



COLOR GUIDE

Your Exterior Color Selection Guide

How to choose exterior paint colors with confidence – considerations, current trends, and practical tips

Where to Start

An exterior color decision is more permanent than an interior one, and it's the first impression your home makes. A few practical considerations up front will save you from a repaint down the road.



Architectural Style

Craftsman, Colonial, modern farmhouse – let your home's architecture guide historically appropriate color choices rather than fighting its lines.



Fixed Materials

Roof shingles, brick, and stone can't be repainted easily – choose a palette that complements what's already there.



HOA Guidelines

Many neighborhoods restrict exterior colors – confirm approval requirements before you fall in love with a shade.



Sun Exposure & Fading

South and west-facing walls fade faster in North Texas sun – darker, more saturated colors show fading sooner than light neutrals.



Neighborhood Context

Your home doesn't exist in isolation – a color that stands out too sharply (or blends in too much) affects curb appeal both ways.



Body, Trim & Accent Roles

Your body color covers the most area; trim defines edges and detail; the accent – often the front door – is where you can take the most risk.

A Simple Rule of Thumb

Choose your body color first, then build trim and accent choices around it – not the other way around. The body is the hardest (and most expensive) to change later.



Trending Now

Curated Sherwin-Williams palettes shaping exteriors in 2026 – warmer neutrals are replacing the cool-gray wave of the last decade.

The New Neutral

2026's biggest exterior shift – a warm, creamy body color replacing stark white and cool gray, pairing naturally with brick, stone, and wood.



Universal Khaki
SW 6150



Pure White
SW 7005



Alabaster
SW 7008

Modern Farmhouse 2.0

A softer take on the black-and-white farmhouse look – creamy warm white in place of stark white, still anchored by a near-black accent.



Shoji White
SW 7042



Iron Ore
SW 7069

Moody Cottage

Dark exteriors are still trending, but used with more restraint – a sophisticated brownish-gray body balanced by warm, creamy trim.



Urbane Bronze
SW 7048



Shoji White
SW 7042

Earthy Accent

A clay and terracotta accent color for a front door or architectural feature – grounding against almost any neutral body color.



Redend Point
SW 9081



Alabaster
SW 7008



Body, Trim & Accent Roles

Siding / Body	The largest surface area – usually the safest, most neutral choice of the three.
Trim & Fascia	Defines architectural lines – often a lighter or crisper shade than the body.
Front Door	The lowest-risk place for a bold or saturated accent color.
Shutters & Accents	Can match the door or introduce a complementary third tone.

Choosing the Right Sheen

Siding / Body	Flat or satin – hides surface imperfections better than higher sheens.
Trim	Satin or semi-gloss – a bit more durable and defined against the body.
Front Door	Semi-gloss or gloss – a durable, statement-making finish.

- Test your top picks as large sample boards on the actual house, not just a paint chip – exterior light shifts color perception more than indoor light.
- View samples at different times of day, since direct Texas sun can wash out a color that looked rich on the store swatch.
- If your neighborhood has an HOA, confirm color approval before buying paint, not after.

A Note on Paint Quality

The color you choose only tells half the story – the paint line behind it matters just as much. Premium exterior lines with self-cleaning and UV-resistant formulas can stretch a repaint cycle from every 4–6 years to 8–12, which matters even more for darker, more saturated color choices that show fading first.

NOT SURE WHERE TO START?

We Can Help You Choose

East Dallas Painting offers color consultation as part of every exterior quote.

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