated in orange, violets, digital greens and high-def yellow.

INFLUENCES:

CALIFORNIA POP/ YOUTH CULTURE
TECHIES
VIRTUAL REALITY
PRODUCTIVITY
ENVIRONMENTALISM

