

THE COLORSNAP COLOR SYSTEM

PROFESSIONAL COLOR TOOLS GUIDE





SHERWIN-WILLIAMS.
COLORSNAP[®]

LET'S GET STARTED!

GORGEOUS COLOR. ELEGANT WAYFINDING. SPEEDY SPECIFICATION.

Welcome to Sherwin-Williams ColorSnap, a fully integrated system for quick and easy color selection — and accurate, consistent color in every can of paint.

The ColorSnap system is designed to work how you work: in-office, on-site, online and in-store. You can move back and forth between ColorSnap tools intuitively, specifying color more quickly.

The guides will walk you through each of the ColorSnap tools, so you know how to use their features to boost your productivity and your clients' color confidence.

All the tools have been designed to improve ergonomics and color wayfinding. The Sherwin-Williams color experience has never been this fast, easy and empowering.

SIMPLE

Explore, find and save colors easily.



PALETTE AND WAYFINDING

The engine at the heart of the ColorSnap system is a collection of more than 1,500 carefully curated hues regrouped by color family. Our enhanced palette is now organized consistently across all ColorSnap tools, making wayfinding fast and easy.

- Nearly 200 gorgeous new hues round out the palette. Through extensive research, Sherwin-Williams color experts sought to fill high-demand color families, including blues, yellows and neutrals, along with a series of mid-value hues across all color families. Colors that no longer appear in the palette have been archived and can still be tinted.
- Colors are organized by family first, then saturation levels.
- Whites, neutrals and subtle grays are grouped together and are easy to locate.

COLOR SAMPLES

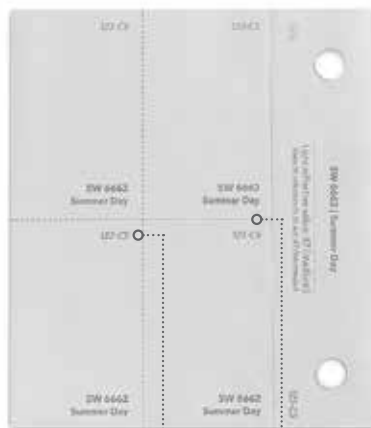
Available in different sizes. Here's what you need to know.

Our Portable/Desktop Kits contain 4 x 4 samples. 8 x 11 oversized samples are also available.



COLOR NAME
Names have stayed the same on all existing colors.

COLOR NUMBER
This is the familiar SW number (e.g., SW 1234). Numbers have stayed the same on all existing colors. The palette's new colors will be numbered in an SW 9000 series. Color numbers are not presented sequentially within the overall palette.



LOCATOR NUMBER
The new locator number is sequential, letting you know exactly where in the palette each color lives.

CUT LINES
4 x 4 and 8 x 11 samples have multiple cut lines on the back with color descriptions for easy use and identification in design projects.

DID YOU KNOW?

You can use *either* a color number or locator number to order 4 x 4 or 8 x 11 samples — it's that easy.



**4 x 4
PORTABLE OR
DESKTOP KITS**



**8 x 11
OVERSIZED
SAMPLES**

Order 4 x 4 and 8 x 11 color samples at [myS-W.com](https://www.myS-W.com). 2 x 3 chips are also available at your local Sherwin-Williams store.

SPEEDY

Create project color specifications quickly.



DESKTOP OR PORTABLE KITS

Includes eight binders organized by color family — for your office or on the go. Each kit also includes the Fan Deck, Palette Guide and Color Folio.

Kits contain the complete refreshed palette. Use the spine of each binder to quickly locate the color family you need. Kits are functional and durable, and scaled to fit a studio or workspace.

You can order this kit two ways:

1) DESKTOP KIT: This includes a shelf tray, which will hold your fan deck (top, above).



2) PORTABLE KIT: This comes with a carrying bag — perfect when you're on the go. Open the bag for use in your office space (photos above and below).



BAG is durable and stylish. It's easy to carry with a cross-body strap or sturdy handle.



INSIDE THE BINDERS

The binders make it simple to find colors and stay organized.

Binder color samples are 4 x 4 on heavy paper stock for durability and professional presentation.



BINDERS ARE TABBED — and the samples are clearly identified and hole-punched — making it easy to find, remove and replace colors while keeping the palette in sequence.



EACH COLOR SAMPLE is perforated, so it's easy to tear out for a client or presentation. The remaining tab includes the information you need to identify and reorder the sample.



FAN DECK

Comes in a sturdy outer case and is easier than ever to use.

We worked carefully with design professionals to redesign our Fan Deck to ensure fast, easy color selection.



OUR SLEEK NEW Fan Deck is ergonomically designed with rounded edges and contains our complete palette of colors.

- Includes a sheen and gloss reference and Color Prime® gray-shade primers reference.



SIMPLE TO OPEN and securely close with the attached elastic band.

SEAMLESS

Move back and forth intuitively between color tools.



PALETTE GUIDE

All of our colors in one place.

This handy reference tool allows you to see all of the colors in the palette by color family — in one place.



CHIPS are not removable, and each is approximately $\frac{1}{2} \times \frac{3}{4}$.



EASILY LOCATE your favorite colors by name or number in the index. Includes a sheen and gloss reference and Color Prime gray-shade primers reference.



COLOR FOLIO

Perfect for saving favorite colors.

Opening wallet-style, the Color Folio holds 24 color samples. Save and access your favorites faster.



4 x 4 SAMPLES ARE PRESENTED in waterfall format, so all can be viewed at once.

REORDERING

Order color samples anytime at myS-W.com.

If you are a new user, just register as a designer or an architect to get quick access to color sample ordering.

DID YOU KNOW?

You can add a shortcut link to the myS-W.com ordering page on your Apple or Android device home screen for quick one-click access. On your iPhone, for example, go to myS-W.com, then tap the symbol in the bottom tool bar and select "add to home screen."



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COLORSNAP | PRECISION

EXCLUSIVE COLOR TECHNOLOGY

ColorSnap Precision, our exclusive technology for ensuring exceptional color accuracy and consistency in the paint, powers the ColorSnap system. ColorSnap Precision technology specially calibrates color formulas by product and sheen — even custom color matches. Get astonishing gallon to-gallon color results.



SMART

Discover new tools designed to work how you work.



COLORSNAP DIGITAL TOOLS

Enhance color inspiration and streamline your color specification journey with our ColorSnap digital tools. The ColorSnap tools work together with the Design Pro Suite of color tools and with our in-store display. You can match colors in a photo to a Sherwin-Williams color, browse our digital color wall, view coordinating colors and color details, scan a color chip to see that color in a sample room scene, and now see your color choice on your wall in real time.



ColorSnap is available for any device.

Available for your phone, tablet or laptop/desktop.



OUR LATEST INNOVATION. The newest version of ColorSnap® Visualizer for mobile integrates a cutting-edge augmented reality (AR) experience called Instant Paint.

This feature shows paint color on walls—in real time— leading to faster, more confident color decisions.



COLORSNAP APPS. Download the enhanced ColorSnap Visualizer app for your iPhone, Android device or iPad.



A new color wall, inspiring collections and a new workspace.

The ColorSnap Studio in your local Sherwin-Williams store is a convenient resource for your clients, paint contractor or you to pick up color chips. It includes:

- 2 x 3 take-home chips, rather than strips.
- Color families are displayed on 24 rotating panels on the main color wall. The reverse side of each panel is a solid block of color from that family, making wayfinding easy.
- Accompanying take-home color guides with coordinating color schemes help inspire color selection.
- Nearby kiosks include other popular color collections, including historic palettes, timeless palettes and trend collections.
- A central work area is available for inspiration and interaction.
- The new display garnered high ratings for appeal and usability in extensive consumer research.





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QUESTIONS?

Contact your local Designer or Architectural Account Executive,
or call our Information Line at 800-321-8194.

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