



SHERWIN-WILLIAMS®

terra

COLORMIX® FORECAST 2023

COMMERCIAL



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Terra, the Sherwin-Williams 2023 Colormix® Forecast, is inspired by the rich interweaving of ourselves and our spaces. As we look at the world of design and architecture, we are energized by connection, both with each other and with our natural environments. This forecast captures our resourceful ingenuity to continue to push boundaries, embrace our communities, and dive into new ways of living.

We've curated six distinctive commercial palettes using the 40 forward-looking colors of Terra. Explore the palettes and embrace these shades when designing inspiring spaces for commercial, hospitality, new residential, healthcare, education, multi-family settings, and beyond.



				
Serape SW 6656 (122-C5)	Goldfinch SW 6905 (131-C2)	White Raisin SW 7685 (295-C6)	Nugget SW 6697 (137-C4)	Chartreuse SW 0073
				
Rookwood Medium Brown SW 2807	Antler Velvet SW 9111 (205-C3)	Shiitake SW 9173 (248-C1)	Dhurrie Beige SW 7524 (250-C3)	Kestrel White SW 7516 (266-C5)
				
Carnelian SW 7580 (276-C6)	Toile Red SW 0006	Peppery SW 6615 (117-C6)	Lei Flower SW 6613 (117-C4)	Urbane Bronze SW 7048 (245-C7)
				
Malted Milk SW 6057 (195-C1)	Likeable Sand SW 6058 (195-C2)	Cool Beige SW 9086 (199-C2)	Threshold Taupe SW 7501 (250-C5)	Foothills SW 7514 (248-C7)
				
Reddened Earth SW 6053 (194-C5)	Redend Point SW 9081 (195-C4)	Emerging Taupe SW 6045 (193-C3)	Studio Mauve SW 0062	Wallflower SW 6281 (190-C1)
				
Pediment SW 7634 (255-C5)	Skyline Steel SW 1015 (283-C3)	Chatura Gray SW 9169 (242-C4)	Homestead Brown SW 7515 (277-C5)	Fabulous Grape SW 6293 (109-C6)
				
Silvermist SW 7621 (281-C1)	Evergreen Fog SW 9130 (215-C4)	Homburg Gray SW 7622 (238-C7)	Mount Etna SW 7625 (279-C2)	Black Magic SW 6991 (251-C3)
				
Pure White SW 7005 (255-C1)	Kale Green SW 6460 (159-C6)	Blue Peacock SW 0064	Indigo SW 6531 (178-C7)	Mineral Gray SW 2740 (253-C5)



Fabulous Grape
SW 6293 (109-C6)



Mineral Gray
SW 2740 (253-C5)



Chatura Gray
SW 9169 (242-C4)



Silvermist
SW 7621 (281-C1)



Shitake
SW 9173 (248-C1)

commercial

welcoming employees back to the office

As companies strive to provide a purpose-driven workplace, it is crucial for employees to influence the work environment so they can achieve their professional goals. To draw people back into the workplace, employers should think about offering diverse, customizable, and flexible work areas with connectivity throughout the building, including access to outdoor spaces, which have become popular office alternatives.



influences

access to working outdoors
purposeful intention in the workplace
employee choice & flexibility



Designers can differentiate areas within work environments by exploring unique colors, textures, and finishes. This palette offers a variety of choices, with a casual earthy vibe that conveys a relaxed atmosphere for employees to feel comfortable and focused.

Evergreen Fog
SW 9130 (215-C4)



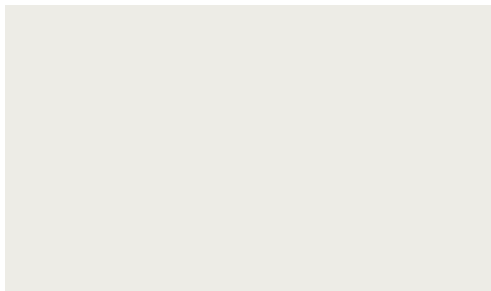
Skyline Steel
SW 1015 (283-C3)



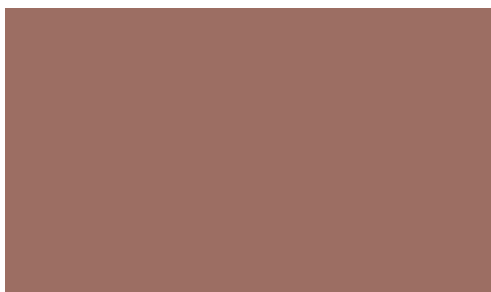
Homburg Gray
SW 7622 (238-C7)



Pure White
SW 7005 (255-C1)



Reddened Earth
SW 6053 (194-C5)



commercial

welcoming employees back to the office

Open team building spaces are great opportunities to add fun splashes of color to encourage socialization and help foster work relationships in an upbeat atmosphere. Quirky fabric patterns, games, and bold artwork can add a casual touch to these social areas.

Also consider restful, quiet spaces where employees can spend focus time or take breaks throughout the day. The overall design of these spaces should incorporate soothing materials and comfortable furniture options, as well as acoustical solutions to help reduce or eliminate distractions from other areas.



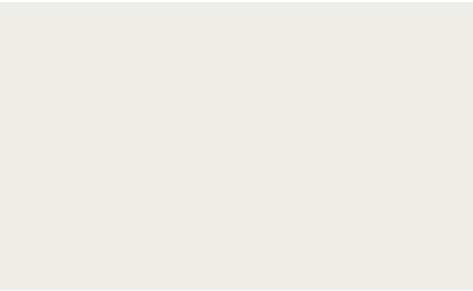
key takeaways

- “According to Attention Restoration Theory, looking at nature transitions the brain into a state of reflection, helping to restore a person’s attention in about 40 seconds.¹”
- Gaining insight from all levels and various departments within the organization is crucial to the planning process. Variety ensures you’re designing with everyone’s needs in mind.
- Approach the return to the office as an opportunity to try out new ideas to influence and plan the workplace of the future.





Serape
SW 6656 (122-C5)



Pure White
SW 7005 (255-C1)



Blue Peacock
SW 0064



Black Magic
SW 6991 (251-C3)



Redend Point
SW 9081 (195-C4)

hospitality

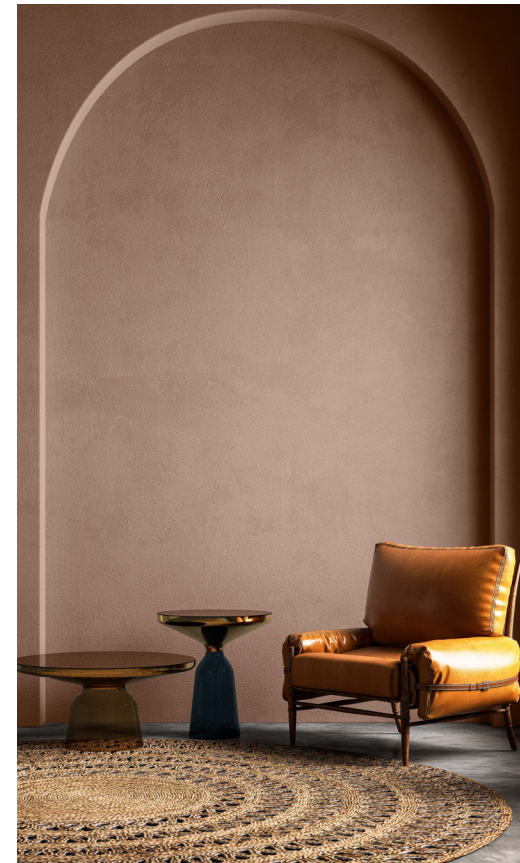
immersive travel

As the travel industry looks to rebound from the past few years, hotels will become more than just overnight destinations. Guests and community members alike are looking to the hospitality market for socialization, tech-driven hybrid workspaces, and immersive cultural experiences.



influences

hyper-localization
mindful luxury
extended stay boom



The hospitality market is shifting its design aesthetic to feel homier and more comfortable to its guests. Even hotels in bustling cities are providing their guests with cocooning environments that provide a relaxing escape from the busy urban landscape.

Soft colors, rounded furniture, and tactile fabrics create an effortless and inviting look for a guestroom. Take cues from the residential market, incorporating reading nooks and outdoor living spaces where people can step away from technology and work.

Peppery
SW 6615 (117-C6)

Mineral Gray
SW 7140 (253-C5)

Toile Red
SW 0006

Silvermist
SW 7621 (281-C1)

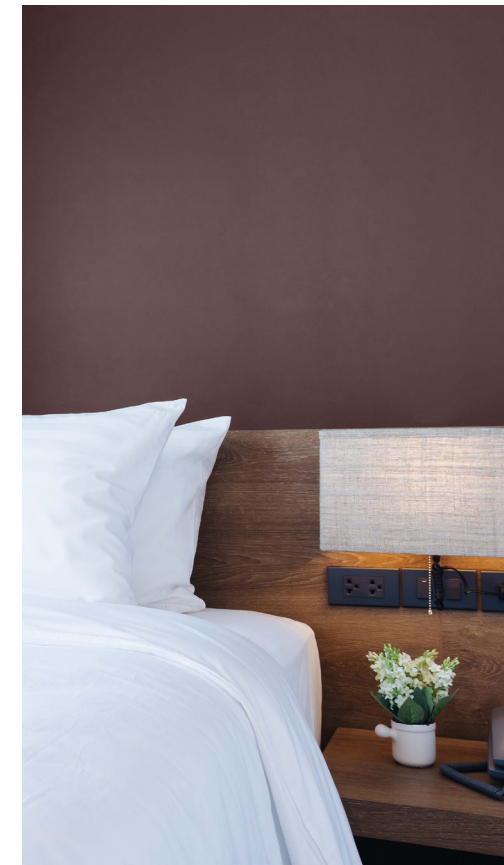
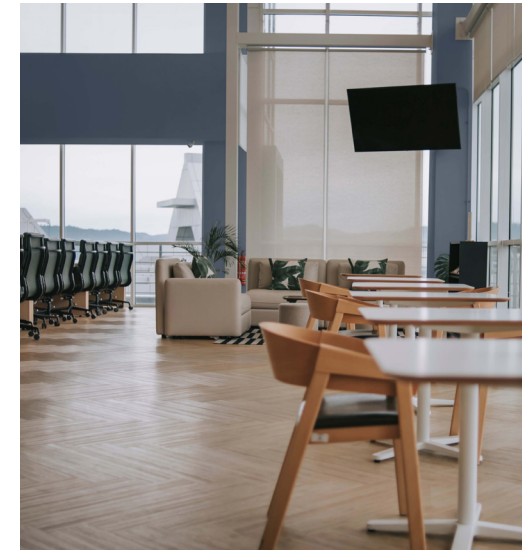
Carnelian
SW 7580 (276-C6)

hospitality

immersive travel

Other emerging trends in travel, like ecotourism and edu-travel, are also influencing the hospitality sector; providing travelers with an opportunity to explore diverse cultures and learn firsthand about local craft, tradition, and cuisine.

To create this experience, hotels must fully embrace the history and character of the city, not only through cuisine, but also when considering decor and color palettes. This desert nouveau palette offers deeply saturated colors that are rich in heritage and set the ideal backdrop to tell an authentic, treasured story. Mix in deeper wood tones with handmade finishes, patterned textiles, and antique treasures that provide a glimpse into the past.



key takeaways

- As more guests seek transformational travel experiences, allow visitors to take part in local culture.
- Balance futuristic aesthetics with a homier approach to interiors to attract the next generation of travelers.
- As remote work becomes a mainstay for some businesses, design spaces that cater to both work and socialization.





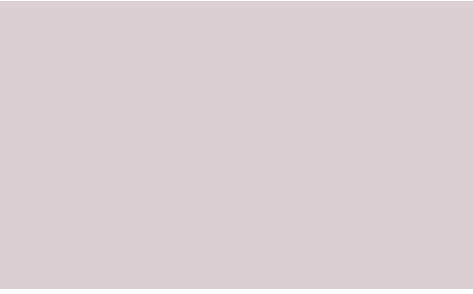
Lei Flower
SW 6613 (117-C4)



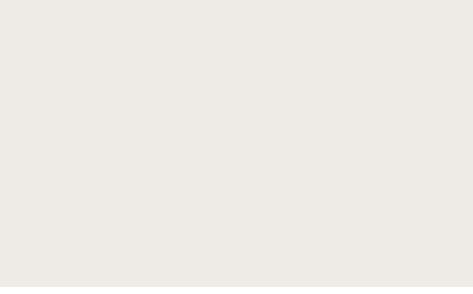
Chartreuse
SW 0073



Kale Green
SW 6460 (159-C6)



Wallflower
SW 6281 (190-C1)



Pure White
SW 7005 (255-C1)

education

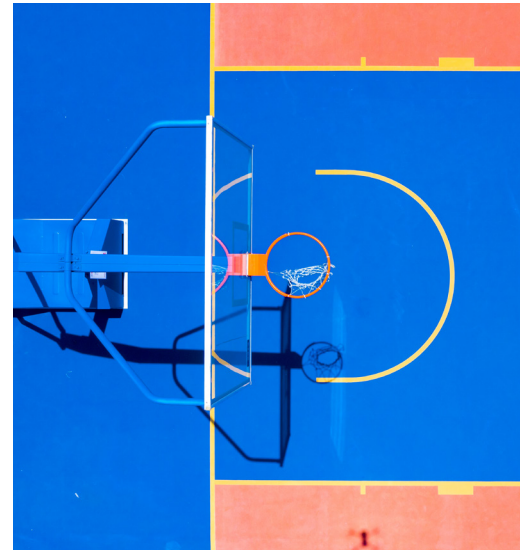
holistic learning spaces

A sense of belonging may be the most important aspect of wellbeing in educational settings. Students feel engaged, valued, and motivated to learn in holistic educational facilities that inspire, cultivate growth, and foster support. Students and educators, alike, crave community-centered learning spaces with inclusive design elements that allow each student to reach their full potential.



influences

inclusive design elements
safe + comfortable learning spaces
sensory environments



Educational facilities that incorporate multifunctional and diverse learning areas foster positive environments for engagement, allowing students to feel seen, connected, and unified. Use a spirited collection of natural hues to create environments that promote focus and encourage learning.

Skyline Steel
SW 1015 (283-C3)

Indigo
SW 6531 (178-C7)

Serape
SW 6656 (122-C5)

Fabulous Grape
SW 6293 (109-C6)

Mineral Gray
SW 2740 (253-C5)



education

holistic learning spaces

Classrooms that have abundant natural light, warm wood tones, and biophilic elements create an uplifting atmosphere for students and teachers. Add visual connections to nature through biomorphic patterned carpets and textiles, and dynamic and diffused light sources. Studies have found that incorporating these elements into classroom design improves test scores and registers better stress recovery.



key takeaways

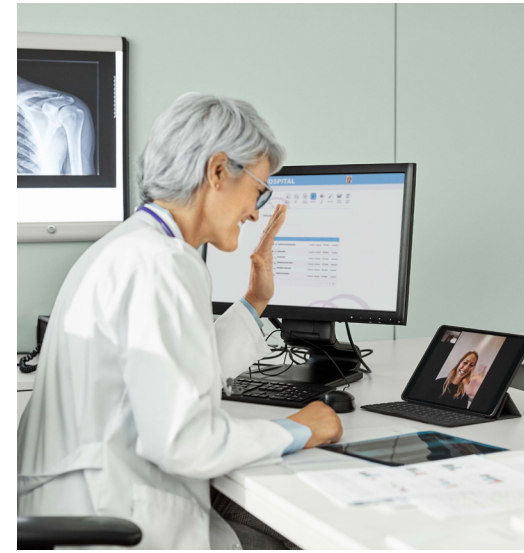
- For younger age groups, create sensory-friendly environments that encourage engagement and promote interactivity.
- Calming colors and natural wooden materials can be used to create a soft environment without visual clutter, removing any sensory triggers.
- The flexibility of hybrid learning environments has received positive feedback within the higher education sector because it allows students to better balance self-care and studies.



healthcare

inclusive care for all

Since the onset of the pandemic, mental and behavioral health awareness has seen a significant increase in both urban and rural communities. The rise has prompted healthcare providers to seek alternate ways of offering care to their patients.



influences

telepsychiatry for mental health
bio-immersive environments for staff
behavioral health design strategy



Technology is revolutionizing the mental health field with support options like telepsychiatry to help patients feel safe and supported. When designing for telehealth rooms, soft muted hues are ideal backdrops. This subdued color palette encompasses a range of tinted neutrals that provides a comfortable environment for patients, visitors, and staff. These shades also translate better in a virtual setting, compared to highly saturated colors.

Malted Milk
SW 6057 (195-C1)

Homburg Gray
SW 7622 (238-C7)

Pediment
SW 7634 (255-C5)

Mineral Gray
SW 2740 (253-C5)

Evergreen Fog
SW 9130 (215-C4)

Pure White
SW 7005 (255-C1)

Silvermist
SW 7621 (281-C1)

Studio Mauve
SW 0062

Chatura Gray
SW 9169 (242-C4)

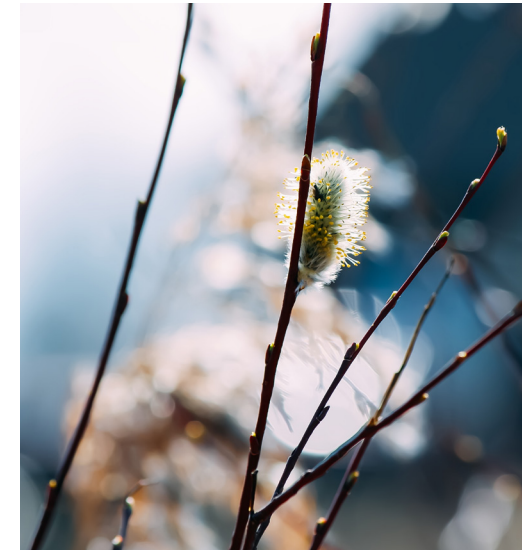
Shitake
SW 9173 (248-C1)

healthcare

inclusive care for all

In healthcare, consider the adaptability of a space to support the needs of all patients' health issues—mental or physical. Keeping these unique cases in mind can create a comprehensive approach to the room design.

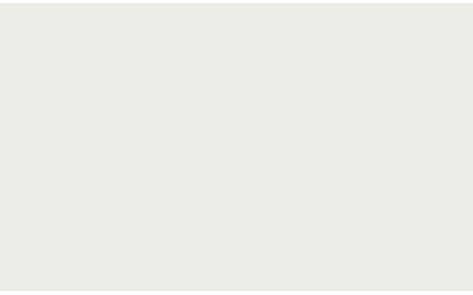
One way to achieve this is with simple, rounded elements, clear sight lines between patients and staff and furniture that is durable, weighted, and easy to clean. For lighting, windows provide a connection to nature, brightening every room naturally with sunlight.



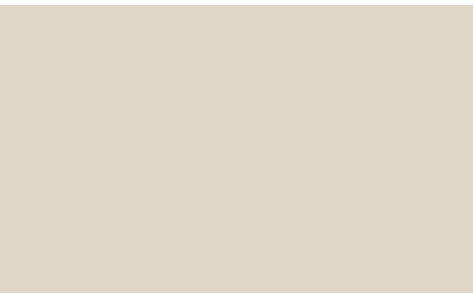
key takeaways

- Healthcare systems are providing care for their staff with access to recharge rooms. These private immersive areas allow the caregiver to recuperate with natural light, soft seating, a diffuser, and soft nature sounds.
- Create moments of curiosity and connection in outdoor gardens for staff, patients, and family members.
- Be mindful of the unique needs of pediatric patients by providing sensory-based areas that promote positive distraction.





Pure White
SW 7005 (255-C1)



Kestrel White
SW 7516 (266-C5)



Chatura Gray
SW 9169 (242-C4)



Homestead Brown
SW 7515 (277-C5)

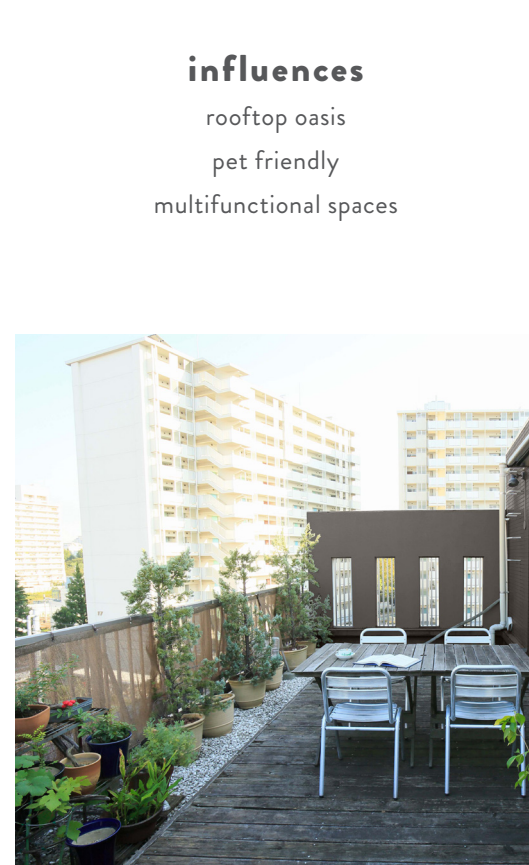


Urbane Bronze
SW 7048 (245-C7)

multi-family

amenity-inspired living

The multi-family industry is shifting forward to meet the needs of tenants who are looking to live in properties that mirror the environment around them. The communities that catch the eye of residents feature timeless and modern references to hyperlocal trends. These trends, like the neighborhood's history, location, and personality can influence key design elements.



influences

- rooftop oasis
- pet friendly
- multifunctional spaces



A palette of warm, inviting colors helps residents feel at home while promoting relaxation and focus. The addition of brighter pops of color boost energy, adding personality to private living suites. As multi-family buildings continue to accommodate new or transformed ways of living, colors that complement the evolution help provide a seamless transition.

Evergreen Fog
SW 9130 (215-C4)

Silvermist
SW 7621 (281-C1)

Mineral Gray
SW 2740 (253-C5)

Redend Point
SW 9081 (195-C4)

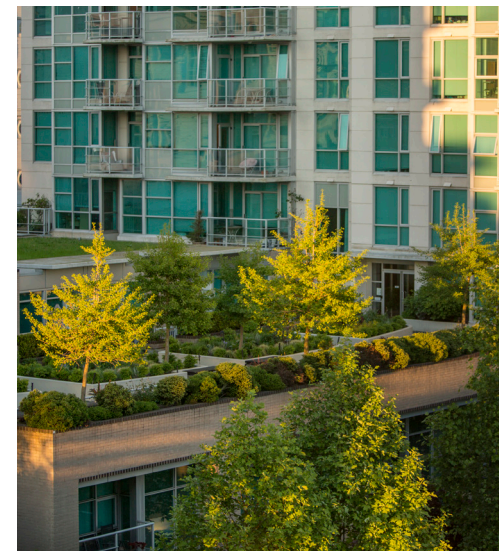
Toile Red
SW 0006



multi-family

amenity-inspired living

In addition to staying current on interior and exterior trends, the multi-family industry is responding to hybrid work trends and the growing popularity of multipurpose spaces. As more residents are looking for a holistic blend of leisure and work areas, properties are being designed with unique amenities that allow for dual function. For example, many properties are finding that well-designed green spaces and walking paths provide an opportunity for fitness just as much as they create a space for mental clarity.



key takeaways

- Color plays a key role in designing multipurpose spaces. Using grounded hues helps to create a neutral environment suitable for a variety of different purposes.
- The pet economy continues to grow, presenting the multi-family industry with an opportunity to offer amenities for pet owners, such as onsite dog parks and pet wash areas.
- Rooftop gardens and flexible furniture can give properties an edge by offering their residents an additional place to work, gather with friends, or just take in the view of the city.



Pure White
SW 7005 (255-C1)

Skyline Steel
SW 1015 (283-C3)

Homburg Gray
SW 7622 (238-C7)

Mount Etna
SW 7625 (279-C2)

Black Magic
SW 6991 (251-C3)

new residential

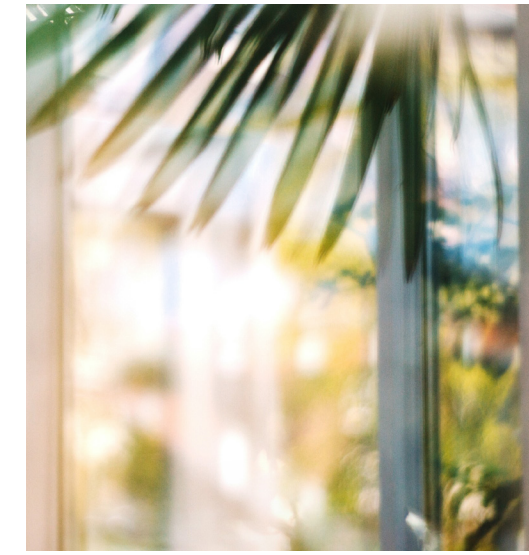
the outdoor living boom

With a renewed focus on self-care and personal wellbeing, homeowners are looking for ways to make their dwellings uplifting places to relax, recharge, and entertain. Floor plans for residences have undergone an evolution in the last several years to include not only remote work areas, but designated spaces for multifunctional use.



influences

flexible floor plan
outdoor escape
personal expression



Customization for versatile living is a huge driver for the new residential market where many homeowners desire more flexibility. For example, open, shared spaces allow for various furniture configurations to fit the needs of the family. Some buyers are also choosing to eliminate the formal dining room for a larger eat-in kitchen that allows for multipurpose uses like gatherings and homework.

Shitake
SW 9173 (248-C1)

Chatura Gray
SW 9169 (242-C4)

Reddened Earth
SW 6053 (194-C5)

Carnelian
SW 7580 (276-C6)

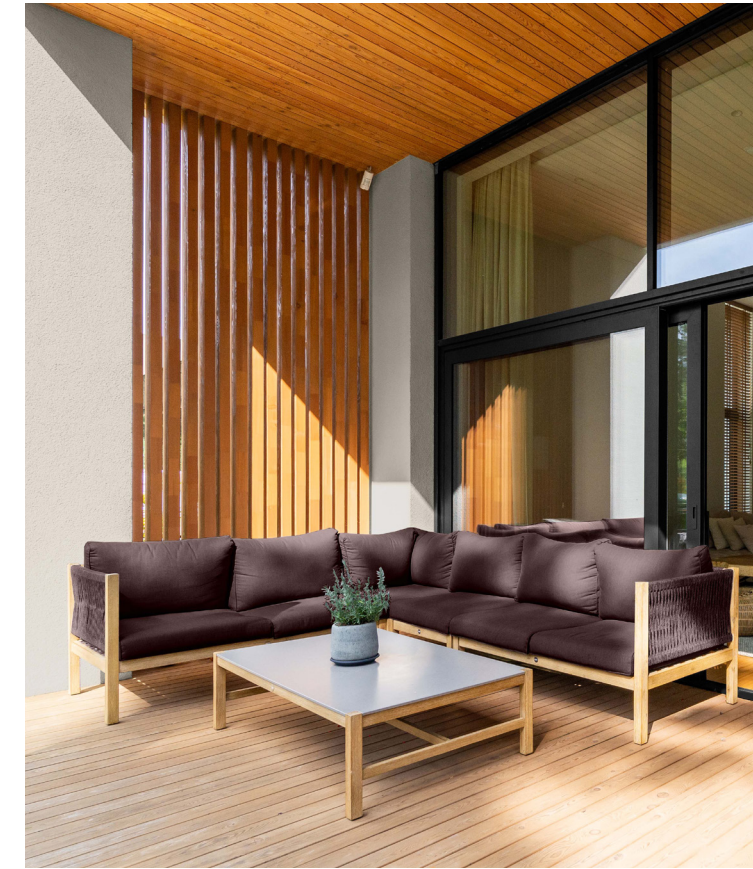
Urbane Bronze
SW 7048 (249-C7)

new residential

the outdoor living boom

When designing these spaces, soft forms and tactile surfaces bring a sense of comfort. Welcoming colors and warm finishes provide the perfect backdrop to create a move-in ready atmosphere where clients can tell their story through handcrafted artwork and family heirlooms.

The desire for multifunctional space is extending beyond interiors as builders and homeowners look to bring the outside in through covered porches and four-season rooms. Natural elements like warm wood accents, light natural stone, and large windows are the key to creating that connection to the outdoors.



key takeaways

- Earthy tones and natural finishes are the ideal combination to bring the outside in and make homeowners feel closer to nature.
- Unique elements, such as soaking tubs or statement colors, help define spaces while creating focal points to add personality to the space.
- With at-home fitness still on the rise, builders are including dedicated spaces to help promote wellness in the home.

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There is so much more to color than meets the eye. It's a part of our identity. It moves us. It has the power to change the very essence of everything it touches. Color can set a mood, create a conversation, soothe, and ground us. Through color, we navigate our world, understand it more deeply, and lend it our own personal touch.

At Sherwin-Williams, our mission is to collect and curate the colors that help you bring your vision to life intuitively and confidently.

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