

PICK THE RIGHT COLOR EVERY TIME

PAINT COLOR HANDBOOK

Brush Masters Painting Contractors LLC



THANKS TO THESE POINTERS, YOU CAN GAIN THE CONFIDENCE TO SELECT THE RIGHT PAINT COLOR FOR YOUR PROJECT.

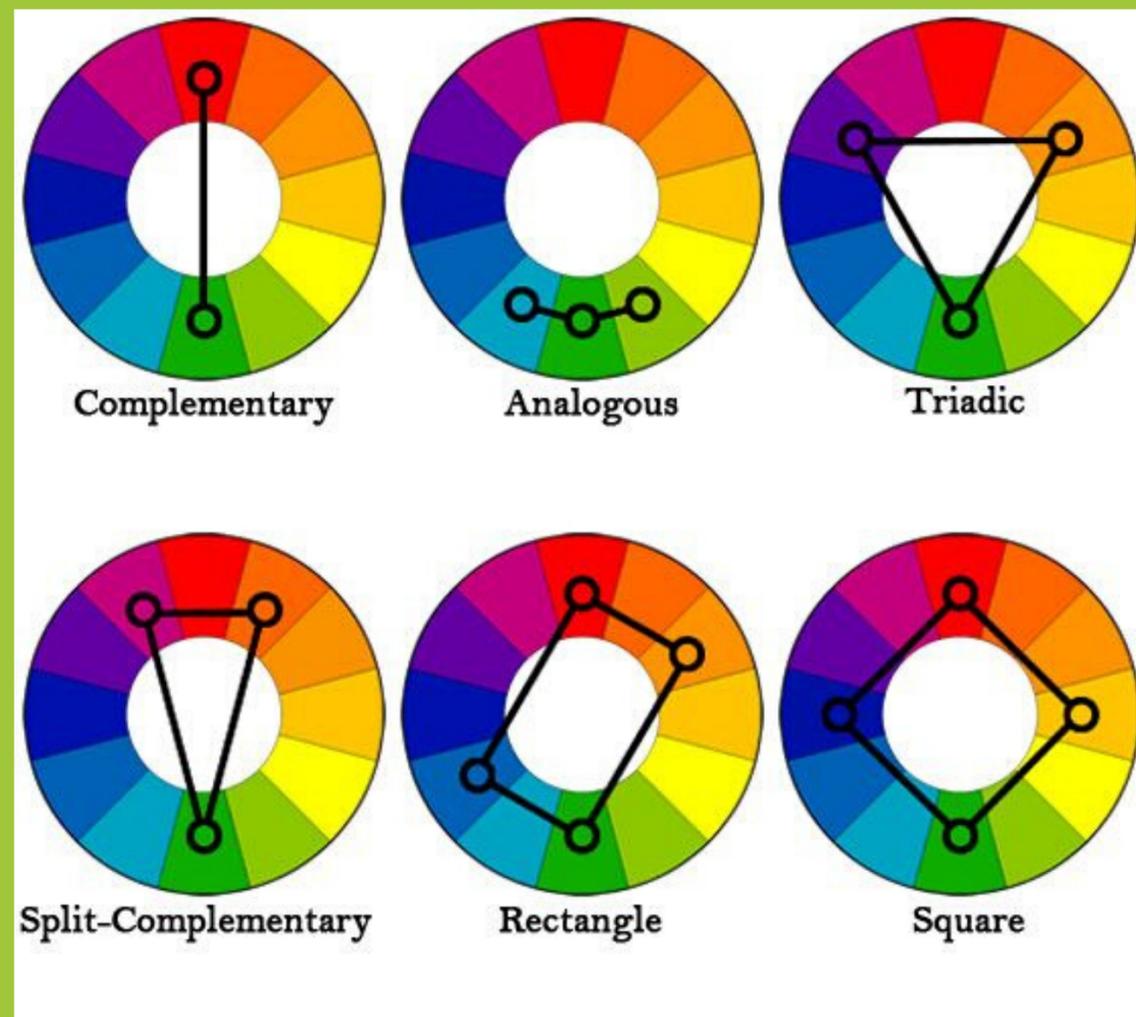
COLOR REALLY DOES MAKE THE ROOM.

THE PERFECT SHADE AND FINISH CAN ENLARGE A SMALL SPACE, BRING IN MORE LIGHT, OR DELIVER THAT KICK OF ENERGY YOU NEED WITH YOUR MORNING COFFEE.

BUT FINDING THE RIGHT ONE? NOW THAT'S ANOTHER STORY.



COLOR WHEEL INSIGHTS



Take a look at the color wheel colors in totality: Warm reds, yellows, and oranges on one side; cool lavenders, blues and greens on the other. Creating a palette within the same half of the wheel tends to be more harmonious. Pairing two colors opposite one another adds a dash of invigorating tension. Which do you prefer?

Key color wheel terms:

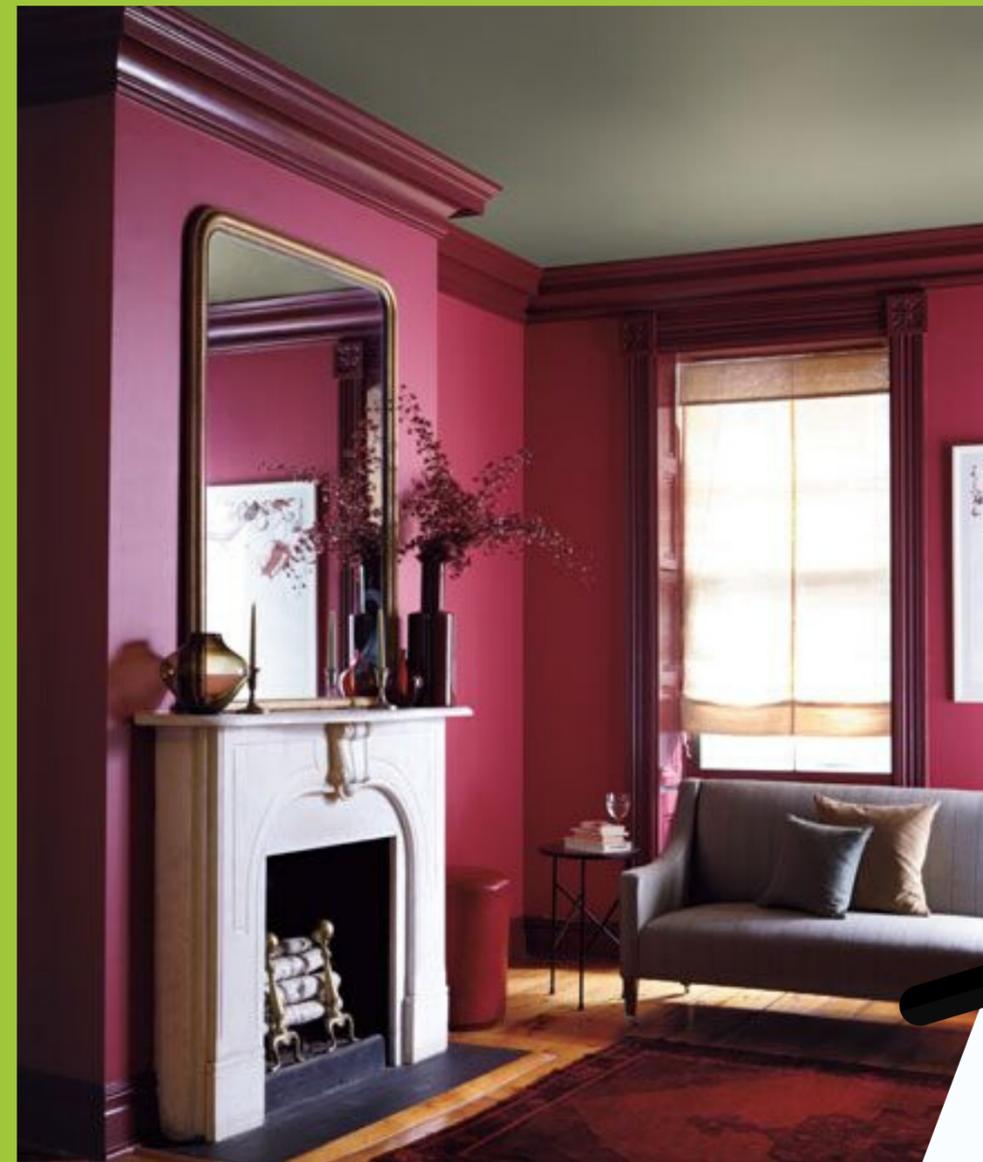
- A monochromatic color scheme uses tints and shades of the same color.
- An analogous color scheme uses adjacent colors on the color wheel.
- Complementary color schemes (as in “opposites attract”) include two colors that are opposite to each other on the color wheel.

SELECTING THE PERFECT ROOM COLOR

These three categories are a great starting point to help identify your personal color preferences:

- **Pales:** Ballet pink, dusty lavender, washed out blue—light, airy combinations that lift you up
- **Neutrals:** Slate, clay, sand, ocher—natural combinations that keep you grounded
- **Deeps:** Violet, onyx, sapphire, ruby—confident colors that create instant character

Learn about the emotional impact of these color categories in *The Psychology of Color*.



ACCENT ON TRIM



Painting trim in glossy white is a classic choice, but why not go beyond white or cream? Choosing a trim color, think Black Satin against a neutral wall is a striking way to showcase a room's unique architecture.

Consider an ombré color scheme: Paint walls with different shades of one color, keeping the darker hue closer to the bottom for a beautiful effect. Here, we use Green Grove on the base molding, Briarwood on the lower wall and Bleeker Beige on the upper wall.

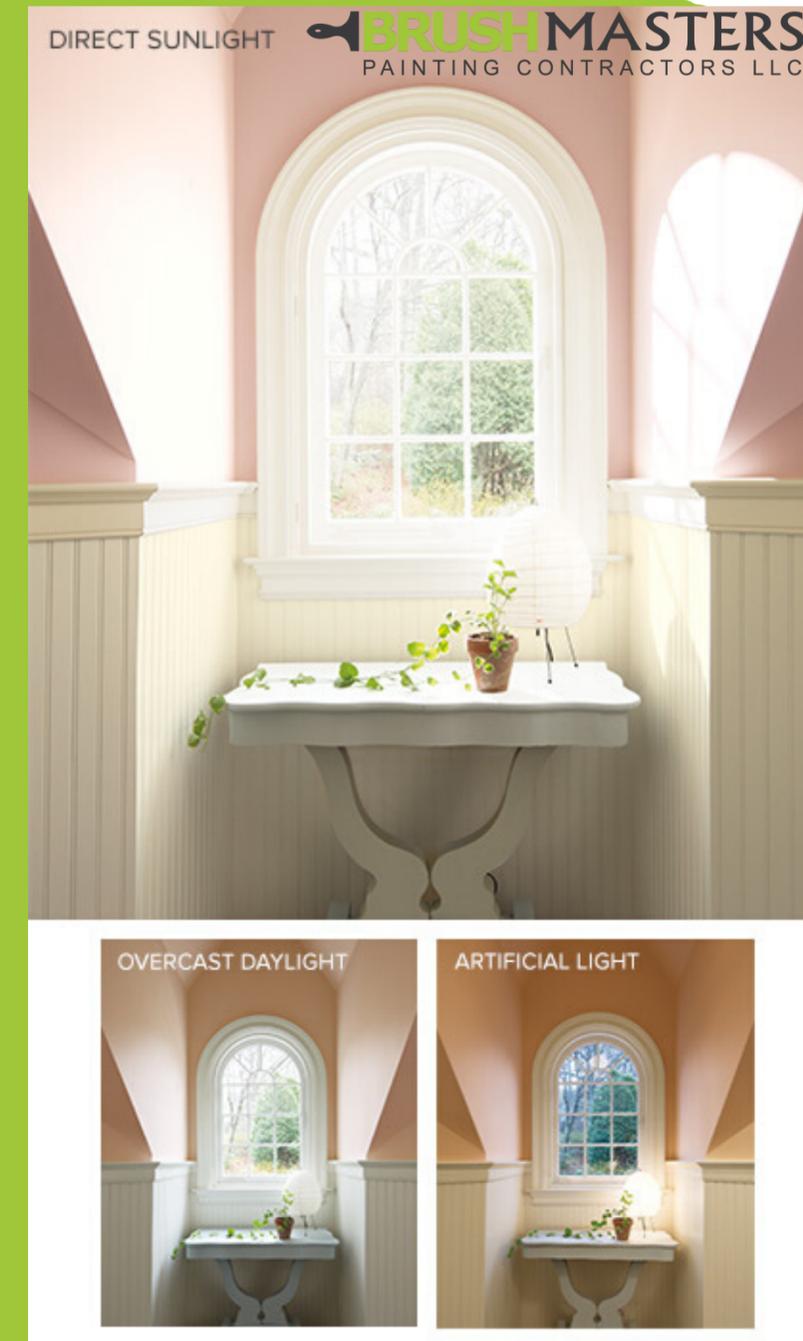


THE THEATER OF LIGHT

Light in a room changes many times throughout the day.

From the natural light of early dawn to the artificial light of nightfall, the relationship between light and your chosen paint color is a crucial consideration. As seen here:

- **Top:** Direct midday sun will brighten up any hue
- **Lower Left:** That same hue is flattered by softer, indirect illumination.
- **Lower Right:** Artificial light adds a warm glow to wall color.





SHEEN 101



Sheen puts the finishing statement on your color of choice:

- Flat—low sheen, very forgiving. Easy to touch up.
- Matte/Eggshell—Durable, flexible for most parts of the home.
- Satin- Best for exterior trim and kitchen cabinets. Cleanable.
- Semi-Gloss—Luminous finish that highlights architectural details. Very cleanable.
- Gloss- Rarely used but very cleanable and highlights details. Unforgiving, angular reflection causes visible defects in surface.

NEED HELP SELECTING THE RIGHT COLORS?

Let our expert color consultants do the matching for you.

We have over 20 years selecting paint colors.

Call or click today to speak with a professional today!



Head to our website and click or tap the phone icon..

OR EMAIL US BACK