

FOUNDATIONS

COLOR AND DESIGN TRENDS 2027+



THE **2027** COLOR
FOR OUR TIMES
**COUNTRY
SOIL**

In an era of rapid change, a collective longing for authenticity and sanctuary has grown across cultures, generations and industries.

This shared sentiment inspired the selection of PPG's 2027 Color of the Year, Country Soil, and the overarching Foundations color story.

Also known as Roasted Chestnut, the shade is a medium-depth neutral that sits between beige, taupe and soft brown, grounding us in the natural world. Its earthy warmth offers a richer alternative to lighter greiges and beiges while maintaining the versatility that has made neutrals enduring design staples.

Country Soil reflects a return to fundamentals, reminding us that lasting well-being begins with a strong foundation.

COLOR AND DESIGN TRENDS 2027+



THREE COLOR TREND STORIES

Country Soil anchors the 2027 color theme, Foundations. Spanning three complementary palettes, this cohesive collection of 36 shades was thoughtfully curated to convey reliability, timelessness and permanence, reflecting a growing desire for stability and reassurance in an increasingly uncertain world.



**SOLID
GROUND**



**QUIET
ZONE**



**LIFE
SHARED**

SOLID GROUND

PROTECTIVE AND STEADFAST

Fostering a sense of retreat and restoration, the palette is rooted in warm browns, layered greens, muted grays and sunbaked yellows, accented by terracotta and deep earthy reds that reflect nature's richest hues. Inspired by textured, organic materials such as stone and polished metals, this palette fosters a deep connection to the landscape, creating a premium yet approachable aesthetic.



SOLID GROUND COLOR PALETTE

In the Saddle
PPG1020-4

Coffee House
PPG1077-7

Fresh Peat
PPG1031-7

Sea Floor Lagoon
PPG1031-5

Caramel Cake
PPG1104-5

New Chalk
PPG1006-1

Curry Sauce
PPG1210-7

Dubrovnik
PPG1191-7

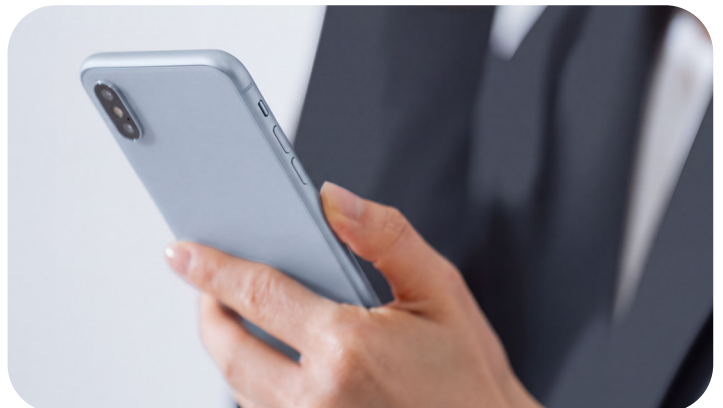
Cold Iron
PPG1160-2

Whale Shark
PPG14-05

Mountain Edge
PPG10-09

Boulder Creek
PPG0999-3

*COTY: Color of the Year



QUIET ZONE

SOFT AND SOOTHING

Reflecting a growing pursuit for intentional living, gentle blues, misty grays and nuanced purples offer a serene yet sophisticated, soft tech touch. Accents of soft yellow infuse the collection with warmth and light, creating a calming aesthetic that promotes restoration, balance and reflection.



QUIET ZONE COLOR PALETTE

Smoky Orchid
PPG1179-2

Coffee Rose
PPG1048-5

Cinnamon Ice
PPG1071-4

Slices of Happy
PPG1109-1

Linen Ruffle
PPG1075-1

Spanish Cotton
PPG1024-4

Ranch Mink
PPG1075-5

Summer Shadow
PPG0996-7

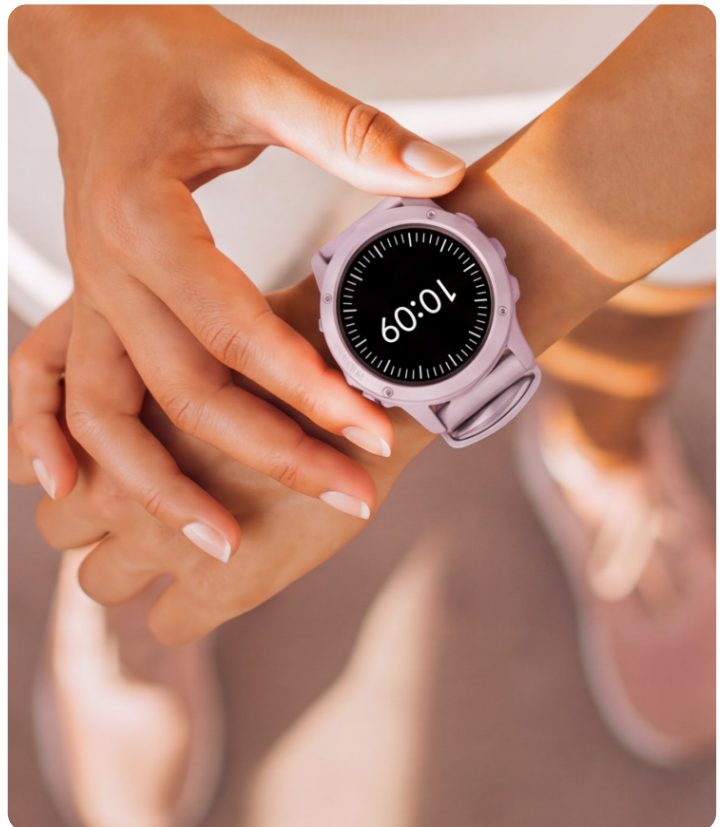
Blue Zephyr
PPG1042-6

Elephant Parade
PPG10-06

Bay of Fundy
PPG10-07

Moondance
PPG1043-2

*COTY: Color of the Year



LIFE SHARED

VIBRANT AND NOSTALGIC

Muted reds, saffron golds, botanical greens and warm chestnut neutrals create a sense of comfort and familiarity, while subtle pastels and refined primary colors bring a touch of freshness and energy. Together, they shape a welcoming ambiance that balances heritage and optimism, fostering a strong sense of connection and community.



LIFE SHARED COLOR PALETTE

Blueberry Muffin
PPG1164-5

Rojo Colonial
PPG13-15

Sonia Rose
PPG1190-3

Italian Saffron
PPG16-12

Barley Stalk
PPG1109-4

Rubber Tree Plant
PPG1131-7

Nursery Blue
PPG1143-2

Bramble Jelly
PPG13-04

Madeira Red
PPG13-11

Oven Fresh
PPG1087-6

Little Lamb
PPG1112-1

Burnt Chestnut
PPG15-24

*COTY: Color of the Year



PPG GLOBAL COLOR FORECASTING

Each year, PPG convenes a global team of color stylists and trend experts from across key industries, cultures and regions to explore the societal and emotional shifts influencing consumer preferences and the future of color.

This collaborative, research-driven process culminates in a robust color forecast that helps customers navigate a rapidly evolving marketplace.

By translating global insights into actionable color direction, PPG provides manufacturers and designers with a strategic advantage across industries, including consumer electronics, office furniture, kitchenware, cabinetry and architectural products. The result is a trusted forecast that inspires innovation, informs product development and helps brands stay relevant in a changing world.



11
countries



35
stylists



8
major business
segments





PPG GLOBAL DESIGN AND COLOR SERVICES

With 142 years of leadership in industrial coatings, PPG sets the standard for durability, efficiency and sustainability. But performance is only part of the story; we know that color drives success.

As a trusted authority in color, PPG turns color insights into competitive strengths. We develop custom shades that elevate products, anticipate color trends that keep our customers ahead of the curve and deliver precision color matching, batch after batch.

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