



# VALSPAR COLOR TRENDS



## **COLORS WITH INFLUENCE, AND THE TRENDS BEHIND THEM.**

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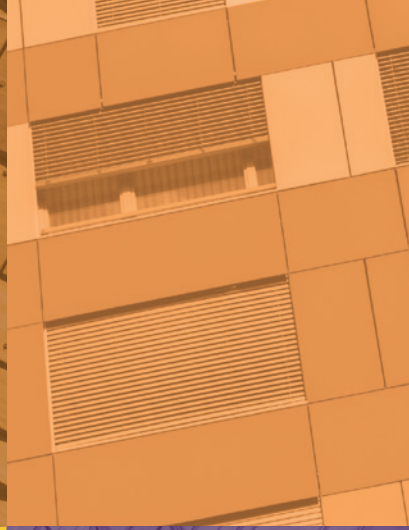
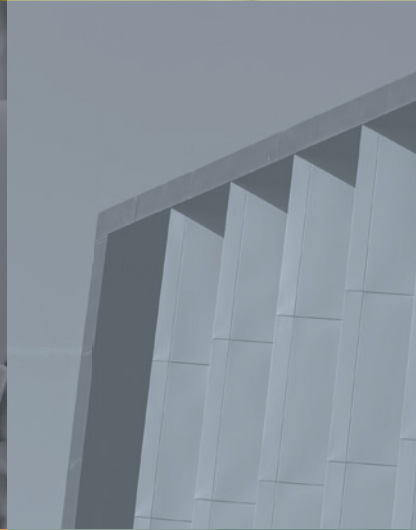
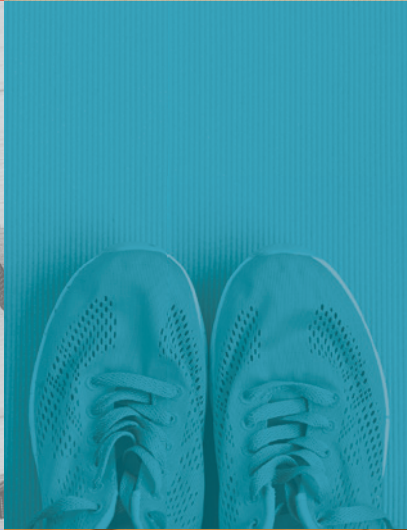
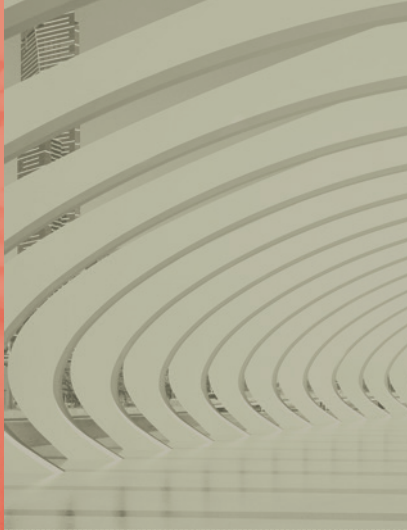
Those who live a colorful life are said to live an interesting life. And we couldn't agree more. Right now, we've got our eye on demographic shifts, changing social values, advancements in science, computers and technology, economic upturns and downturns – all have a tremendous impact on the way we work, play and live. Everyone from baby boomers to millennials are today's doers: making things, and making things happen.

The way individuals, couples and families are living life is changing. They are embracing their independence and their careers. Forming families, traditional and not. Defining their needs. Redefining their wants. Their dreams are unlimited and so is their potential. Technology is a guiding force in this change. Heck, our kids are being raised in it. Social channels are abuzz with trendsetters and their ideas. And what they say about color – well, that really matters to us.

What's true for previous decades is also true for this one: color trends mirror the times. Which is why Valspar is defining color with today's lifestyle in mind. Throughout the decades, Valspar has been there, helping architects and designers capture the ambitions and dreams of the times on canvases comprised of office buildings and pavilions, opera houses and museums. Only Valspar architectural metal coatings and colors match the creativity, imagination, passion and work ethic you put into your buildings.

As the dynamics of our lives change, it's only natural that the way we interact with the buildings we inhabit and the colors we surround ourselves with do, too. Here we've taken today's lifestyle trends and translated them into four color palettes that set the tone for tomorrow. May all the monumental buildings yet to be built be bright, bold and full of color.





# LUXURY FOR ONE AND ALL.

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What does “luxury” look like going forward? It’s not about status, nor is it exclusive. Tomorrow’s luxury is accessible and defined by utility. Experience trumps acquisition. This also applies to durable goods, where functionality and flexibility combine with design and color to create objects as beautiful as they are useful.

The luxury goods of tomorrow enhance our experience of the world. Luxury is coaxed from the raw elements. Everyday materials are processed and developed in new ways, given luxurious finishes. Precious metals are reinvented for superior performance and strength. Future Lux is elegant, minimalist and fully relevant to our lives.

The color implications of the Future Lux trend are honest, grounding shades derived from earth minerals. Colors like Rustic Orange and Satin lend a feeling of permanence and trust, and when combined with the shimmer and shine of metal create the unmistakable look of luxury.



399FXE8180  
Rustic Orange



399C2332  
Coral Reef



392B223  
Arrow Wood



399C1554  
Satin



399C2025  
Smart Gray



399B438  
Fools Gold



392B3736  
New Hope Gray



391B9047  
Super White





# FUTURE LUX



# DIGITAL IS THE NEW FRONTIER.

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If you haven't yet heard of the internet of things, you will. From smartphones to smart homes, 3-D printing to augmented reality, there's no turning back from the digital age. And would we want to if we could? Some may struggle to keep up with technology, but those who were born into it — the digital natives — couldn't imagine living any other way.

At no time in history has technology moved so fast, but for the digital natives, also called "the swipe generation," and known to many as simply millennials, learning a new interface or social platform is just life as usual. For them, their computers and smart phones are extensions of their bodies and minds.

The color implications of Always On are shifting, multidimensional color that is hard to define, much like millennials themselves. Taking cues from the devices we've grown to depend on, colors like Gentle Violet and Honeymoon Bungalow are daring, experimental and mimic the transitional nature of the digital world.







# ALWAYS ON



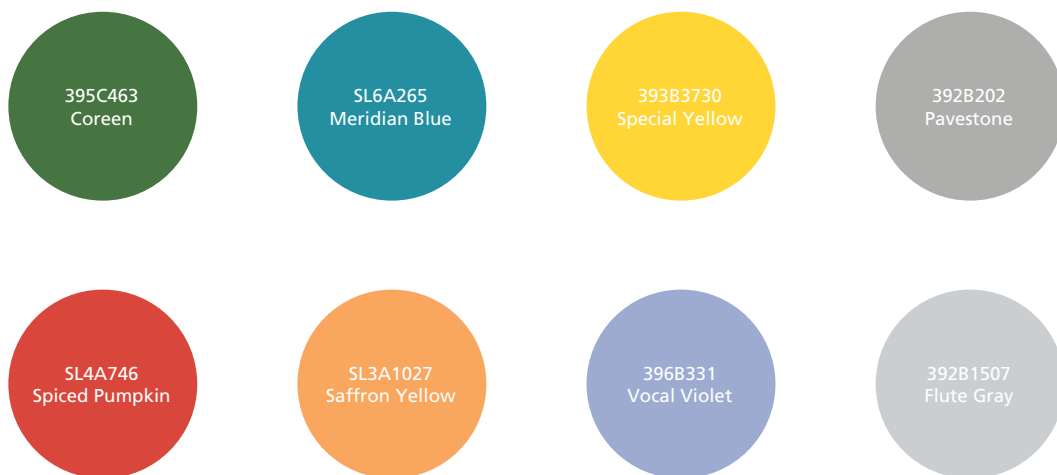
# BLURRING THE LINES BETWEEN WORK AND PLAY.

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If the old mantra was “work hard, play hard,” the new one is “play is work, work is play.” Thanks to new technology, it’s never been easier to go untethered, and as a result, younger generations don’t compartmentalize their lives the way previous generations did. Work is no longer 9 to 5. Play is no longer reserved for weekends.

This new, more flexible lifestyle is accompanied by a change in the way we think about color in a professional setting. The comforts of home — be it a more casual styled couch or colors typically reserved for home interiors — are migrating into the workplace. Color feeds creativity and the colors of home are bringing new life to the office.

The color implications of Life in Flex are bold, expressive colors that make a statement individually but still stand together. Spiced Pumpkin and Pavestone are colors that help us feel comfortable at work by making us feel at home, while reshaping our traditional understanding of space and function.







# LIFE IN FLEX





# ACTIVELY SLOWING DOWN.

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Technology is the great equalizer. Never before has opportunity been so accessible, or the comforts and conveniences (and distractions) of a modern lifestyle more affordable. Our every whim is on demand, if we choose. But so are we. Doing too much, going too fast, outpaces our natural rhythm. Increasingly, people are looking inward.

Here's a new term: digital downtime. The potential for an unparalleled quality of life is there, but only if we use technology to our advantage, instead of being a slave to it. Hit Pause is the color palette that puts us in the frame of mind to slow down and reset. Not just disconnect, but realign body, mind and soul.

The color implications of Hit Pause are rich tones and healing colors that help us stay centered and resist the urge to do it all. Colors like Aqua Mint and Rocco Beige remind us to turn off, and turn within. These shades help us recharge by ushering in new, positive energy.







# HIT PAUSE







# LASTING INFLUENCE IS YOURS WITH VALSPAR.

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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, and are as influential as the people who inhabit them.

If it matters, we're on it.®

**TO FIND OUT MORE ABOUT VALSPAR'S METAL COATINGS,  
PLEASE CONTACT US.**

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