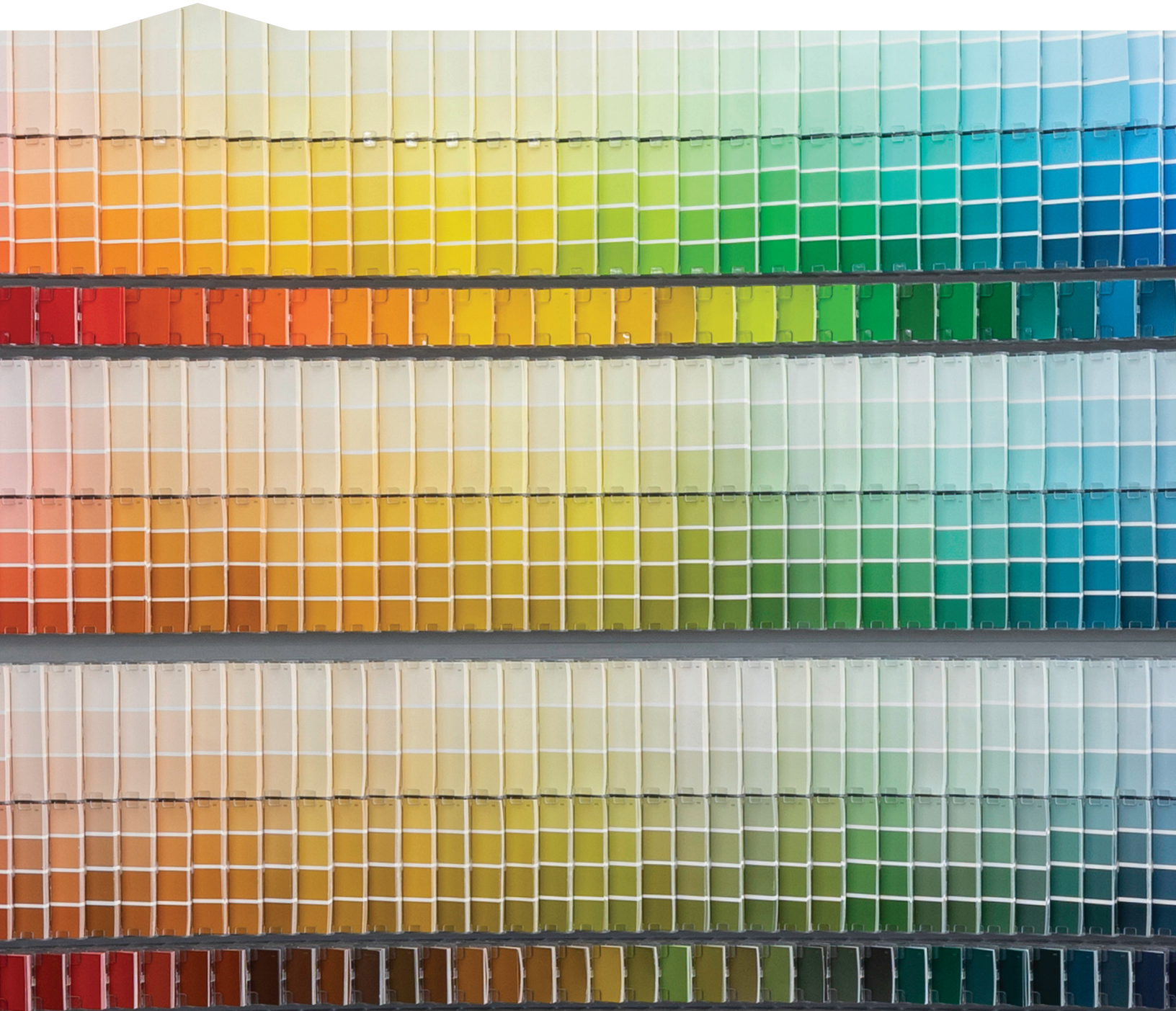


# HOW TO CHOOSE COLOR FOR YOUR HOME

Design with color: A practical guide to bringing your vision to life



# THE PSYCHOLOGY OF COLOR

**All colors evoke a psychological response.** A gray sky can promote a somber mood. The rich red of a pomegranate can imply luxury, promoting comfort and warmth. That beautiful blue shade of a robin's egg can call forth a sunny spring day, fostering a lightness and happiness. We react distinctively to different colors, so when searching for inspiration for your painting project, begin by determining how you want to feel in that space. Then consider which colors might elicit that feeling.

With so many colors to choose from, color selection can be a daunting task. That's why Dunn-Edwards Perfect Palette® is such a valuable resource. A premier color-selection system in the paint industry, it features designer-curated colors organized to inspire but not overwhelm, so you can enjoy the process of choosing colors that set the tone for how you want to feel, and have confidence in your choices. Find colors at your local Dunn-Edwards® store or here:



## How designers use color

The design community constantly monitors the latest research on psychological and physiological responses to color to create effective and stimulating design. Knowledge of how color is commonly used in design projects is another valuable tool in the color-selection process.

### RED

The strongest energy of any color, red is best used in rooms that require interaction, such as dining rooms, where it is thought to stimulate the appetite. Red also adds drama to dens, hallways and powder rooms.

### PINK

A pale red, pink is associated with a delicate, feminine look and is used to soften and lighten the look of bathrooms and bedrooms. Pink may be looked upon as elegant, refined and poised. Newer associations of 'Millennial Pink' highlight pink as a newer neutral, genderless, more grounded—and represents a range of tones from beige with blush touches to a hybrid peachy-salmon color.

### ORANGE

Often considered the most social color, orange is also the color of creativity and imagination. It works well in family rooms and dining rooms, as well as bathrooms where its peach tones complement skin complexions.

### YELLOW

The color of happiness and optimism, yellow suggests positive, cheerful feelings and can be used to brighten practically any room. Yellow is a great choice for 'work rooms' such as kitchens and laundry rooms. Trending associations of yellow highlight the 'Gen Z Yellow' hue, an energetic, bright yellow on display in a range of interior and exterior applications.

### GREEN

Associated with health and wellness, green is a cool, relaxing color that also connotes a feeling of renewal and growth. It works well in living rooms, dens and bedrooms, and is considered a natural neutral tone.

### WHITE

White gets along well with practically any other shade. Elegant and sophisticated, it can be used to open up spaces, and as a backdrop for kitchens, bathrooms and any room that requires a clean, crisp, well-designed look.

### PURPLE

Traditionally the color of royalty, purple tones evoke a feeling of luxury and nobility. This majestic color works well in bedrooms, living rooms and bathrooms, where it can give a sense of lavish opulence. Light-lavender shades are trending, highlighting the influences of science and technology. And dark plum and blackened purples trend forward with influences of darker, moody room designs.

### BLUE

Darker blues are trending in full room interior applications. Tranquil and meditative, blue is perhaps the most peaceful of all colors, exerting a soothing, calming influence. Great for bedrooms and bathrooms, it's often used with an accent color. Lighter sky blues trend forward, highlighting influences of science and technology.

### BROWN

Brown is an earthy and incredibly versatile hue with a wide range of light, mid and dark tones. It can help create a light and airy backdrop with the use of tans, beiges and taupes or provide drama in dark, chocolate tones. Browns in all shades are trending.

### BLACK

A dramatic color, black is often used as an accent to embolden other tones. It works well with white to create a classic, timeless motif. You can also use black with jewel tones for a sparkling, magical appearance.

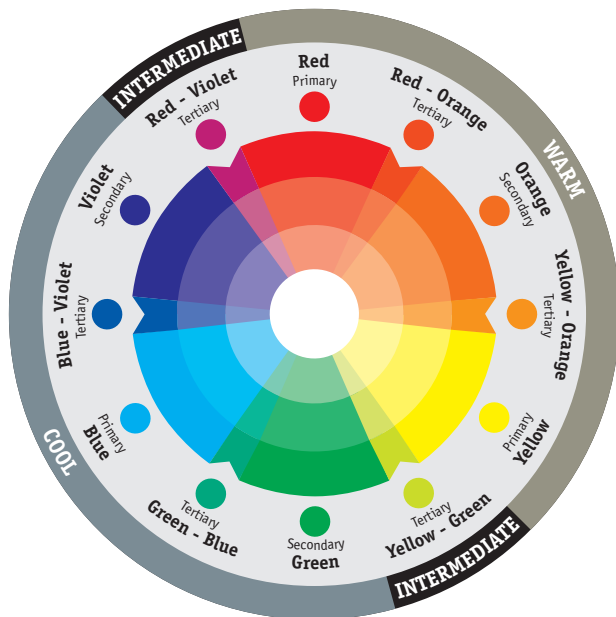
### GRAY

A cool neutral and balanced color, gray has been used widely over the past few years in all rooms. It is a timeless, practical choice that works with a variety of accent colors, and creates an elegant aesthetic. Grays in warmer shades are trending, signifying the continued move toward warmer colors.

# THE BASICS OF COLOR

## Color theory and the color wheel

Ever wondered how designers and artists determine color combinations? They use color theory, which is a practical combination of art and science that's used to determine which colors work best together. The color wheel is the basis of color theory because it shows the relationship between colors.



### Primary colors

Red, blue and yellow are the three primary colors that cannot be made by mixing any other colors. These three colors can be mixed to create all other colors and can be combined with white or black to create tints (lighter tones) and shades (darker tones) of these colors.

### Secondary colors

Secondary colors are created by mixing two primary colors: blue + red = purple | red + yellow = orange | yellow + blue = green

The exact color of the secondary color you get depends on which primary colors you use and the proportions in which you mix them.

### Intermediate colors

Mix all three primary colors (red + blue + yellow) together, and you get an intermediate color, which can also be made by mixing primary and secondary colors. Varying the proportions of these colors creates different intermediate colors.

### Monochromatic color schemes

Clean and elegant, a monochromatic scheme feels sophisticated and stately. The scheme revolves around colors from the same family with varying intensity and value. Lighter tints and darker shades, as well as muted forms, are used.



Monochromatic colors are easy to manage and always look balanced and visually appealing. However, they lack color contrast and are not as vibrant as other schemes.

### Complementary colors

Opposition creates interest, which is the idea with a complementary color scheme. Using colors that are opposite each other on the color wheel creates visual excitement. When these warm and cool colors mix, they energize each other, bringing any decor to life.



Complementary colors offer stronger contrast than any other color schemes and draw a lot of attention. They can, however, be harder to balance than other schemes, especially when working with desaturated or warm colors.

### Warm and cool colors

The temperature of a color—warm or cool—must be considered both individually and when used with other colors. Reds, oranges and yellows are considered warm colors, while blues, greens and violets are perceived as cool colors.



The visual temperature of a color can accentuate or change the look and feel of your project. For example, cool colors make a small area feel spacious and calm. On the flip side, large areas feel cozier and more intimate in warm colors.



# COLOR INFLUENCERS

## How light affects color

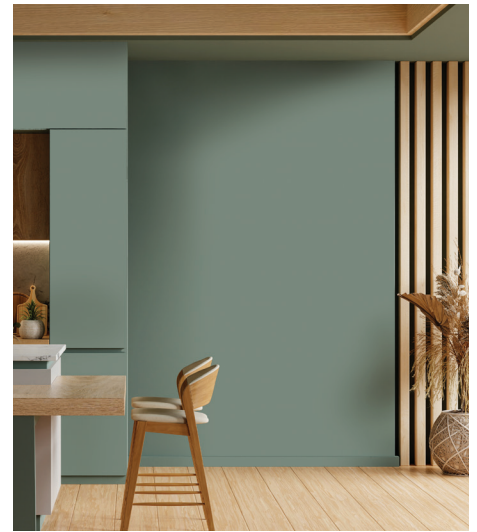
Nothing changes our perception of color more than light. Paint color, textures, fixtures and furnishings are all affected by light, which is why it is important that colors be assessed under the predominant lighting conditions in the areas that they are being considered. There are three primary lighting sources:



**Direct sunlight** is considered the most ideal light source because it provides the truest interpretation of color and provides the best balance between warm (yellow shades) and cool (blue shades) extremes.



**Indirect sunlight** is inconsistent. It varies throughout the day, greatly impacting the color in a room. The intense golden rays of sunrise and long, dark shadows of twilight warm and cool room colors in dramatic fashion. Indirect sunlight is the most volatile and unpredictable lighting to assess.



**Artificial lighting** can be separated into either warm or cool light. Incandescent and halogen lights enhance reds and yellows, warming up a room. Fluorescent and energy-saving bulbs enhance blues and greens, cooling or flattening a room's color. Artificial light will change colors simply by the type of bulb that is used.

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## Test colors in the environment they will live in

You can test almost any Perfect Palette color before making a major purchase with 8-oz Perfect Palette Samplers. Just select the color that piques your interest, and we'll mix it on the spot.

To see how natural and artificial light affects your color, paint the same color on different walls. Determine the wall that gets the most light and the wall that gets the least amount of light, then paint a 2' x 2' area in two coats on each of those walls.

An alternative to painting your walls is to use Dunn-Edwards SIMPLESWATCH® Peel & Stick Paintable Sheets. These are a great color-visualization tool that are available at any Dunn-Edwards store and on [dunnedwards.com](http://dunnedwards.com). Simply paint the 8.5" x 11" sheet, then peel off the liner. The low-tack adhesive allows you to easily reposition it on any wall, indoors and out, without leaving residue behind.

With either test method, watch how the color changes and makes you feel throughout the day.



# CONSIDERATIONS WHEN CHOOSING COLORS

## Maximize your home's value

Choosing colors for your home is an important decision. Color can not only influence how you feel in it, color can even add value, so it's not a decision to be taken lightly. There are many unchangeable factors that influence your options. Below are some key considerations when choosing colors for your home.



### Exterior projects

- :: Research the color schemes that are traditionally used on your home's style for time-tested ideas that work. For example, if your home was built in the 1960s (mid-century), research the colors used for that style during that time and in your area. Compare your findings to the colors being used today for the same home style.
- :: Make sure the colors you are considering complement elements such as your home's brick, siding, stone or roofing.
- :: Choose a color scheme that blends with the neighborhood. If you live in an HOA, check if there are any color restrictions.
- :: Colors appear differently depending on the time of day and in different weather conditions. Therefore, paint a section of your home where the body, trim and accent colors can be viewed together. Then live with it for a few days and check the colors at different times of the day to see how they look.
- :: To highlight architectural details, such as shutters and columns, choose a color that contrasts with the wall color of your home. 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 your home or choose a trim color that is a similar shade.

### Interior projects

- :: Light colors make a room seem larger, while dark colors work great for accenting recessed areas and highlighting details.
- :: Use items in a room to provide color hints. Choose art, a piece of furniture or even a pillow for inspiration. Select your color preference, then consider 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 colors.
- :: Your home's flooring should also be factored in. The color of the carpet, tile or hardwood flooring plays an important role in the feel of a room and affects how a color appears.
- :: Pay attention to the trim in a room. Painting the trim and walls the same color will remove attention to the trim and make it less noticeable. Using a contrasting color for the trim will give the room a focal point, adding some dimension and making it more interesting.

# PROTECT WHAT MATTERS

The success of your projects depends on the performance and durability of the products you use. Safeguard your work with coatings engineered to last. You'll be doing your part to protect the planet, too. Made in the USA from domestic and imported ingredients in the world's first and only LEED® Gold-certified paint manufacturing facility, Dunn-Edwards products meet or exceed most environmental standards.



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Products bearing this logo are EG-FREE™ and TAC/HAP-FREE. Ethylene glycol (EG), a solvent often used in water-based paints, is listed as a Toxic Air Contaminant (TAC) and Hazardous Air Pollutant (HAP). In 1983, Dunn-Edwards was the first in the industry to voluntarily replace EG with propylene glycol, a nontoxic alternative "generally regarded as safe" by the FDA. Also, every Dunn-Edwards product with the EG-FREE logo is formulated without any other TAC or HAP.

## A GREEN LEGACY, A GREENER FUTURE.

Dunn-Edwards has a green legacy that makes us proud and inspires us to do more. We are firmly dedicated to the principle of eco-efficiency, which we define as the ability to satisfy human needs in ways that minimize adverse impacts on energy and material resources, environmental quality, and human health and safety.

**HEALTH & SAFETY** when using water-based paints:

**CAUTION!** INHALATION OF SPRAY MIST OR SANDING DUST MAY BE HARMFUL. Use only with adequate ventilation. Avoid breathing vapors, spray mist and sanding dust. Wear a NIOSH-approved N100 filter mask (particulate type) when spraying or sanding. Avoid contact with skin and eyes. Do not ingest. Close container after use.

**FIRST AID:** If swallowed, immediately give 1 or 2 glasses of water to drink—for emergency information, call 1-800-222-1222. If having difficulty breathing, move to fresh air. For eye contact, immediately flush with water for 15 minutes. For skin contact, wash thoroughly with soap and water.

**KEEP OUT OF REACH OF CHILDREN.** For more information, see the appropriate Product Data Sheet(s) and Safety Data Sheet(s) available at [dunnedwards.com](http://dunnedwards.com)

**CAUTION!** Scraping or sanding surfaces of older buildings (especially pre-1978) may release dust containing lead or asbestos. EXPOSURE TO LEAD OR ASBESTOS CAN BE VERY HAZARDOUS TO YOUR HEALTH. Wear a NIOSH-approved N100 particulate filter mask to avoid breathing dust. Use a HEPA vacuum for cleanup, and finish by water-washing all surfaces. For more information, see Dunn-Edwards 'Surface Preparation Safety' guide or call U.S. EPA's lead hotline at 1-800-424-LEAD, or visit [epa.gov/lead](http://epa.gov/lead) or [epa.gov/asbestos](http://epa.gov/asbestos)—or contact your state or local Health Agency.

PHOTOGRAPHS: Paint colors depicted in the photographs in this brochure appear differently than on actual surfaces. Photographic processes and lighting will alter appearance. BACK COVER PHOTO: Wall: Red Revival (DEA154) INSIDE PHOTOS (left to right): Green Walls: Mother Earth (DE5718) • Exterior Body: Tawny Owl (DET640) • Trim: Log Cabin (DEA162) • Orange Walls: Citrus Notes (DET449) • White Wall: Icy White (DEHW10)



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