

Recommend 2024 Colors of the Year

WITH CONFIDENCE

INTRODUCTION

Neutrals were the go-to color for 2023, but as we look toward 2024, many major paint manufacturers are opting for calming colors that work in any space inside or out to bring a pop color and interest. By exploring the trends each color exemplifies, you can help customers choose paint colors with confidence and bring color and personality into their spaces. Take a look at major 2024 color options below, and visit YourNHPA.org/training to browse more training options to boost sales and satisfy customers at your store.

HOW TO SELL

Ask questions about the space a customer is repainting. Understand their project needs, how they want the space to function and what they want to experience in that space, whether that's inspiration, relaxation, play, work or a combination. Reminding customers about paint manufacturers' 2023 color of the year selections can emphasize your team as category experts and trusted partners in every home renovation project.



Benjamin Moore

Blue Nova

Blue Nova 825 is an intriguing blend of blue and violet that sparks adventure, elevates and expands horizons. Inspired by the brilliance of a new star formed in space, Blue Nova beckons us to unknown places in search of new experiences.



PPG and Glidden

Limitless

PPG announced Limitless as its 2024 Color of the Year. This contemporary honey beige shade offers infinite design and styling possibilities for residential and commercial interiors and exteriors, consumer products and industrial applications. Subdued, sophisticated and calming, Limitless reflects a shift in consumer preferences towards warmer, less saturated colors for everything from automobiles to architectural elements.



Behr Paint

Cracked Pepper

Behr Paint Co. has chosen Cracked Pepper, a timeless and modern hue that awakens the senses and exudes confidence on every scale, as its 2024 Color of the Year. DIYers, designers and professionals alike can incorporate Cracked Pepper into their projects and help transform any space by wrapping the walls to make a bold statement or adding an accent for a hint of sophistication.



Valspar

Renew Blue

Valspar color experts have thoughtfully selected Renew Blue as the 2024 Color of the Year as consumers seek consistency in their homes and work to find balance where it matters most. With a renewed focus on self-care and personal well-being, homeowners are looking for ways to make their dwellings uplifting places to relax, recharge and entertain.



Dunn-Edwards

Skipping Stones

Skipping Stones is, a serene and steely blue with hints of green and gray. The color encourages moments of reflection and optimism in both residential and commercial design and adds a sense of mystery and thoughtfulness to any space.



AkzoNobel

Sweet Embrace

Sweet Embrace as the Interpon Color of the Year 2024, a delicate shade of soft grey with a hint of violet, and a subtle metallic effect, a color with a gentle optimism that is both understated yet liberating. The color of the year is launched as part of a complementary palette to transform exteriors, interiors, lighting, furniture and furnishings across a wide range of sectors.



C2

Thermal

Choosing a refreshing blue that's both invigorating and calming, C2 Paint has named Thermal #752 as its 2024 Color of the Year to uplift and energize our homes. Because it encapsulates elements of air and water, it serves as a poignant reminder of our interdependence with nature and the importance of sustainability in our daily lives.



Dutch Boy

Ironside

Dutch Boy® Paints unveiled its 2024 One-Coat Color of the Year: Ironside, a deep olive shade with dark undertones that creates a level of comfortable sophistication. Ironside is rooted in comfort and creates a space that is elegant and charming. As dark shades become more appreciated in the home, this deep olive is versatile in wide-open spaces or enclosed comfy places, reflecting well-being from all angles.



Sherwin-Williams

Upward

Upward SW 6239 is a breezy and blissful shade of blue that evokes the ever-present sense of peace found when slowing down, taking a breath and allowing the mind to clear. Building off the earthy tone of the 2023 Color of the Year Redend Point SW 9081, Upward SW 6239 welcomes a weightless, buoyant peace and an invitation to open minds to a color of ethereal calm that is ever-present—if we remember to keep looking up.



Minwax

Bay Blue

Minwax® revealed its 2024 Color of the Year: Bay Blue. This captivating wood stain hue, nestled between blue and green, creates memorable spaces in a home by enriching and distinguishing wood's natural beauty.



HGTV

Renewed Comfort Color Collection

HGTV Home® by Sherwin-Williams unveiled its 2024 Color Collection of the Year, Renewed Comfort, includes 10 refreshing neutrals combined with gentle, bright shades that create a new twist on traditional color combinations. Persimmon, the 2024 Color of the Year, brings a sense of comfort into the home with natural hues to soften the space. Customers can mix and match shades from the Color Collection to make a statement, giving space to feel renewed with comfort.

