

THE VALSPAR COLOR LOOKBOOK

FOR THE RESIDENTIAL, COMMERCIAL
& AGRICULTURAL MARKETS



TRENDING ALWAYS. DELIBERATE AND IMPACTFUL USE OF COLOR.

Principles of good architectural design, and good use of color, hold true regardless of the trends of the day, or whether the building in consideration is an apartment complex, elementary school, office park or farmhouse. Taking into account the surrounding landscape, vegetation and topography, and making the decision to blend in or stand out, matter just as much as a blueprint, building materials, or color choices. The ability to work with metal building materials in a way that artfully leverages an environment's natural light, textures, climate and silhouettes is part and parcel of good design.

Similarly, architectural styles are their own guide to color. Traditional, Mediterranean, and Craftsman homes each invite their own complementary color palettes, as does an Art Deco building or even an English Barn. But whereas in the past, color choice was often a practical decision, the capabilities and effects of today's modern coatings mean nothing is off limits. In the agricultural sector in particular, the default colors have historically been lighter colors like white and silver because they are naturally energy efficient and easier to clean. But today's metal coatings have solar reflective technology and other functional properties built right in, both repelling dirt and making even dark colors energy efficient.

Regional culture adds another layer of consideration. Bright colors are the norm in cities such as Miami or Berlin. They are able to pull off color combinations that would be considered garish anywhere else. In contrast, Honolulu paints its buildings beige or another neutral color, making the city literally pale against the imposing scenery. That's because Honolulu's culture prefers to celebrate Hawaii's natural environment, and because the island's strong Asian culture discourages individuals from drawing attention to themselves, even when it comes to their homes and offices.

The environment, architectural styles and regional culture are a natural source of inspiration when choosing a color for a building's exterior. Trends driven by changing demographics, social norms, new technology and the economy are also important to keep in mind. At Valspar, we're constantly on the hunt to identify new lifestyle trends and understand how they affect color choice in the residential, commercial and agricultural markets. In the following pages we'll take each of those sectors individually and take a look at the most important lifestyle trends within each.



THE RESIDENTIAL MARKET. NO MIXED FEELINGS ABOUT MIXED MATERIALS.

Like the design of a home's façade, its exterior colors make a statement about the inhabitants inside. The bright orange door that anchors a home, paired with charcoal grey siding, telegraphs to the world that the family inside is a modern family, with sophisticated tastes. Call it personal style, call it curb appeal, but it's more than that. Siding and roofing materials, and the colors we give them, set the tone for life inside, providing stability in the midst of a world that's unpredictable and moving fast.

Home has always been a fluid concept, graciously accomodating everything from new technologies to changing social customs about marriage, work and co-living. But two things remain constant: the need to create a safe haven — for home to be the calm within the storm — and the desire to build a meaningful home life. Color allows us to create a home environment that both nurtures our spirit and captures who we are. It frees us to express and be ourselves and enjoy the things we love.

Trending colors in the residential market are grounding shades derived from earth minerals. Colors such as Muted Ebony balance out statement colors like Mustard Yellow. These palettes go hand in hand with the growing popularity of using contrasting textures, finishes and raw materials to create intrigue and interest. Valspar metal coatings complement the mixed materials aesthetic and are engineered to resist the elements, protecting your investment.

**TRAFFIC
BLACK**

438A990

**MUTED
EBONY**

432B3637

**POLISHED
SILVER**

432B3638

**MARINE
BLUE**

436B2873

**MUSTARD
YELLOW**

433C3086

BURGUNDY

434B2238

**TOWER
WHITE**

431B1980

MOCHA

437C2529

SANDARAC

435C2419



THE COMMERCIAL MARKET. WORK IS PLAY AND PLAY IS WORK.

In the commercial world, color is one of the key elements used to establish and maintain a corporation's image. Corporate branding leverages color on many levels. It's how companies differentiate themselves, attract attention and position themselves in the market. It's also how companies communicate their offering. A coffee shop might select pre-coated metal siding with shades of brown, for example, to mirror the activities inside. A children's hospital might use bright and bold colored coatings to transform a cold metal exterior into a warm and inviting space that conveys a sense of playfulness.

One of the main trends in the commercial sector is the blurring of lines between work and play. New technology has created a generation of digital nomads who can work where and when they want. As a result of this more flexible lifestyle, colors typically reserved for the home have found their way into the workplace, as well as hotels, restaurants and other retailers. All are competing for the patronage of consumers who have begun to expect the comforts of home from a commercial space. Color is one way to achieve that feeling.

In commercial exteriors, the most popular colors remain whites and neutrals, accented by strategic use of more daring shades, the corporate equivalent of the orange door. Shades such as Flute Gray and Wrought Iron provide the canvas for bold, expressive colors like Fire Orange and Within Reason to make a statement. Together, these colors help us feel comfortable in the commercial world by making us feel at home, even as they simultaneously reshape our understanding of space and function.



GOLDEN CASTLE
433C3088



FIRE ORANGE
434B2241



WROUGHT IRON
432B3641



TEMPE
433C3087

DARK RED
434B2240



FLUTE GRAY
432B3639



FRENCH OLIVE
435C2420



WITHIN REASON
436B2874

MODERN RED
434B2239

THE AGRICULTURAL MARKET. THE COLORS OF SUSTAINABILITY.

The farm-to-table movement is no longer the dominion of upscale restaurants frequented by an elite few. Fresh food, farmed locally, just tastes better. Seasonal menus, based on what is available at peak harvest, are being offered at more and more places. Consumers at every price point are starting to ask where their food is sourced and how it was raised. Farmers markets have surged in popularity, and even fast food restaurants are trying to enhance their reputation with marketing campaigns boasting of their high-quality ingredients and ethical suppliers.

Traditionally, choice of color in the agricultural sector has been guided by functionality and durability. Whites and silvers absorb less energy, keeping the building's interior more energy efficient. Plus light colors don't show dirt as easily, so there's less cleaning. Solar Reflective metal coatings are UV resistant and deliver an eco-friendly way to resist heat absorption from the sun. They also open up new color palettes to the agricultural sector — yellow-based greens such as Italian Olive, and Plymouth Brown, Spiced Cider and other harvest colors. The Valspar agricultural palette is carefully considered to coordinate with adjacent structures.

As new generations of technology-savvy innovators step up to take over the family farm, their very notion of "farm" is changing. Today's farms are versatile and creative, forming symbiotic relationships across industries for mutual benefit and reclaiming urban spaces that are abandoned or vacant. New technologies make it possible. Pre-engineered structures comprised of renewable materials are quick to set up and less expensive than custom builds. Aerial imaging and smartphone applications are further evidence of how a generational shift is reinvigorating the agricultural sector.

**PLYMOUTH
BROWN**

437C2530

**SPICED
CIDER**

434B2242

**STATIC
CLING**

433C3089

**SAILOR
BLUE**

436B2875

**NILE
GREEN**

435C2421

**GRAY
FLANNEL**

432B3640

**ITALIAN
OLIVE**

435C2422





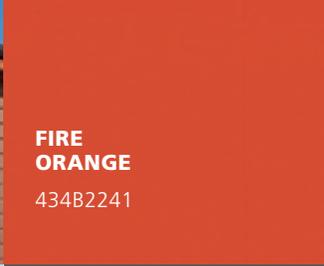
**GOLDEN
CASTLE**
433C3088



SANDARAC
435C2419



**FIRE
ORANGE**
434B2241



**MUTED
EBONY**
432B3637



DARK RED
434B2240



**FRENCH
OLIVE**
435C2420



**MODERN
RED**
434B2239



**SPICED
CIDER**
434B2242

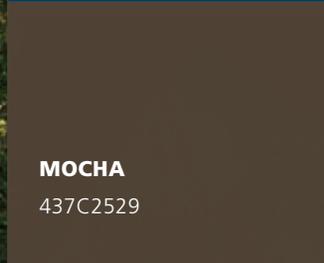




**ITALIAN
OLIVE**
435C2422



**MARINE
BLUE**
436B2873



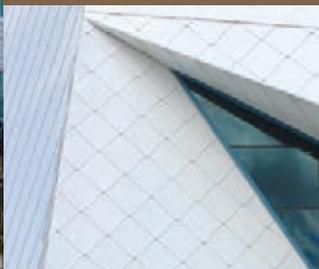
MOCHA
437C2529



**STATIC
CLING**
433C3089



**PLYMOUTH
BROWN**
437C2530



**WITHIN
REASON**
436B2874



**NILE
GREEN**
435C2421

WHAT GOES AROUND STAYS AROUND.

At Valspar, it matters to us, as it does to you, that every building you create exceeds expectations. Not just today, but for generations to come. And when you choose Valspar, they will. With Valspar colors and finishes, your creations stay true to your original vision as long as they remain standing. They are as influential as the people who inhabit them.

If it matters, we're on it®.

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