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Discover the Beauty of Intentional Living With Dutch Boy® Paints’ 2026 Color of the Year: Melodious Ivory

A soft, versatile neutral inspired by simplicity, nostalgia and emotional connection

CLEVELAND – August 19, 2025 — Dutch Boy® Paints, a leader and trusted name in the coatings industry, announces [Melodious Ivory \(313-2DB\)](#) as its 2026 Color of the Year. This inviting neutral speaks to a cultural shift toward simplicity, authenticity and intentional living—qualities that are shaping the way homeowners design and experience their spaces. Melodious Ivory’s soft, creamy beige embodies timeless warmth and grounded calmness, offering a versatile, understated foundation that complements a wide range of interior styles—from modern to traditional to rustic.

“Our 2026 Color of the Year invites homeowners to embrace what matters most—comfort, quality and connection,” said Lisbeth Parada, Color Marketing Manager, Dutch Boy Paints. “Melodious Ivory offers a classic backdrop that beautifully supports the textures, elements and personal touches that make a space truly feel like home.”

From charming homestead exteriors to sun-drenched kitchens and cozy bedrooms, Melodious Ivory helps create environments that are warm, balanced and timeless. It pairs effortlessly with a wide range of materials, including timeworn wood, handmade crafts and comfy textiles, supporting the rise of slow living, mindful consumption and nostalgia-inspired aesthetics in today’s design landscape.

Selected through a trend-forecasting process that blends design research, market insights and cultural analysis, Melodious Ivory reflects both the mood of the moment and the enduring appeal of a color that transcends trends. In addition to its Color of the Year, Dutch Boy Paints unveiled its full 2026 Color Trends Forecast, including three thoughtfully curated color palettes that spotlight Melodious Ivory’s quiet versatility and warm sophistication:

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Page 2 of 3

Heartland

The Heartland palette pays tribute to traditional craftsmanship, drawing inspiration from the timeless beauty of the past. Influenced by the revival of classic décor, from handcrafted furniture to gingham textiles and Shaker-style woodwork, it's perfect for interiors that feel timeless and exteriors designed for gathering with friends and family. Featuring Old Chaparral (402-7DB), a rich, earthy red; Melodious Ivory (313-2DB), a soft, grounding neutral; and Blue Laguna (432-5DB), a faded denim blue, this palette captures a nostalgic charm that feels both familiar and refreshingly relevant.

Rekindle

The Rekindle palette channels the growing desire for wellness, sustainable living and connection to nature. Rooted in authenticity, it creates calm, earthy sanctuaries where simplicity takes the lead, and the home becomes a restful refuge. With the sunlit softness of Melodious Ivory (313-2DB), the organic warmth of 10 Gallon Hat (412-3DB) and the soothing balance of Cypress Garden (424-4DB), this palette reflects a nature-inspired, harmonious lifestyle, one that embraces mindful living and quiet reflection.

Serendipity

The Serendipity palette captures life's small joys—those “glimmers” of happiness that spark connection, comfort and creativity. Infused with retro-inspired energy, it's designed to bring personality and playfulness to modern minimalist spaces. Anchored by Melodious Ivory (313-2DB) and energized by the vintage glow of Simply Yellow (115-3DB) and the warmth of Nice Nectarine (210-4DB), this palette invites cheerful expression and heartfelt connection throughout the home.

The Dutch Boy Paints 2026 Color Trends Forecast aims to simplify the painting experience for homeowners by providing an extensive selection of one-coat colors, including Melodious Ivory and its complementing palettes.

For more information about Dutch Boy Paints' 2026 Color of the Year and Trends Forecast, visit trends.dutchboy.com or stop by your local Menards® store.

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Page 3 of 3

About Dutch Boy Paints

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