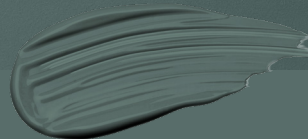




COLOR TRENDS

2 0 2 6



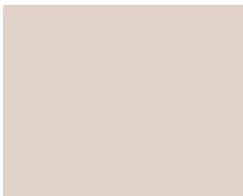
COLOR OF THE YEAR

HIDDEN GEM

BEHR

COLOR TRENDS

2 0 2 6



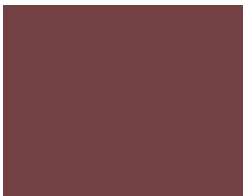
MOCHA ICE
N150-1^U



ICED COPPER
S200-3^M



TERRA COTTA URN
PPU2-12^D



RUMORS
MQ1-15^D



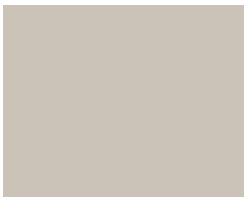
CURTAIN CALL
N570-5^D



SATIN

HIDDEN GEM
N430-6A^D

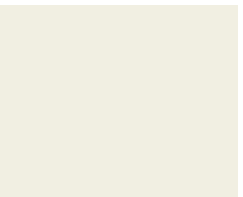
FLAT



WHEAT BREAD
720C-3^{U, E-M}



DAINTY LACE
MQ3-11^U



BLANK CANVAS
DC-003^U



SMOKED TAN
HDC-NT-14^M



BEEHIVE
M270-5^M



URBAN NATURE
S380-3^M



RODEO TAN
N240-5^M



ECOLOGICAL
S380-6^D



WATERY
HDC-CT-26^{U, E-M}



DRAGONFLY
PPU12-03^{M, E-D}



ADIRONDACK BLUE
N480-5^M



NOCTURNE BLUE
HDC-CL-28^D



CRACKED PEPPER
PPU18-01^D

BEYOND THE EXPECTED

Discover the unexpected charm of the BEHR® 2026 Color Trends Palette – a collection of warm neutrals, vibrant accents, soft pastels and cool mid-tones. Embrace the opportunity to reinvent your space with shades for every style, from casual and traditional to modern and eclectic.



◆ Denotes One-Coat Hide when tinted into BEHR DYNASTY® & MARQUEE® INTERIOR Paint.
◆ Denotes One-Coat Hide when tinted into BEHR DYNASTY® & MARQUEE® INTERIOR or EXTERIOR Paint. Limitations apply. For more information, visit Behr.com/onecoathide.
✱ Denotes 10-Year Color Fade Protection when tinted into BEHR DYNASTY® EXTERIOR Paint.
Based on lighting and sheen selected, applied paint may vary slightly from color chip shown.

bathroom wall: ICED COPPER | breakfast nook wall: WATERY | office wall & shelf: HIDDEN GEM

BEHR® 2026 COLOR OF THE YEAR
HIDDEN GEM

A HUE THAT EXUDES QUIET CONFIDENCE

A smoky jade with an air of mystery and sophistication, this rich, dynamic color creates spaces that feel both grounded and alive.



STEP INSIDE
A 3D ROOM
EXPERIENCE

BEYOND THE EXPECTED

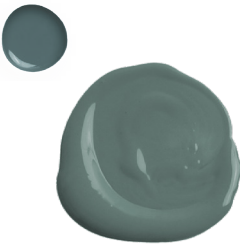
Discover the unexpected charm of the BEHR® 2026 Color Trends Palette – a collection of warm neutrals, vibrant accents, soft pastels and cool mid-tones. Embrace the opportunity to reinvent your space with shades for every style, from casual and traditional to modern and eclectic.



bathroom wall: ICED COPPER | breakfast nook wall: WATERY | office wall & shelf: HIDDEN GEM

ECLECTIC

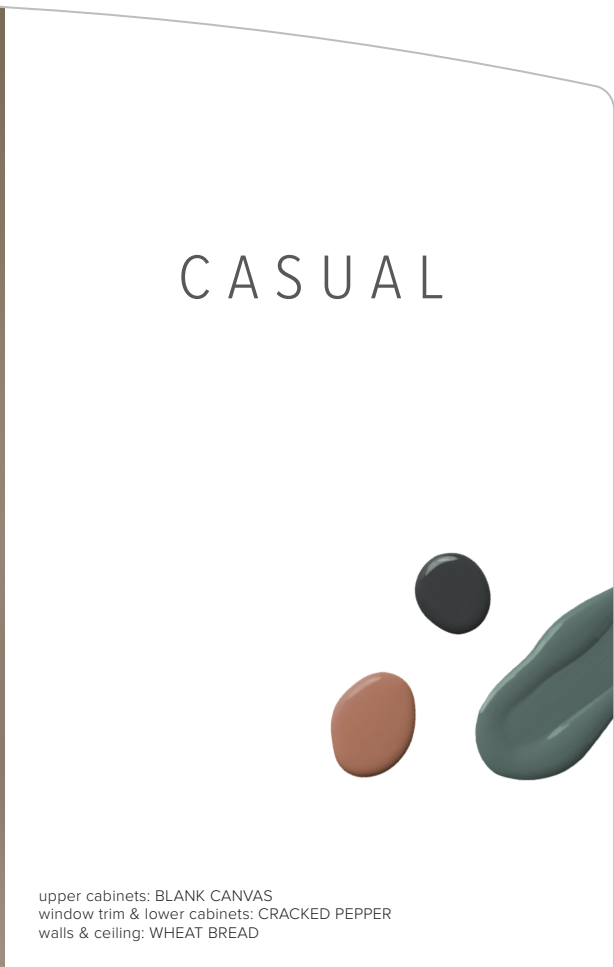
Moody midtones, grounding neutrals and edgy accents create a nostalgic mix.



bathroom wall & baseboard: HIDDEN GEM
dining room wall & baseboard: HIDDEN GEM



wall: HIDDEN GEM



upper cabinets: BLANK CANVAS
window trim & lower cabinets: CRACKED PEPPER
walls & ceiling: WHEAT BREAD

A fresh take with approachable colors that
bring easy comfort and understated joy.

partition: TERRA COTTA URN
front wall: SMOKED TAN
back wall: WHEAT BREAD
ceiling: BLANK CANVAS



TRADITIONAL



front wall & pocket door: SMOKED TAN
back wall: ICED COPPER
trim: BLANK CANVAS



Elegant colors give classic styles new rhythm that feel elevated and full of character.



cabinets: HIDDEN GEM
wall, trim & ceiling: BLANK CANVAS



MODERN

Contemporary aesthetics
are complemented
by natural whites and
warm, rich browns.

cabinets, shelving & wall: HIDDEN GEM



walls & trim: BLANK CANVAS
window trim: WHEAT BREAD
fireplace: BARONIAL BROWN



EXPLORE MORE

Discover the possibilities of the
BEHR® 2026 Color Trends Palette.

BEHR.COM/2026TRENDS



Choose Color with Confidence

Take a Sample Home Today.



Have a paint or product question?

Visit [behrr.com](https://www.behr.com) or call 1-800-854-0133 Ext. 2 (U.S.).

front cover: HIDDEN GEM
wall color above: HIDDEN GEM



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* Valid only when tinted to colors from the BEHR DYNASTY® specially curated Exterior Color Fade Protection Palette. Based on predictive lab testing with a color shift less than Delta E of 5 as measured by CieLAB. A primer coat may be needed. Two coats of BEHR DYNASTY Exterior Paint are recommended for optimal durability. Individual results may vary. See back label instructions for details and warranty limitations.



C-COLOR-TRENDS26
Item No. 50013641 04/25