

*Preservation*  
D·A·L·E·T·I·E

A  
TRIBUTE  
TO  
AMERICAN  
ARCHITECTURAL  
COLORS





# Preservation™

P · A · L · E · T · T · E

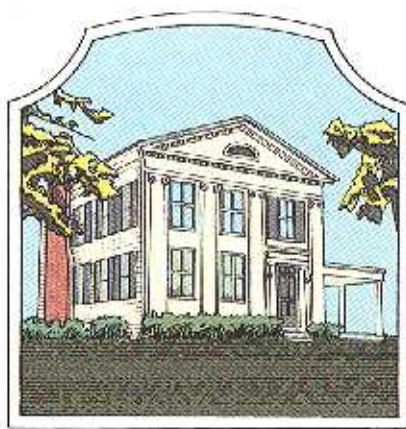
Paint color, always regarded as more than simply surface protection, has long been a reflection of both personal taste and historical style. Having participated for 125 years in the growth of the industry that has colored our world, Sherwin-Williams commemorates American color and architecture with the Preservation Palette.™ □ Spanning 150 years of historical hues, the Preservation Palette™ includes both a selection of Sherwin-Williams former Heritage Colors™ as well as the new Roycroft Arts and Crafts Colors. Eight colors inspired by Classical and Colonial Revival buildings and sixteen colors from the Post World War Two era are also included. □ Many colors remained popular from the mid-19th century through

World War II. Postwar changes came with improvements in pigments and the introduction of waterbased exterior finishes. Postwar Romanticism color samples are shown in a flat finish to reflect the new preference for latex paints. □ Colors shown on our Preservation Palette™ are merely a selection from the Sherwin-Williams archives. Period colors may be expanded by integrating compatible hues from previous periods, and comparable options are available in the broad range of Sherwin-Williams Exterior ColorAnswers.™ □ At Sherwin-Williams, we're proud of the contribution our colors have made to beautifying the world over the last 125 years. Our Preservation Palette™ pays tribute to our historically American colors.

1 8 0 0 -

## CLASSICAL/COLONIAL REVIVAL

When Thomas Jefferson married 18th century neo-classicism to 19th century romanticism he created an architecture not only for a new period, but for a new nation as well. Yellowish white colors, such as Classical White or Roycroft Vellum, were used to simulate the marble architecture of Ancient Greek and Roman democracies. They were also used to trim stone-colors of grayed-green, bluish-gray and tan. In the early 20th century, Classical Gold or Colonial Revival Yellow trimmed with white was the height of fashion. Rookwood Shutter Green was used on outside blinds because it emulated the stunning bronze shutters of Renaissance buildings. In the last decade of the 20th century, variations on Classical/Colonial Revival architecture continue to catch the American spirit and fancy.



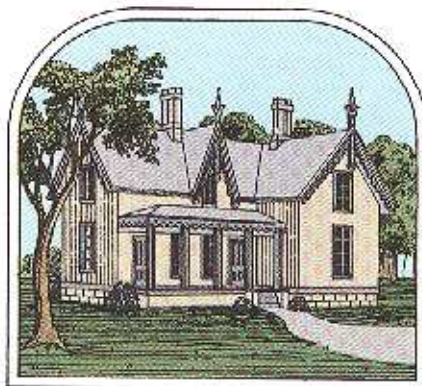
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## EARLY VICTORIAN

Homes and colors in harmony with nature were popularized by Andrew Jackson Downing, a Hudson River romantic. The earth tones he created—Sand, Slate, Stone and Earth—were seen in the Gothic Revival he unsuccessfully tried to institute in place of Greek Revival as the American national style.

James Renwick, a later practitioner of revival style is honored by elegant beige body colors and handsome porch ceiling colors such as heather.

Neoclassicism survived but evolved from one color to multi-color in Italianate and other styles. Ornate windows, doors, and cornices were painted in contrasting hues, using color to feature ornamental trim.





1885 - 1910

## LATE VICTORIAN

While Downing's natural colors remained popular, the Aesthetic Movement added new dark body colors and strong accent colors for Queen Anne, Stick Style and other buildings. These browns, olives, reds and oranges emphasized structure, materials, mass and volume.

Named Rookwood in honor of the famous American art pottery founded in 1880 by Maria Longworth Nichols, these colors created double body schemes such as Rookwood Red lower body with a Dark Green upper body trimmed with Rookwood Shutter Green and accented by Amber. The superb Rookwood greens balanced by a red roof offered a simpler scheme.



1890 - 1940

## CRAFTSMAN

Victorian architecture and colors didn't die with Queen Victoria in 1901. They persisted, filtered through Gustav Stickley's Craftsman Movement and Albert Hubbard's Roycrofters.

Except for pure California bungalows and Prairie School villas, Craftsman homes, painted with the deep, rich Roycroft colors, were a rich brew of Victorian windows, Queen Anne sash, Colonial columns, Gothic half-timbering, Mission dormers and bungalow brackets.

The typical Craftsman hipped roof square house often had clapboards or stucco at the first floor level and shingles at the second floor and was designed to be painted with two Roycroft body colors.

Depending on detailing, Craftsman homes were also painted in Colonial Revival fashion, with a medium body color with Roycroft Vellum or Classical White trim, or Early Victorian style with a medium body color and a Roycroft dark trim.



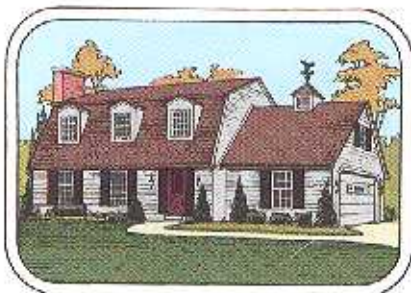
1945 - 1970

## POSTWAR ROMANTICISM

The colors of the 1950's and 1960's reflect the down-scaled realities of post war housing. Typically mass-produced subdivision split levels, ranches and Cape Cods, these smaller homes could tolerate colors unworkable on the larger homes of the pre-war era.

Cambrian Coral, Burma Jade, Stratford Blue and Harvest Gold, like the Colonial Revival colors of the early 20th century, were often seen with white trim.

White paints traditionally had a slightly golden cast from their linseed oil ingredient. The titanium dioxide latex paints of the 1950's and 1960's ushered in a preference for cooler, slightly bluish whites which intensified the body color they trimmed.





VICTORIAN ROMANTICISM

CLASSICAL/COLONIAL



Rookwood Dark Red  
SW 2801\*



Rookwood Shutter Green  
SW 2809



Rookwood Amber  
SW 2817



Colonial Revival Sea Green  
SW 2825



Rookwood Red  
SW 2802\*



Rookwood Sash Green  
SW 2810



Renwick Heather  
SW 2818



Colonial Revival Green Stone  
SW 2826



Rookwood Terra Cotta  
SW 2803



Rookwood Blue Green  
SW 2811



Downing Slate  
SW 2819



Colonial Revival Stone  
SW 2827



Renwick Rose Beige  
SW 2804



Rookwood Jade  
SW 2812



Downing Earth  
SW 2820\*



Colonial Revival Tan  
SW 2828



Renwick Beige  
SW 2805



Downing Straw  
SW 2813



Downing Stone  
SW 2821



Classical White  
SW 2829



Rookwood Brown  
SW 2806



Rookwood Antique Gold  
SW 2814



Downing Sand  
SW 2822



Colonial Revival Yellow  
SW 2830\*



Rookwood Medium Brown  
SW 2807



Renwick Olive  
SW 2815



Rookwood Clay  
SW 2823



Classical Gold  
SW 2831



Rookwood Dark Brown  
SW 2808



Rookwood Dark Green  
SW 2816



Renwick Golden Oak  
SW 2824

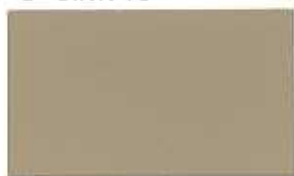


Colonial Revival Gray  
SW 2832

ROYCROFT ARTS & CRAFTS



Roycroft Vellum  
SW 2833



Weathered Shingle  
SW 2841



Birdseye Maple  
SW 2834



Roycroft Suede  
SW 2842\*



Craftsman Brown  
SW 2835



Roycroft Brass  
SW 2843



Quartersawn Oak  
SW 2836



Roycroft Mist Gray  
SW 2844



Aurora Brown  
SW 2837



Bungalow Gray  
SW 2845



Polished Mahogany  
SW 2838\*



Roycroft Bronze Green  
SW 2846



Roycroft Copper Red  
SW 2839\*



Roycroft Bottle Green  
SW 2847



Hammered Silver  
SW 2840

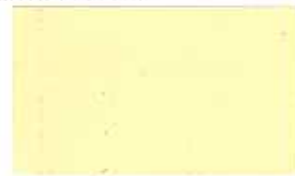


Roycroft Pewter  
SW 2848

POSTWAR ROMANTICISM



Westchester Gray  
SW 2849



Peace Yellow  
SW 2857



Chelsea Gray  
SW 2850



Harvest Gold  
SW 2858



Sage Green Light  
SW 2851



Beige  
SW 2859



Plymouth Green  
SW 2852



Sage  
SW 2860



New Colonial Yellow  
SW 2853



Avocado  
SW 2861



Caribbean Coral  
SW 2854\*



Burma Jade  
SW 2862



Sycamore Tan  
SW 2855



Powder Blue  
SW 2863



Fairfax Brown  
SW 2856



Stratford Blue  
SW 2864

\*NOT AVAILABLE IN STAIN

SAMPLES APPROXIMATE  
THE ACTUAL PAINT COLORS

# Preservation™

P · A · L · E · T · T · E

*Available in...*

## SuperPaint™ House Paint (Flat, Satin and Gloss)

Sherwin-Williams' premium line of exterior latex paint offers a 20 year limited warranty\* of top quality and performance. SuperPaint colors stay rich and beautiful with a durable and weatherproof finish. SuperPaint offers one coat hiding over any color when applied according to label directions.



## A-100® House and Trim (Flat, Satin and Gloss)

America's most popular Sherwin-Williams exterior latex paint. A-100 offers quality and protection for your home with a 10 year limited warranty.\* Available in over 400 popular colors.



## SWP® Gloss House Paint

Sherwin-Williams offers only one, top quality, exterior gloss oil base paint and we guarantee your satisfaction. This product has excellent hiding, durability and brushing characteristics. SWP will beautify and protect your home as its done to millions of homes for over a century.



## Solid Color Stain

Choose from two quality stains to preserve, protect and enhance the beauty of wood. Sherwin-Williams' exterior Latex and Alkyd stains are long lasting and resist fading and blistering. Easily applied by pad, roller, brush or spray, they're perfect for use on siding, fences and planters.

*\*See gallon label for warranty information*

