

HOW TO CHOOSE THE RIGHT COLOR



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When choosing the perfect color for an interior or exterior paint job, it's vital to take personal preferences and the surrounding environment into careful consideration. For an interior color, keep in mind the room's size and lighting, as well as how it will be used. For exterior colors, take into account the home's architecture – the color of brick, siding and the roof – and the color schemes of other houses in neighborhood. Tour the neighborhood to get ideas for colors that work for the house.

CONSIDERATIONS FOR EXTERIOR COLORS

- If a current wall, trim or accent color works well, use it as a starting point and pick complementary colors.
- For certain styles of houses, research the appropriate traditional color schemes. They can provide time-tested ideas for colors that work.
- Pick a color scheme that complements the home's brick, siding, stone and roof.
- Choose a color scheme that blends with the neighborhood. If required, check with the homeowners' association to see if there are any color restrictions.
- Because color may appear different depending on the time of day, paint a section of the house where body, trim and accent colors can be viewed together. Then check the colors throughout the day to see how they look.
- Dark colors are best for accenting recessed areas and highlighting details.
- Light colors help keep a home cooler, because they absorb less heat. Dark colors help keep a home warmer, as they absorb more heat.
- To highlight architectural details, such as shutters and columns, choose a color that contrasts the wall of the house. For example, if the wall is a light color, choose a darker color.
- To minimize attention to unattractive elements such as downspouts, air-conditioning units, vents, and gutters, paint them the same color as the wall of the house or choose a trim color that is a similar shade.

CONSIDERATIONS FOR INTERIOR COLORS

- Light colors make a room seem larger, while dark colors are best for accenting recessed areas and highlighting details.
- Use items in a room to provide color hints. Pick a piece of furniture, art or a pillow for inspiration. Select the dominant color and see what other colors work well with it.
- Connecting rooms should share color elements. For example, using the same color on molding in adjoining rooms unifies an open space.
- Use light and dark colors to create interest. Attractive architectural features, such as molding and columns, can be emphasized by painting them darker or lighter.
- Consider the home's flooring. The color of the carpet, tile or hardwood flooring plays an important role in the feel of a room and can affect how a color appears.
- Painting the ceiling the same color as the walls adds intimacy to large spaces. Darker rooms with low ceilings can become brighter and more airy with a light ceiling color.

HOW LIGHT AFFECTS COLOR

The quality of natural light changes the appearance of colors throughout the day.

- Direct sunlight provides a constant light source and maintains color consistency.
- Sunlight varies from morning to noon to dusk. Colors appear more golden in the morning and as the sun sets.
- North-facing rooms get less direct sunlight, and the light tends to be cool (blue/green), while south-facing rooms get more direct sunlight that tends to be warmer (yellow/orange).
- Color can be balanced by using warm colors in north-facing rooms and cool colors in south-facing ones.

Artificial light can change colors based on the type of bulb used.

- Standard light bulbs are more yellow than natural light and give colors a warm, golden glow.
- Fluorescent, or sealed tube lights, come in several color variations. Warm fluorescent bulbs bring out reds and other warm colors, while cool fluorescent bulbs bring out blues and other cool colors. Color-corrected fluorescent bulbs give colors a more accurate appearance.
- Halogen bulbs give a crisp, white light that affects colors less than other bulbs.



Standard



Fluorescent



Halogen

PUT COLOR TO THE TEST

To see how natural and artificial light affect your color, paint the same color on different walls in the room. Use the wall that gets the most light and the wall that gets the least amount of light.

It's best to paint at least a 2-foot-by-2-foot sample area on a white background. To get the best results, apply at least two coats and let the paint dry for a couple of hours.

Now live with the colors for a few days. See how the colors feel in the morning and evening. Which color best expresses the mood of the room? Once you've made your decision, you're ready to start painting.

For more project tips, consult some of our other brochures, such as *"A Guide to Premium Exterior Paint"* and *"A Guide to Premium Interior Paint."*

IF YOU HAVE ADDITIONAL QUESTIONS, ASK ANY OF OUR EXPERT SALES ASSOCIATES.

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