



SHERWIN-WILLIAMS®



# COLOR MARKETING & DESIGN SERVICES

PUTTING THE POWER OF COLOR TO WORK.

# THE POWER of COLOR

Few design elements have as much **impact** as **color**.

It can **define** a space, **enhance** a project's best architectural details, make a property more marketable, and even **influence** wellness and productivity.

## Color is personal.

We use it to customize our spaces and express our individuality.

Over time, changes in color trends are as natural as the change of seasons. Palettes and preferences shift and evolve — some are even specific to a particular region or city. Understanding and using color thoughtfully and strategically can make a measurable impact on your project's ability to reach its performance, usage and revenue goals.



## WHO WE ARE

**Sherwin-Williams Color Marketing and Design Services** is a group of educated, experienced, accomplished interior and graphic designers. We know color — especially the science, psychology and application of color. We research and investigate influences affecting color and design in a variety of markets including:



You can count on us to provide strategic color direction and analysis. Then, based on your specific needs, we'll create a signature look and even help you visualize your design options. We guide you through the process so you can quickly and easily give your investment a polished, professional advantage.

# WHAT WE PROVIDE

We deliver custom color solutions for your interiors and exteriors. From creating signature color schemes to designing personalized color cards, our team provides you with professional color marketing tools.



## EXTERIOR PHOTO IMAGING

Take the challenge out of visualizing exterior paint schemes. Let us show you a range of exterior color options to enhance curb appeal.



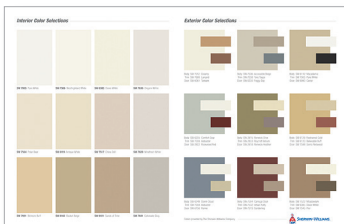
## FEATURE WALL PROGRAM

Offer your customers personalization with their choice of our custom-created and professionally coordinated interior color schemes, including a single feature wall and bold accent trim.



## CUSTOM HOMESCAPES®

We'll provide a signature portfolio — or create a customized palette — of coordinated exterior body, trim and accent color-scheme options, all in a personalized binder.



## CUSTOM COLOR CARDS

Professionally designed color cards, personalized with your logo, quickly show your customers all their options.



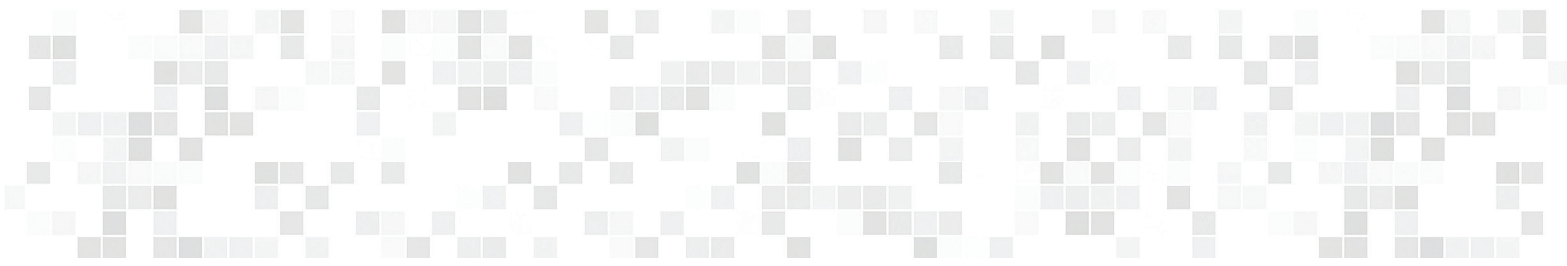
## INTERIOR COLOR SERVICES

For larger interior spaces, we'll help you coordinate paint, wall coverings, window treatments, floor coverings and laminates — then create project boards to show your selections.



## COLOR DIRECTION

We provide expert, strategic color direction, including color palette development and color analysis, for projects ranging from a single facility to entire planned communities.



# LET'S GET STARTED

Together we give your property a competitive advantage. To learn more about our services, or to get started on your project, contact your Sherwin-Williams representative or call **1-800-524-5979** to have a rep contact you.



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