



COLOR TRENDS

2 0 2 5



COLOR OF THE YEAR

RUMORS



LUXURIOUS · BOLD · CAPTIVATING

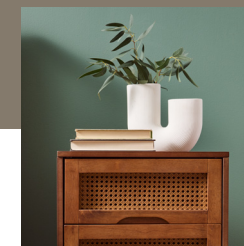
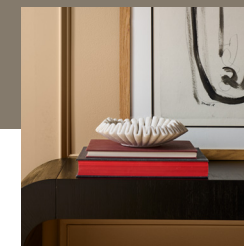
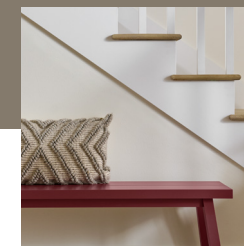
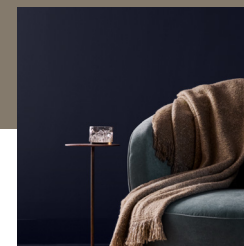
ALLOW THE 2025 COLOR OF THE YEAR

TO INSPIRE YOUR NEXT PROJECT.



A COLOR FOR EVERY CORNER

The BEHR® 2025 Color Trends Palette invites you to rediscover color with a mix of tantalizing warm tones and cooler stunning shades to express your style both in and outside the home.



[BEHR.COM/2025TRENDS](https://www.behr.com/2025TRENDS)

wall: RUMORS, satin



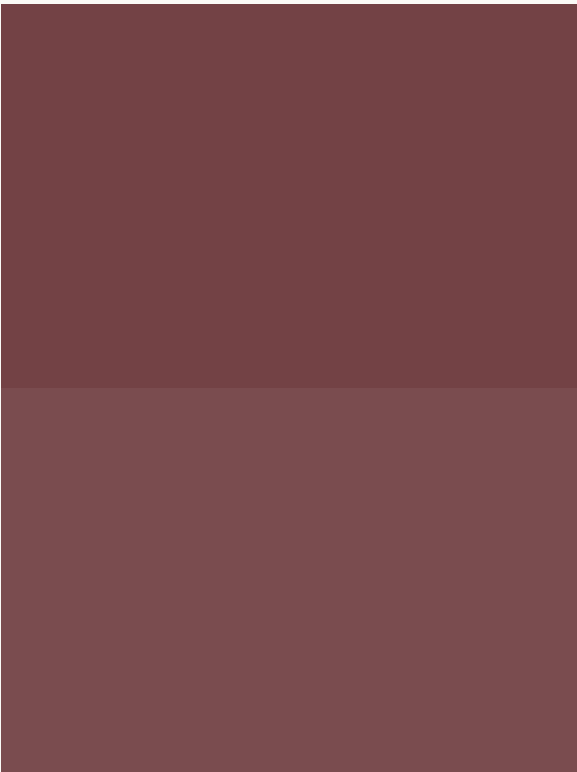
wall: RUMORS, flat



BEHR® 2025 COLOR OF THE YEAR
RUMORS MQ1-15^D

A satin sheen softly reflects light on cabinets, doors and more, while a flat finish adds depth to interior walls. Rumors is a rich ruby red that brings a touch of luxe to every space.

SATIN

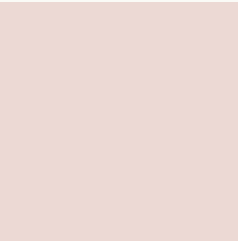


FLAT

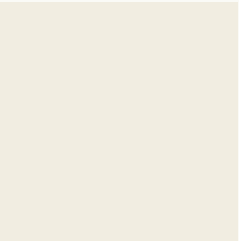


COLOR TRENDS

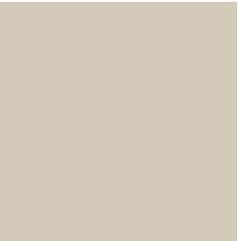
2 0 2 5



NUTMEG FROST
S210-1^U



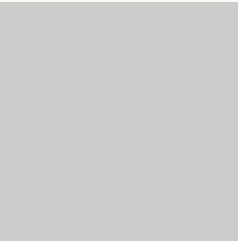
BLANK CANVAS
DC-003^U ✨ ✨



EVEN BETTER BEIGE
DC-010^U ✧ ✨ ✨



FROSTED JADE
PPU11-13^U ✧ ✨



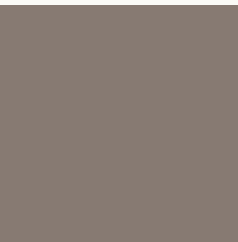
ROCK CRYSTAL
MQ3-28^U ✧ ✨



JACKFRUIT
PPU6-07^M



OXFORD STREET
N270-4^M ✧ ✨



WILD TRUFFLE
HDC-NT-27B^M ✧ ✨



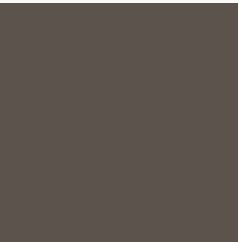
BOREAL
N420-5^D ✧ ✨



AERIAL VIEW
S530-3^U ✧



COLORFUL LEAVES
M190-7^D



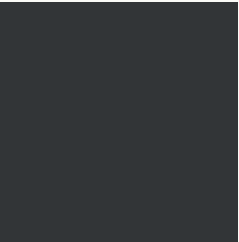
GARDENER'S SOIL
MQ2-54^D ✧ ✨



AMAZON JUNGLE
PPU9-24^D ✨



BLACK SAPPHIRE
PPU15-19^D ✧



CRACKED PEPPER
PPU18-01^D ✧ ✨

✧ 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](https://www.behr.com/onecoathide).

✨ Denotes 10-Year Color Fade Protection when tinted into BEHR DYNASTY® EXTERIOR Paint.

★ Behr Paint's comparable colors to Sherwin-Williams or Benjamin Moore color names, which are names of its respective owners, are being used for identification purposes only. Behr has created a comparable color using industry standard technology.

Based on lighting and sheen selected, applied paint may vary slightly from color chip shown.

SUIT YOUR **STYLE**

From soft and subtle to big and bold, Rumors will be a show-stopping moment on any scale.



base cabinets: RUMORS, *satin*
walls & upper cabinets: BLANK CANVAS
island: OXFORD STREET



wall: RUMORS, *flat*
cabinets & trim: RUMORS, *satin*



walls: BLANK CANVAS
ceiling: EVEN BETTER BEIGE
window trim: WILD TRUFFLE

LIVING AREAS

Layer soft neutrals in a comfortable dining room
or use deep tones in an intriguing sitting space.



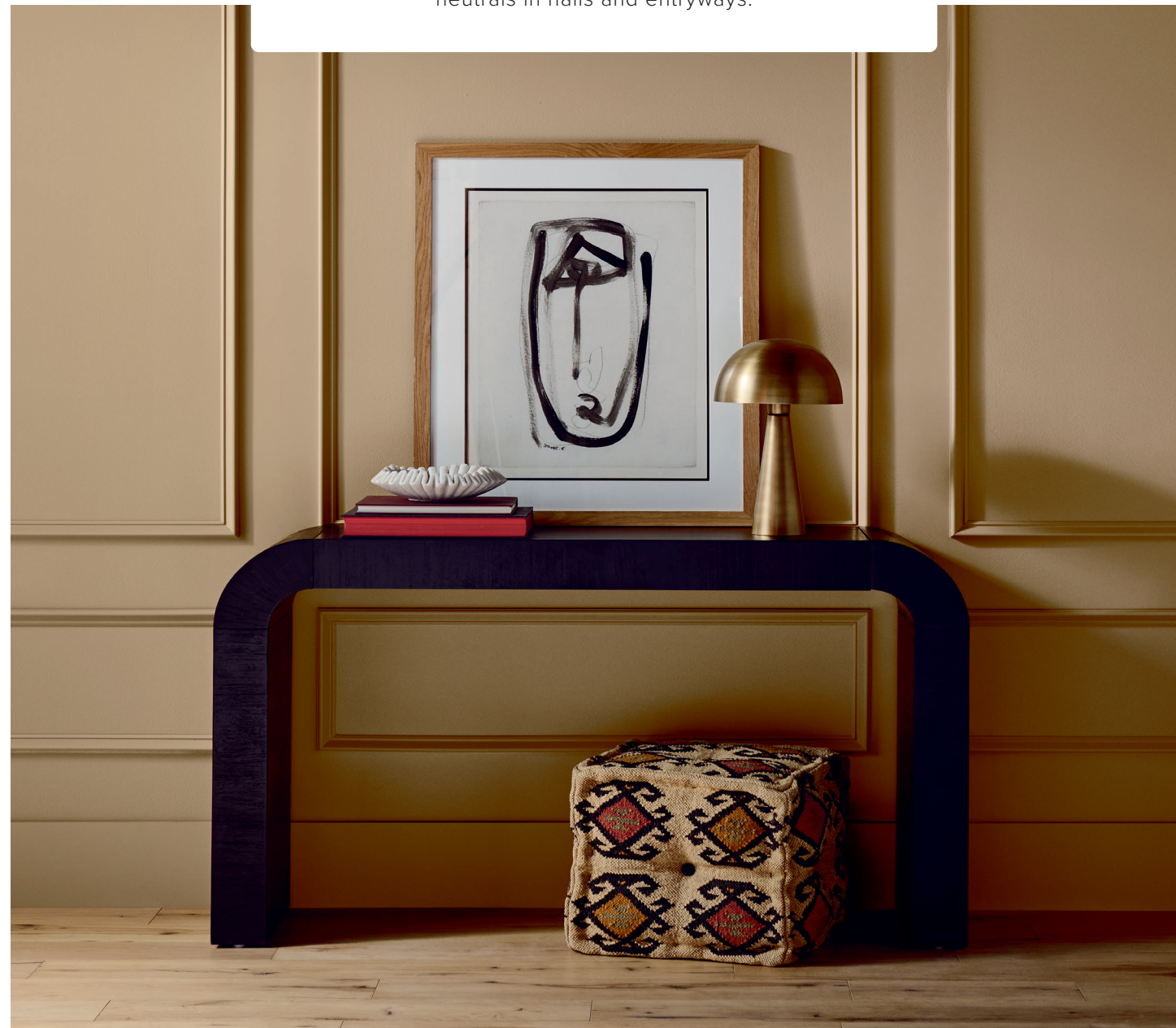
walls: BLACK SAPPHIRE



walls: BLANK CANVAS
door: FROSTED JADE
bench: RUMORS

CONNECTION ZONES

Smooth transitions with whites and warm
neutrals in halls and entryways.



wall: OXFORD STREET

RESTFUL
RETREATS

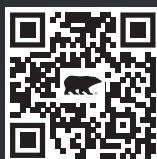
Create a serene sanctuary
with soothing green tones.



walls & baseboard: BOREAL

CHOOSE COLOR WITH CONFIDENCE

Take a Sample Home Today.



Take a closer look.

Scan the QR code with your mobile device to discover the possibilities of the BEHR® 2025 Color Trends Palette.



Have a paint or product question?

Visit behr.com or call 1-800-854-0133.

door: RUMORS, *satin*
body & trim: BLANK CANVAS

Scan barcode at
kiosk to preview and
coordinate color.



* 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.

Find Us On: behr.com



C-COLOR-TRENDS25
Item No. 50012235
4/24

Exclusively at



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