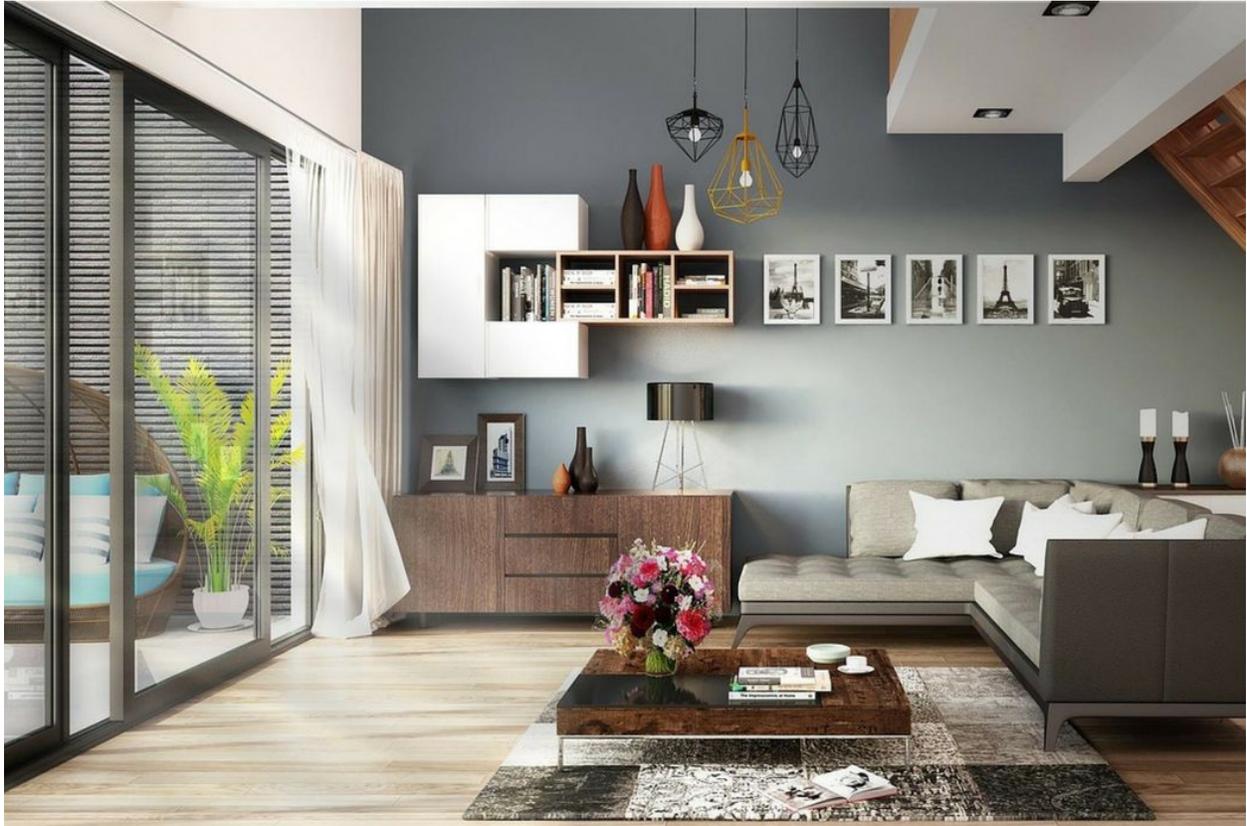


Get Caught up on the Latest Summer Color Trends



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This summer's color trends are for the bold at heart. Warm weather draws out the dreamy inspiration in us all.

It's time to paint, express yourself, and share your joy of life with your home and family. Summer fashion trends aren't just about freshening up your wardrobe.

Let [CLIENT NAME] help you freshen up your home with the colors you love.

This summer, fashion designers and home decorators alike are pulling from nature to curate stunning color combinations.

These are just a few [exterior and interior paint ideas](#) to ignite your brain for summer painting. Hushed tones and hazy botanicals can lay a welcoming foundation to your house's palette. Just when the senses least expect it... bam! You hit them with a vibrant yellow or a lush green as if summer itself exploded into your foyer.

Summer 2018's Trends: Hot And Cold

Going back to the basics can be comforting and refreshing. This summer's fashion draws inspiration from everyone's earliest love affair— the crayon box!

When you were young, your imagination soared. You soaked in nature, rolled in the grass, and painted pictures with clouds in the sky.

When it was time to come inside, you grabbed your crayons and set to work recreating your dreamy days with Crayola blues, greens, and reds. Bold greens and bright roses have hopped straight out of the coloring book and into the wardrobe.

The runways of 2018 are equally marked with ethereal pastels, sky blues, and lavenders. Why not invite this creativity into your home?

Interior and [exterior paints](#) are a house's wardrobe, after all.

Drape your home in self-expression. It works like a charm on the runway, so your home should also dress to impress.

The Warm Colors Trending This Year

Dense, bold colors will direct focus onto your home's best features. This is your summer to steer away from neutral tones in favor of attention-grabbing statement-makers.

It's time to let your house be the talk of the neighborhood by making the brave decision to step outside your comfort zone and go bold.

“We’re seeing a lot of homeowners who are feeling braver about choosing bold colors and not being afraid to move away from the neutrals. Why not pull some inspiration from your favorite fashion pieces this summer and bring some joyful, upbeat color choices onto your walls?” says John Smith, [CLIENT NAME]’s Chief Product Officer.

“Ultra Violet” is Pantone Color Institute’s 2018 color of the year.

Gucci, Moschino, and Salvatore Ferragamo have been using it to turn heads on the runway and there’s no reason why your home can’t get in on the fun. "Ultra Violet" delivers a fresh new twist to the classic purple you loved as a child.

It’s a hybrid hue with a deep, mysterious nature. Explore your dark side with this intriguing vibe.

If "Ultra Violet" is a tad too dark, you might want to try out [Grape Harvest](#) from Sherwin Williams’ Connectivity line. It offers a brighter pop that will add life to dimly-lit spaces. The best part? It’s available in both exterior and interior paint!

[Benjamin Moore’s color of the year](#) is Caliente. It’s a charismatic shade of rouge that will fill the room with radiant energy. For a slightly more muted effect, [Cavern Clay](#) from Sherwin Williams may do the trick.

[Hunt Club](#), you could say, is Cavern Clay’s greener sister. Harkening back to the Crayon box once again, [Overjoy](#) and [Jay Blue](#) are yellow and blue variations that offer the same assertive, old-school era vibe.

When it’s time to add a downbeat to these up-tones, the following subdued hues can round out your home’s symphony nicely.

The Cool Colors People Are Using

It isn’t always time to be bold and bodacious. There are spaces to inspire, and there are those to destress and unwind.

When it's time for the latter, you'll want to consider some of these soothing colors.

[Sashay Sand](#) from Sherwin Williams' Sincerity line is an elegant pink that straddles the line between neutral and calming. If you're looking for a "come-as-you-are" feel, look no further. Sashay Sand doesn't judge. It lets you be you.

Fashion designers Marchesa, Prabal Gurung, and Lanvin have been incorporating slightly more vibrant pinks on the runway for a princess-like elegance.

Take a note or two from them to craft your own unique visual sound. [Benjamin Moore's Pleasant Pink](#) presents a similar feel while staying loyal to a classic pink.

Tibi, Michael Kors Collection, and Victoria Beckham have been caught sprinkling their summer collections with ultra-soft lavenders to create a pillowy feel. Watching them walk down the runway is like observing a light-purple cloud drift gently in the breeze.

[Benjamin Moore's Dreamy Cloud](#) brings expansiveness and light that illuminates communal spaces. It's a soft gray that's tinged with equal parts lavender and equal parts blue.

[Acacia Haze](#) from Sherwin Williams is in the same family, but with a significantly heavier gray note.

Summer is here, and it's time to let the sun soak your skin. Grab a paintbrush and get inspired. Let the warmth of the season inspire you to invigorate your home.

Planning and painting is more fun with friends. The crews at [CLIENT NAME] would love to help you figure out which colors best express yourself in your home.

Call them anytime for a [free consultation and estimate](#). The right paint will deliver summer inspiration to every nook and cranny of your home.