



COLORGRAPHICAL™



Color Relationships



Color Scheme - Monochromatic

Warm



Cool



Color Map Legend

1
PPG 436-7 Red Red Wine
HEX #6C3741
Pantone Sub 19-1726 TPX

2
PPG 436-6 Cabernet
HEX #8C5864
Pantone Sub 17-1614 TPX

3
PPG 536-4 Rose Stain
HEX #D3B5B8
Pantone Sub 14-1508 TPX

4
PPG 536-7 Gooseberry
HEX #5C3B41
Pantone Sub 19-1521 TPX

5
PPG 539-5 Gothic Amethyst
HEX #A18890
Pantone Sub 17-1605 TPX

6
PPG 539-4 High Society
HEX #CAB6BE
Pantone Sub 15-1905 TPX

Pantone Substitutes
Reference Only

Color Strategy

COLOR TREND HOW-TO BONUS: The Color Marketing Group (CMG) named "Boyz-n-Berry" as color of the year 2012. Boyz-n-Berry is comparable to Sherwin Williams Kimono Violet SW6389. HEX #60365E.

When it comes to architectural color design, this hue family offers many options for exterior use. A deep plum or aubergine could be just what you need to bring a fresh twist to curb appeal - use it on trim, shutters and doors.

These hues can add a unique punch to your kitchen or dining room too. Choose warm plum colors that are red dominant, not blue. Appetizing, reddish-plum hues wonderfully support food-centric environments.



Color Knowledge

Monochromatic means using various color temperatures, tints, tones and shades from just one hue family. The color map in this infographic includes options using six colors; three warm and three cool. The inspiration picture shows you how to create pleasing color relationships by incorporating light & dark and warm & cool of all one hue to create a color scheme.

Tone is key when working with purples and plums. Toned is the opposite of vivid. Other terms that speak to tone are: grayed-down, muted, dull, knocked-back. Clear or vivid purples and plums evoke a mood of young and youthful. To support design styles that feel grown-up and sophisticated, choose colors from this hue family that read dusty and muted rather than clear and vivid.

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