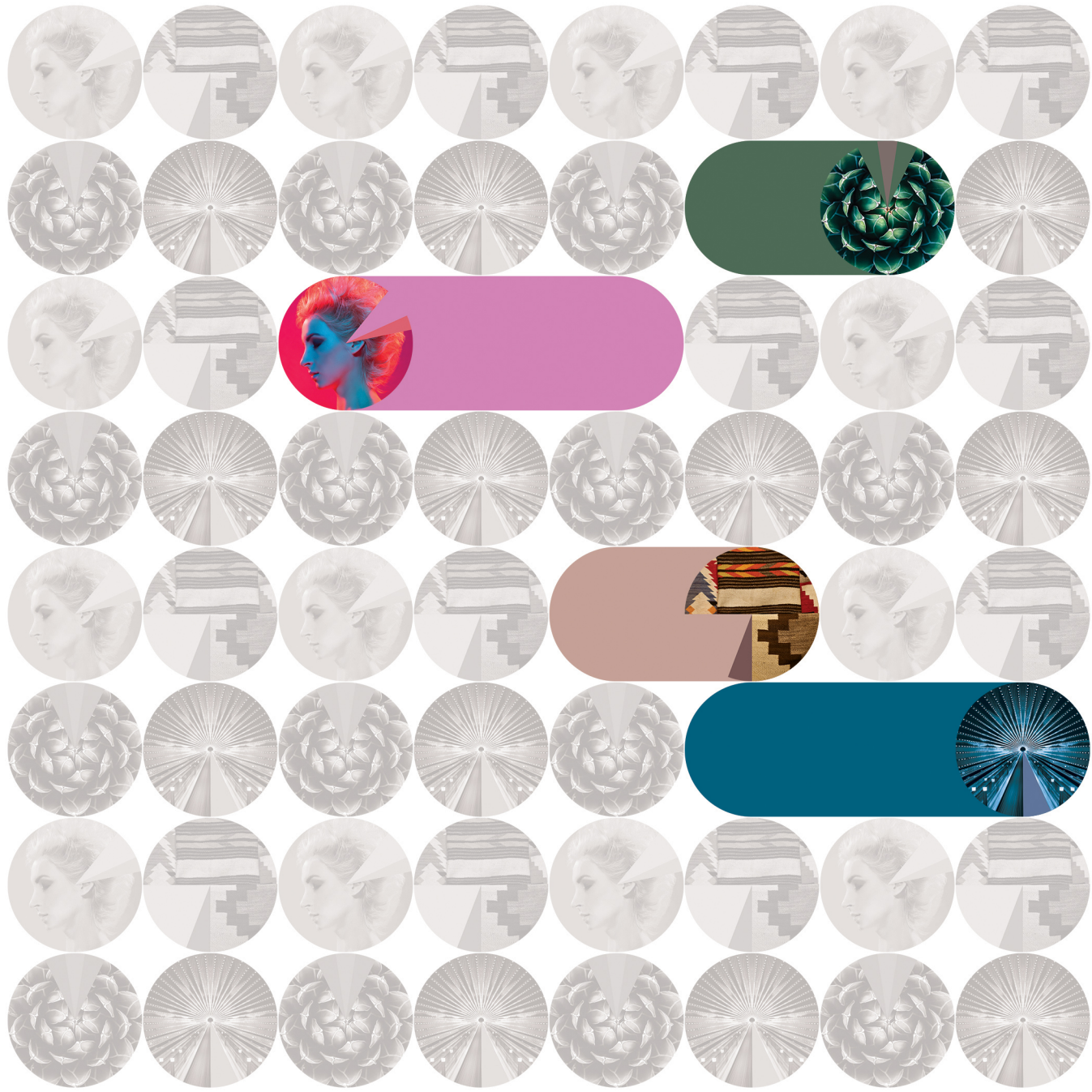


COLOR
TREND
BOYSEN®

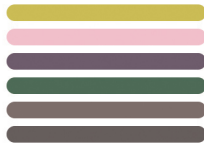


VISION 20/20

The story for this year is **Vision 20/20**. It is about clarity and alignment of self, purpose, and intention.

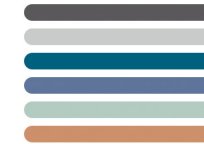
A scan of the current sociocultural, political and economic trends elicited the Boysen 2020 color palettes - ORIGINS, NOSTALGIA, KINSHIP, and META.

All the past Boysen Color Trends converge to this point where everyone is confronted to make a choice on how we live our lives, how we relate to the earth, how we connect to the people around us, and how we become better persons. This crucial time asks us to cleave through chaos with virtue, starting with those tiny, incremental, even seemingly insignificant steps that we take each day for every choice we make.



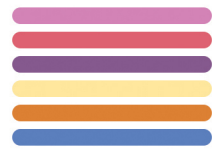
O R I G I N S

The soul of this palette is rooted in a people's birthplace. Primeval and ancient, the colors speak of belonging.



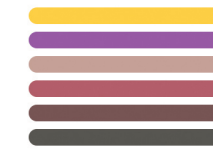
M E T A

This harmonious color palette emits a healing vibration. Peace and balance are true gifts that every being deserves.



N O S T A L G I A

If silently delightful memories had a voice, it would be this lyrical palette. Bliss should be given the space to always express itself.



K I N S H I P

The unequivocal directness of this palette connects to the heart of a place and its people with its authenticity.



O R I G I N S

Rediscovering our cultural provenance brings us a solid ground to stand on as we navigate a fast-moving world. **Origins** takes its hues from the dark neutrals of the islands, the lush foliage of the forests, the tender pink tendrils tracing the dawn sky, to the effervescent citrine of the morning sun. Painting our dwellings with these familiar hues, and using traditional materials and shapes, are a way to honor our roots. The meaning of home becomes visceral.



BCT20-7614S Humble Bee



BCT20-7729S Pink Skies



BCT20-7428S Purple Paradise



BCT20-7512S Lucid Green



BCT20-7016S Barefoot



BCT20-7908S Back to Zero

ORIGINS

-  BCT20-7614S Humble Bee
-  BCT20-7729S Pink Skies
-  BCT20-7428S Purple Paradise
-  BCT20-7512S Lucid Green
-  BCT20-7016S Barefoot
-  BCT20-7908S Back to Zero



ORIGINS

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-  BCT20-7729S Pink Skies
-  BCT20-7428S Purple Paradise
-  BCT20-7512S Lucid Green
-  BCT20-7016S Barefoot
-  BCT20-7908S Back to Zero





N O S T A L G I A

There is a nip of sadness to nostalgia, but not in this palette. Here, joyful memories are transmuted into the hot hues of pink, red, yellow, and orange. Even the purple has red in it, and so does the misty blue. **Nostalgia's** bold and energetic colors burst with brio and happiness as the palette pays homage to the past. Reconnecting with the warm and delightful events of earlier times makes the relationship with the present a celebration. Cherish the past and create a place of resurgence.



BCT20-7730S Homecoming Queen



BCT20-7731S Razzle Dazzle



BCT20-7429S Afternoon Disco



BCT20-7615S Playtime









BCT20-7732S Sunset Dream



BCT20-7430S Creative Blues









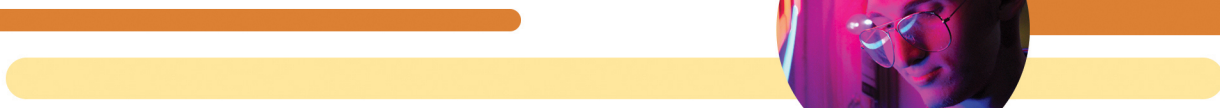
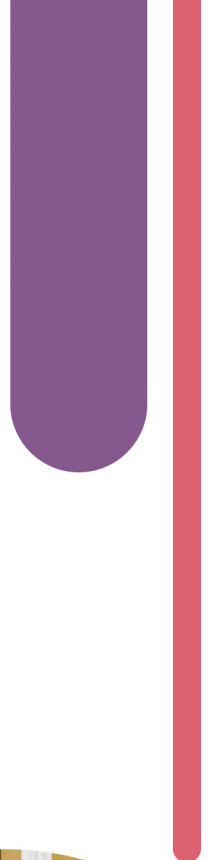
NOSTALGIA

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-  BCT20-7731S Razzle Dazzle
-  BCT20-7429S Afternoon Disco
-  BCT20-7615S Playtime
-  BCT20-7732S Sunset Dream
-  BCT20-7430S Creative Blues



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-  BCT20-7732S Sunset Dream
-  BCT20-7430S Creative Blues





K I N S H I P

Human connection is the basis for this palette, an exquisite balance of warm and cool colors. The surprising ensemble of these hues is as unique as a person's DNA. Here lies the key to **Kinship's** charisma: unity in diversity. Whatever geographical or conceptual boundaries exist to bring us together or drive us apart, at the very core of our being we know that we are parts of a whole. Strengthen this sense of belonging and bring the colors of Kinship home.



BCT20-7616S Wildflowers



BCT20-7431S New Voice



BCT20-7812S In The Flesh



BCT20-7733S Warm Embrace




BCT20-7734S Unapologetic

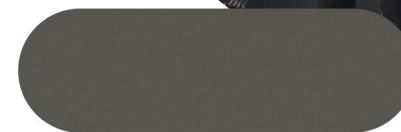


BCT20-7909S Birthmark



K I N S H I P

-  BCT20-7616S Wildflowers
-  BCT20-7431S New Voice
-  BCT20-7812S In The Flesh
-  BCT20-7733S Warm Embrace
-  BCT20-7734S Unapologetic
-  BCT20-7909S Birthmark



K I N S H I P

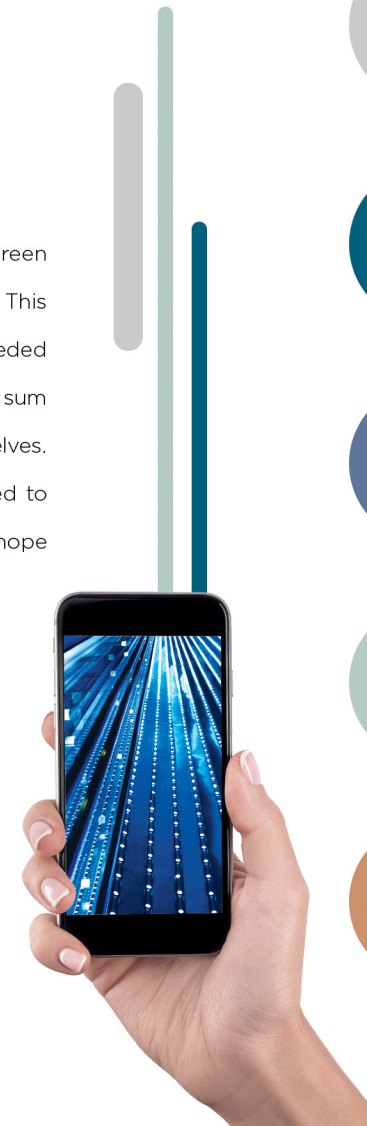
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-  BCT20-7812S In The Flesh
-  BCT20-7733S Warm Embrace
-  BCT20-7734S Unapologetic
-  BCT20-7909S Birthmark





M E T A

Meta consists of different tones of grey, the cool hues of green and blue, and a subdued sienna as the only warm color. This nuanced palette can provide our homes with a stillness needed for self-scrutiny and soul work. The world is greater than the sum of its parts, just as we all are called upon to rise above ourselves. Meta is going beyond what we perceive as reality. We need to seek the truth that binds us all. Embedded in this is the hope that we save our home in time and live with grace.



BCT20-7910S Voice Command



BCT20-7017S Limitless



BCT20-7432S Night Mode



BCT20-7433S Tokyo by Night



BCT20-7513S Boundless



BCT20-7735S Morning Podcast

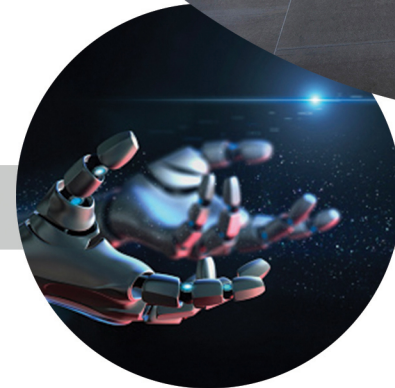
M E T A

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-  BCT20-7432S Night Mode
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-  BCT20-7513S Boundless
-  BCT20-7735S Morning Podcast



VISION 20/20 SWATCHES



SEMI-GLOSS

BOYSEN® PERMACOAT™ COLOR SERIES

100% acrylic water-based latex paint with excellent hiding, durability, and dirt pick-up resistance.



MATTE

VIRTUOSO™ SILK TOUCH™

Easy clean, odor-less interior paint with Teflon surface protector technology.

ORIGINS



BCT20-7614S
Humble Bee



BCT20-7729S
Pink Skies



BCT20-7428S
Purple Paradise



BCT20-7512S
Lucid Green



BCT20-7016S
Barefoot



BCT20-7908S
Back to Zero

NOSTALGIA



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VCT20-7513
Boundless



VCT20-7735
Morning Podcast

Available at Mix & Match Stations nationwide.

**For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.*

