

Front Lines

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Sherwin-Williams Color of the Year

Chris Beytes



Upward (SW 6239), “a breezy, blissful blue,” is Sherwin-Williams’ Color of the Year for 2024. Upward, they say, is the color “of a perfect, ever-present peace found when we slow down, take a breath and allow the mind to clear.”

But there’s more:

“This cool, crisp blue offers a fresh perspective and a new look,” promises Sue Wadden, S-W’s director of color marketing. “Promoting steady optimism and tranquility, the ease of Upward encourages a gentle forward momentum to uplift us all while opening our minds to the future.”

I say spread some around your office or store and give your staff and customers a little forward momentum. **GP**