

PAINT COLOR THEORY: CHOOSING PAINT FOR YOUR HOME

GUIDE TO COLOR THEORY



- Excitement
- Liveliness
- Passion

- Warmth
- Friendliness
- Fun



- Inspiration
- Energy
- Happiness

- Freshness
- Positivity
- Calming



- Openness
- Spirituality
- Soothing to the mind

- Freshness
- Positivity
- Calming



- Authority
- Rich atmosphere
- Formality

- Simplicity
- Peace
- Sophistication



- Neutrality
- Calming
- Slightly uplifting

WHEN TO USE WARM VS. COOL TONES

WARM

- For stimulation in social rooms, such as the kitchen or living room
- In a large, naturally lit room
- To create a cozy, intimate space
- To bring out the color of focal points or furniture
- Warm tones can be offset with soft textures

COOL

- In private rooms, to bring a sense of calm and relaxation
- For added concentration in an office space
- To create the illusion of more space
- Use cool tones to enhance hints of similar shades
- Warmth can be added to a cool room with soft white lightbulbs

TIPS TO PICKING YOUR PAINT COLOR

- Decide on your style and whether you want a monochrome or analogous color scheme.
- Consider the purpose of the room carefully as well as how often it's used.
- Draw inspiration from color theory and color psychology.
- Use an anchor item as inspiration for the wall or accenting colors.
- Apply the 60-30-10 rule.
The main color is 60% of the room, a secondary is used for 30% with soft textiles (rug, drapes, etc.) and an accent makes up 10% with small decorations.
- Experiment with your favorite color or color scheme.
- Customize your own color with help from a paint specialist.

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