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COLOR FUNDAMENTALS

A how-to guide

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The power of color

You've probably heard me say it before: design impacts functionality, mood and productivity... and color plays a HUGE role. Visual sense is one of the most expressive qualities! In fact, research shows that color increases memory, engages participation and evokes moods, among many other things. So picking a color scheme for your home is kind of a BIG deal. Fear not! Below are all of the tricks of the trade to choose the right colors for you.



Domino- Designer, Michael Hilal



Picking a color scheme for the entire house

Start with more formal areas in your house such as the dining or living room. These rooms usually require more elegant décor and it's easy to focus here first. Once you've



picked a color scheme for this area, pull a few colors to other rooms in your house. Take a peek at the color pallet above. If you paint the walls in your dining room a deep purple, pull the same color into your living room as a sofa (pictured above), an area rug, or even accessories! Creating a flow of similar colors throughout your home will draw the eye from room to room making your space feel larger.

Nature inspired

Have you ever been hiking or wandering in nature, paused to look around and thought... Wow! The outdoor places we explore inspire us and man-made designs all around the world. A sure way to make your color pallet work is to replicate the perfection of nature. Use dark color values for the ground floor, medium values looking straight ahead and lighter toward the sky.

PRO TIP:

Paint your ceilings a light shade of blue. This will make your room look taller with added dimension above. Also, replicating a blue sky incites emotions of relaxation. This is a great trick to use in your bedroom.



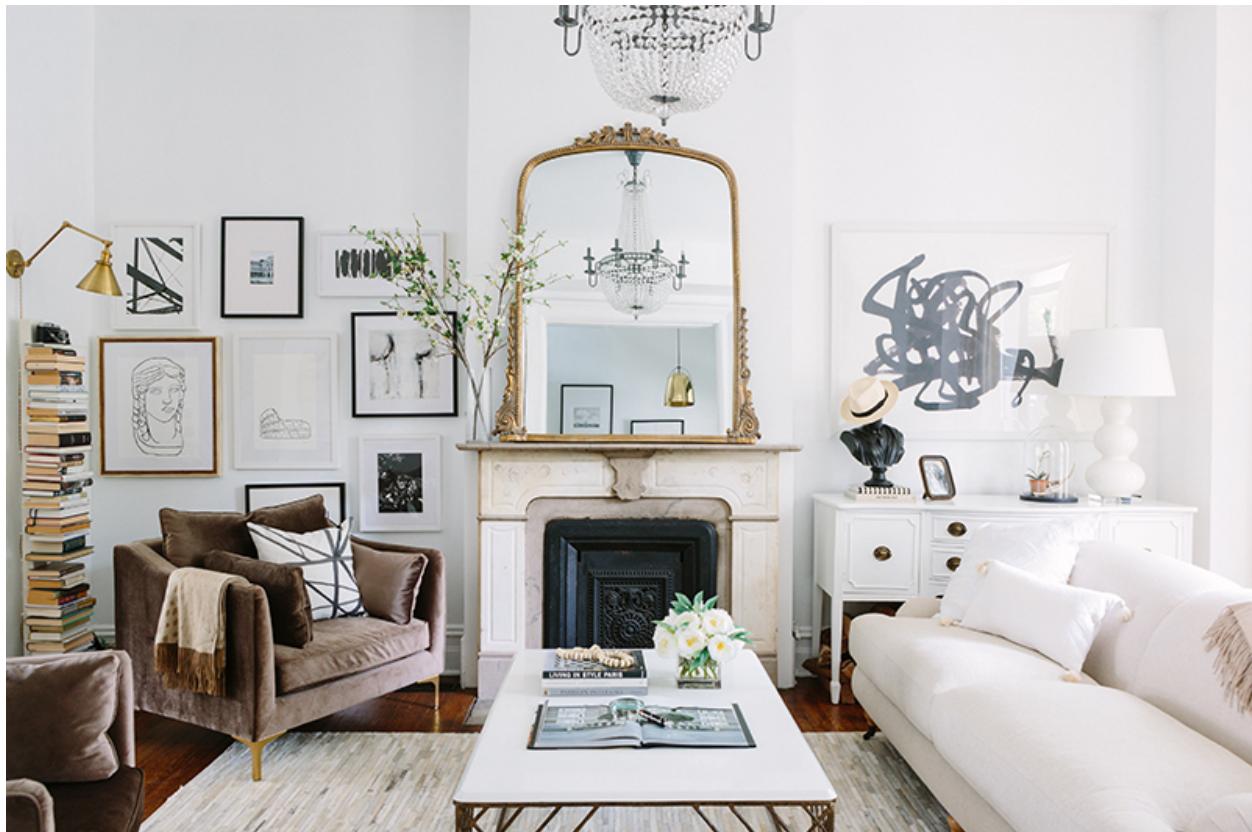
Apartment Therapy, Greg and Brian



Calm down the tones

#WhiteWallsOfInstagram is the current trend and there's a reason why neutrals are so popular, especially among millennials. White and cream act as your vanilla cake frosting; which you can then decorate with the colors you love!

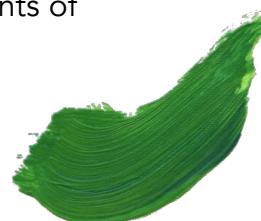
Going neutral gives you flexibility to update your accessories and dress up your space with pops of bright color. Buy less expensive colored accessories. You won't feel bad leaving them behind when you decide to move or refresh your space. Did I mention, white is great for spaces that are smaller or lack light! Light filtering into a neutral room will bounce off of the walls and feel more open. Ahh... like a breath of fresh air.



Artfully, Alaina Kaczmarek



Note: Incorporate house plants into your neutral design. It will bring natural accents of color to your space!



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Rule of three

Still feeling overwhelmed? Limit your color choices to three. This strategy will ensure your room is well balanced. Divide the room into 60 percent of your dominant color, 30 percent of a secondary color (curtains, upholstery) and 10 percent an accent color (accessories).

You can even use analogous color schemes for this technique (colors next to each other on the wheel) such as, blues and greens accented with yellow. Monochromatic and analogous colors are a safe bet in pairing. Just be cautious not to over-power the room with one color.



Jessica Gordon Ryan



Source Unknown



Note: Blue is one of the strongest colors on the spectrum. Deep royal and navy hues evoke feelings of confidence, loyalty and success. Quite a regal color for an office!



Small space, big statement

Powder rooms and smaller bathrooms are a great excuse to design with posh wall paper, fancy tile and deep paint colors. Since this room requires small quantities, you can afford to splurge! Explore with bold colors and patterns. Let your small rooms envelop you in a cocoon of color while the rest of your home expands with light.



NYC&G



PRO TIP:

Nervous about dipping your toes in too much color? Take a picture of your room, print it out and color it in with pencils. For wallpaper, print out a screenshot of the wallpaper you want to try, cut the shape of the wall area and place on top. *Whisper whisper we are adding a similar feature to our website so you don't have to print out your room!*



Color Psychology

Color has the ability to create an experience, making it one of the most important tools in design. Below I have highlighted an assortment of colors and their influence on thought and feeling. Note the colors that speak to you and begin building your color pallet!

Blue

Blue is the most ideal color for a bedroom or office! This color suggests relaxation and peace, as it's linked to inner calm and serenity. Lighter shades are associated with creativity, while sky blue is the most calming and relaxing. Different shades of blue can also encourage concentration and mental clarity, great for work and study! In addition to these qualities, few natural foods have blue in it, making it a natural appetite suppressor. Blue can also lower heart rates and instill confidence. Did you know blue is a universally liked color?

Green

We most often see the color green in our natural environment. This color is associated with energy, nature, life and renewal! Green is known to soothe the body and soul, acting as an inner rebalance of positive energy. Hues range from a royal emerald to olive and electric lime. Make your home a retreat with earth tone greens for a relaxing a refreshing space.

Red

A powerful, passionate color! Red ranges from bright cherry to dramatic, sophisticated ruby and even deeper, maroon. Demanding attention, red evokes love, excitement, energy and ambition. This makes it a great color choice for a home office. Red also has an effect on our psychological state, known to increase heart rates. Use red in small doses and in the right shade. Too much bright red can lead a person to feel on high alert and even stressed.

Tone it down just a bit and you get...



Pink

An innocent, optimistic, gentle color, pink ranges from bubblegum to fuchsia and isn't just for little girls' rooms. Dressed up as a patterned wallpaper pink works well in dining rooms and as accent pieces in living rooms and bedrooms.

Gray

Characterized as an unresponsive, neutral color, gray is impartial, industrial and "futuristic". Don't be deceived! Gray possesses chameleon-like qualities and can sway either warm or cold, pairing beautifully with other colors. Darker shades are mysterious while silver shades highlight the room and resemble dignity and sophistication.

Purple

Combine the energy of bold red and the stability of confident blue. Purple evokes admirable emotions of nobility, luxury and peace. It conveys extravagance and inspires creativity, magic and mystery. Hues range from light lavender, amethyst to dark magenta. As a royal color, purple is great for bedrooms, hallways and closets.

Brown

Dive into a cup of hot chocolate, coffee, or mocha and appreciate the lovely, rich hues brown has to offer. It's no wonder brown captures feelings of warmth and comfort. Brown ranges from dark chocolate to neutral tan tones for a tasteful, timeless canvas. For a rustic or masculine canvas incorporate browns as natural elements such as, wood and stone.

Yellow

Hello, yellow! As the BRIGHTEST color in the visual spectrum, yellow resembles sunlight, joy, creativity, hope and fun. Ranging from vibrant to just a little bit less vibrant, shades range in mustard, gold and butterscotch to banana and blonde. Brighten your home with pops of yellow accents or lighter shades on your kitchen or mudroom walls. It's not recommended to highlight the color yellow in your bedroom with its lack of calming qualities.



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Now that you've learned about color pairing techniques and the rainbow of colors you could potentially live with... You're READY TO GO! If you still feel a bit stuck, send a message on the Printz contact page with your questions.



Source: Pinterest Unknown

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Haley

