

BIG, BRIGHT AND DYNA

COLOR CAN HELP DEFINE A CORPORATE IDENTITY

Innovation and confidence – companies that embody these qualities are always looking for ways to make them show.

But projecting a corporate identity that reflects your ambition and progress shouldn't be confined to mission statements and marketing materials.

Adding a dynamic color scheme for the exterior of your facility can be transformative, too.

"Many buildings are dated by the colors they are painted," says Sheri Thompson, Sherwin-Williams Director of Color Marketing & Design. "Older buildings with older color schemes can make a facility look drab and not current."

Bright colors, on the other hand, attract people and customers. Companies in

other parts of the world -- Europe, Asia, South America and Canada -- have already realized this connection, according to Sherwin-Williams design consultant Kelly McCrone.

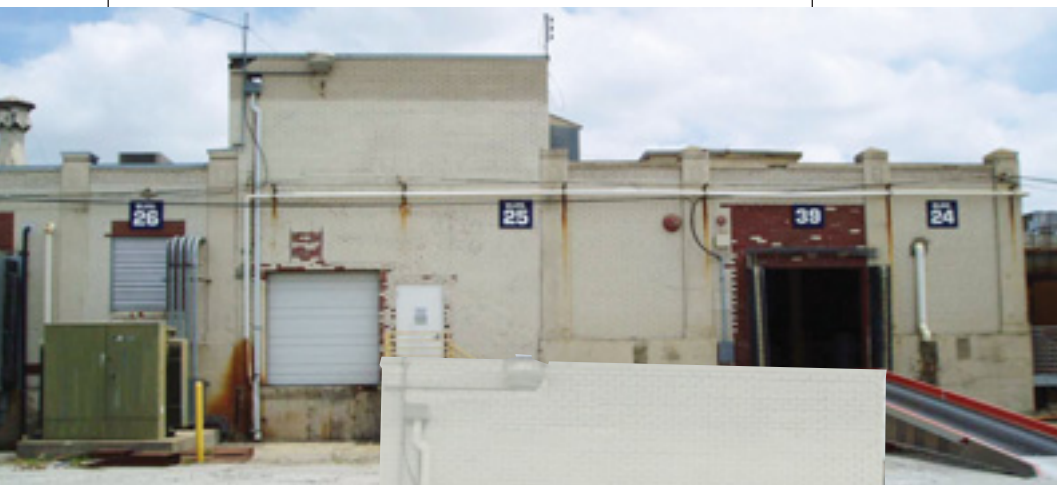
"In the past, color has been less of a statement and more of an after-thought," she says. "Now, people are discovering that color can help make a building come alive," McCrone said.

While companies have been receptive to using color inside the industrial workplace through safety piping and bold graphic stripes, some had been reluctant to follow through on large exterior surfaces.

This is changing, however. McCrone, uses digital colorization techniques to help clients envision the many options before them (this service is free to Sherwin-Williams customers; see your Sherwin-Williams Industrial Marine representative for details).

Capitalizing upon the bright colors in a corporate logo is most often the springboard for an exterior makeover. And even if you can't envision your entire factory painted the neon green or bright orange of your logo, there are

Color imaging helps bring life to drab industrial environments, here and at right.



MITE

Kinetic Teal SW 4078

GO FOR THE BOLD

Goodbye taupe, hello ... Teal!
Increasingly, industrial facilities are employing bright colors not only indoors, but outdoors as well. Adding a splash of color can brighten the facility's surroundings and boost the company's image.

Laser Blue SW 4079

While it might not be advisable to paint an entire complex a blazing red or bright blue, there are plenty of options for going bold instead of blending in.

Safety Red SW 4081

Sherwin-Williams color experts recommend these hot colors:

Safety Yellow SW 4084

ways to bring your signature colors into play.

Some suggestions for bringing in color include:

- Highlighting architectural elements (such as windows, doorways and archways) with color
- Adding accents to the walls, such as stripes or upper trim
- Using bright colors on external features such as railings or awnings.

In one recent project, for Cook Composite and Polymers in Kansas City, Mo., McCrone created a color palette for the facades of the 50 buildings on the compound. Taking her own advice, she used the company's cobalt blue logo as the dominant theme. In some instances it is the primary color for a building; for others it is simply an accent.

"All the buildings flow from one to the other," McCrone says. "Using this



bright blue gave the facility some identity and created a more updated appearance for the entire area."

She says that using bold in a color scheme is "gutsy," and should be well-planned before the project starts. Here are some factors to take into consideration:

- Make sure the surfaces will withstand the bright colors you apply – old brick, for example, must be sealed properly.
- If you are using your logo color just as an accent, don't just opt for white or beige on the rest of the building: The overall shade should complement your accent color, to help make the boldness "pop."
- Thanks to fade-resistant coatings and UV-blocking clearcoats, there is little risk of red, for example, fading to pink under normal weather conditions. But stay away from light colors on any surfaces that are exposed to smoke or grease, because these areas will be difficult to maintain. So if you're considering a shade of blue, for example, stay away from sky blue in this area and opt for navy or cobalt instead.

And always, let both your good taste – and your sense of adventure – be your guide.

"Make the facility look nice," McCrone advises. "Sometimes these buildings stick out like a sore thumb if they're just painted white."