greenPROFIT

Front Lines

11/1/2019

Sherwin-Williams Goes Dark

Ellen C. Wells



More proof that the end of the year is approaching—Sherwin-Williams has released its Color of the Year for 2020. And that color is … Naval SW6244. Kind of dark, wouldn't you say? The navy blue color was picked because it evokes "calm and confidence," according to Sherwin-Williams' press release on the topic. Naval SW6244 is also said to echo "natural marvels" from the night sky to the deepest sea.

While the press release calls Naval a "luxe neutral," it also predicts that over the next decade, interior design will move away from neutrals, as designs will begin to feel more personal again. Do you see big, bold, bright colors in our future? **GP**