

# Design Elements: Shades of Gray

Chris A. Paschke, CPF, GCF, CMG

**Sponsored by Presto Frame & Moulding**

West Coast Art & Frame Expo, Las Vegas 2018

Larson-Juhl showcases a fabulous display of same format photos. Same frame, same mat with assorted sizes...using common line arrangement.





Black, gray, white  
and metallics





Black and bright accents



*"Gray is the dominant shade of the decade  
and today's default neutral."*

- Sue Kim

Valspar color strategist

Every color has a shade—a grayed color—in the color spectrum that may become a neutral.



# PPG Paint



## *Black Flame*

An undertone of deep indigo evoking privacy,  
hope and modernism.



# Glidden



*Deep Onyx*



# Olympic

## *Black Magic*



# Dutch Boy

## *Sandstone*



2018  
COLOR of the YEAR

SANDSTONE  
TINT

441-2DB

Quest  
Embrace  
Merge  
Simply

Dutch Boy paints make transforming your world easy.™

# Behr



○ IN THE MOMENT  
T18-15

## *In The Moment*

Blue, soft gray and green creates this tranquil spruce-blue color.

# Dunn-Edwards

## *The Green Hour*



# Sherwin Williams



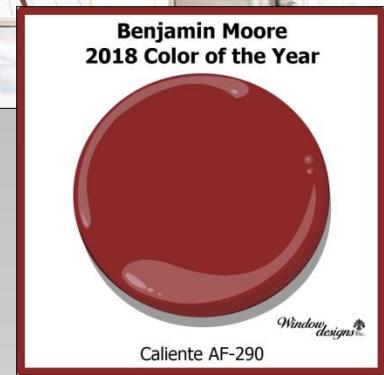
*Oceanside*

Opulent blue-green  
reminiscent of wanderlust trends.

# Benjamin Moore



*Caliente*  
Vibrant, charismatic  
shade of red that  
feels passionate.



# Pantone 2018



## *Ultra Violet*

Purple tones are associated with unconventionality, mindfulness and mediation.

*"Designers would be paralyzed without white."*

- Andrea Magno  
Benjamin Moore

Benjamin Moore offers more than 250 shades of white.



Neutral, neutral, neutral...and white.



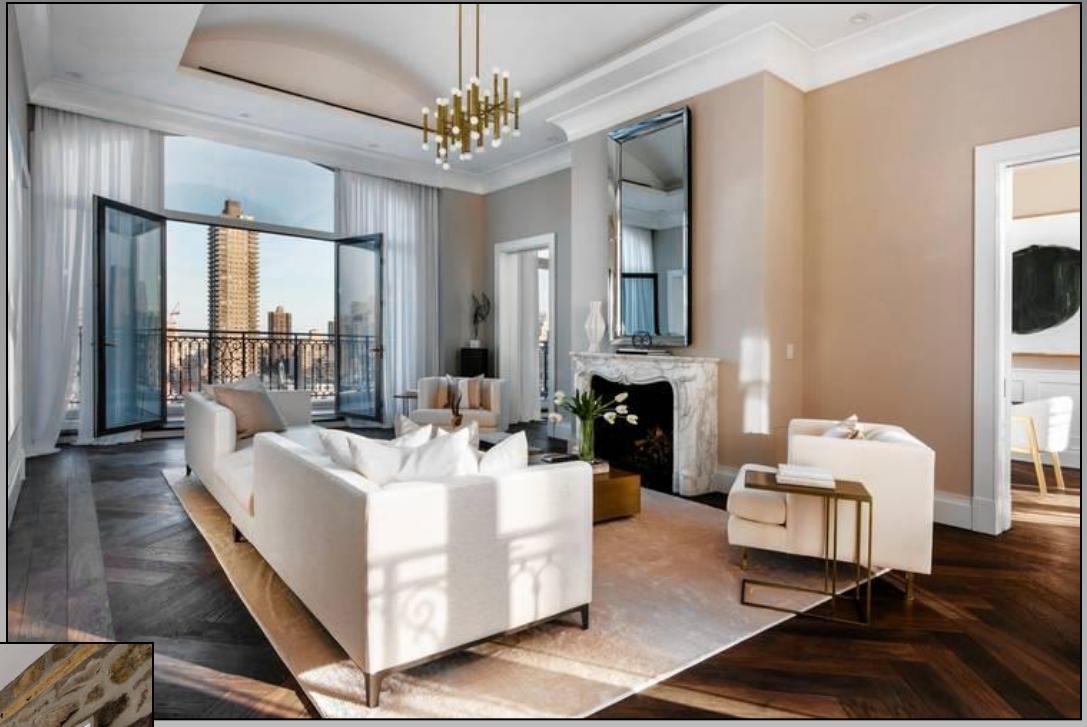
Outdoors and contrasting wall adds the color (L)

Contrast doesn't always require a strong color pop to add emphasis



Also neutral  
warm gray,  
taupe and  
white soften  
the look.





The hue of your walls  
impacts on your psychology.

Red increases appetite and raises  
blood pressure, so adversely white  
and off-white calms and soothes.

# 2018

## USE BAINBRIDGE TO COORDINATE WITH TODAY'S HOTTEST COLOR TRENDS!

*Sherwin Williams has announced the Color forecast of the Year for 2018 with coordinating collections. Bainbridge has everything you need to help your customers update and refresh their art to complement these color stories!*

### Coordinating Collections

#### SINCERITY

*Less is more as we're de-cluttering, moving more possessions into the cloud. Silence is no longer empty, but instead rare and rich with possibility. Our notions of what's authentic are being complicated. We're celebrating the unfiltered, yet captivated by the artfully processed. Blending in is the new standing out. Flaws are treasured. The hushed tones of this score play out in sand, complex grays and hazy botanicals.*



**INFLUENCES:**  
SILENCE  
INSTAGRAM  
MINIMALISM  
HYGGE  
NORMCORE

SHERWIN WILLIAMS



BAINBRIDGE MATS



#### UNITY

*Nationalism and globalism are in flux, challenging terrestrial boundaries. We're remapping our sense of community. Optimism persists in the form of boundary-breaking skyscrapers and commercial space travel. Even landlocked cities are becoming global hubs of crafts and gastronomy. We crave security and adventure in equal measure. Airbnb, car sharing and e-learning have created a culture of everyday nomadism. The bright folklore of this story is told in memorable pops of peacock color.*



**INFLUENCES:**  
ROAMING  
TRANSCULTURALISM  
COMMUNITY  
ARTISANAL CRAFTS  
INDIGENOUS PATTERNS



#### CONNECTIVITY

*We're each moving to the beat of our own algorithm. From choosing a dry cleaner to choosing a college, data powers nearly every decision we make. In Silicon Valley, Austin, Berlin and Beijing, techies are the new hippies, full of breakthrough ideas and utopian ideals. A generation is waving the flag of color freedom, and Instagramming every moment. This high-tech palette is pixelated in orange, violets, digital greens and high-def yellow.*



**INFLUENCES:**  
CALIFORNIA POP!  
YOUTH CULTURE  
TECHIES  
VIRTUAL REALITY  
PRODUCTIVITY  
ENVIRONMENTALISM



Bainbridge 2018SW-NB\_ColorTrends PDF

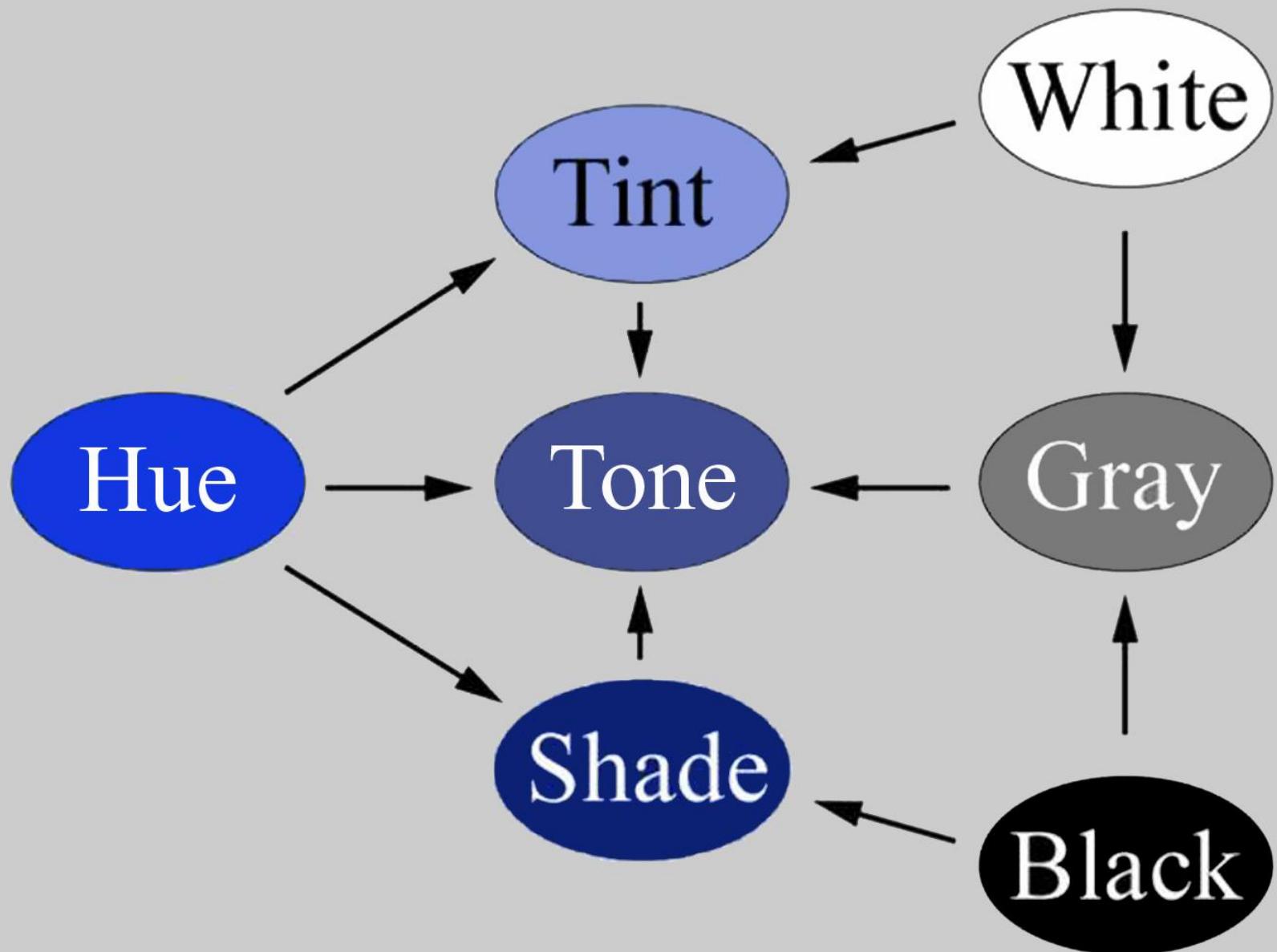
# Neutral Color Theory

# Basics Review

Black, white  
and gray have  
always been  
considered  
neutrals.

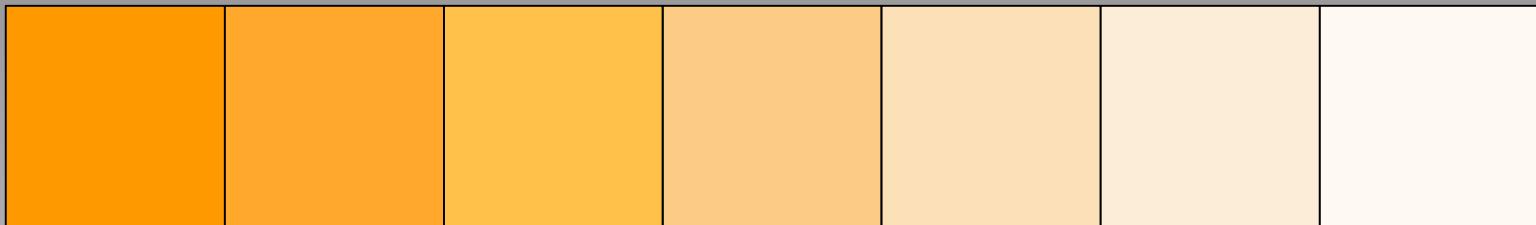
But all tinted,  
toned and  
shaded colors  
are also  
neutrals.





# Tints, Tones and Shades of a Color

If white is added to a color it is a **tint**.



If gray is added the result is a **tone**.



If black is added it becomes a **shade**.



# Bainbridge Alphamat Artcare Neutrals Specifier Card

Bainbridge's Neutrals Specifier for Shades of Gray 2018.

It features their 62 Neutrals broken into red, yellow, blue families categorizing the tints, tones and shades of each.

A color dot should be applied to your mat corner sample for easy reference when designing.



**A**

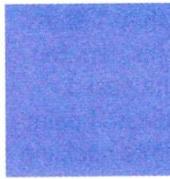
quinacridone magenta



cadmium red



ultramarine blue



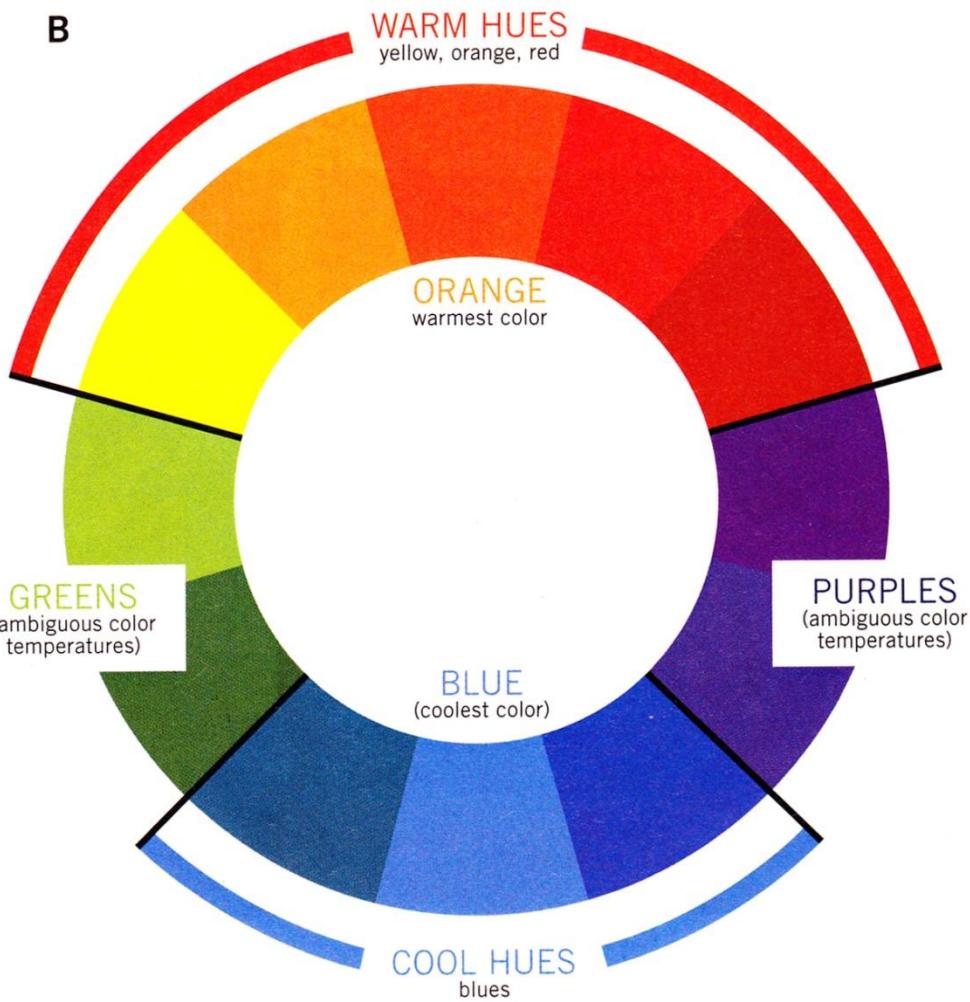
cobalt blue

**A: Relative Versus Overall Temperatures:**

**A red pigment that has overtones of blue, such as quinacridone magenta, may be referred to as a cool red.** Cadmium red, with its overtones of yellow, is considered a warm red. Despite these distinctions, each is a red hue and conveys an overall warm color temperature. Blues also have overtones of other colors. Ultramarine blue, with its hint of red, appears warmer than cobalt blue; nonetheless, when examining patterns in color temperature, both blues stand for cool colors within a painting.

**B: Warm, Cool and Inbetween:**

When determining color-temperature patterns, pay particular attention to the blues (cool colors) and the reds, oranges and yellows (warm colors). Purples and greens, though significant for other reasons, play an ambiguous role in temperature patterns.

**B**



# Sherwin-Williams paint samplers

**WARM DETAILS**  
RED-TONED NEUTRAL WITH WARM HARMONIES

Use neutrals as a complete scheme by themselves, as simple background for stronger colors, or to help define design features like doorways and windows. Ranging from a whisper of beige to deep, russet browns, these Red-Toned Neutrals are comfortable and traditional.

Our Color Studio has created three distinctive Red-Toned Neutral palettes, each with trim and accent colors:

**WARM DETAILS**  
BLUE-TONED NEUTRAL WITH WARM HARMONIES

RM DETAILS provides warm harmonies that are specifically selected to accent a Red-Toned Neutral. This palette gives a subtle and sophisticated look.

**COOL DETAILS** gives you lighter and darker tones of a Blue-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

**WARM DETAILS** provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

## BLUE-TONED NEUTRALS IN NATURAL HARMONIES

Neutrals are every color's friend, and offer an abundance of shades and nuances. Use neutrals to calm a colorful scheme, or use color to enliven a neutral scheme. Ranging from a hint of gray to smart charcoals to deep blues, these Blue-Toned Neutrals offer quiet, restrained elegance.

Our Color Studio has created three distinctive Blue-Toned Neutral palettes, each with trim and accent colors:

**WARM DETAILS** provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

**SUBTLE BLENDS** gives you lighter and darker tones of a Blue-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

**COOL DETAILS** offers cooler harmonies that will complement a Blue-Toned Neutral, to give you quiet accents and interesting highlights.



**WARM DETAILS**  
YELLOW-TONED NEUTRAL WITH WARM HARMONIES

Think of all the neutrals as very low intensity hues that will work well with all other colors. Experiment freely with different shades and tones and you will be amply rewarded. Ranging from subtle creams to deep golden browns, these Yellow-Toned Neutrals are fresh and quietly uplifting.

Our Color Studio has created three distinctive Yellow-Toned Neutral palettes, each with trim and accent colors:

**WARM DETAILS** provides warm harmonies that are specifically selected to accent a Yellow-Toned Neutral. This palette gives a subtle and sophisticated look.

**SUBTLE BLENDS** gives you lighter and darker tones of a Yellow-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

**COOL DETAILS** offers cooler harmonies that will complement a Yellow-Toned Neutral, to give you quiet accents and interesting highlights.

730C-2 " Sandstone Cove	1812 " Swiss Coffee	W-B-700
730D-4 " Earth Wall		7300

**WARM DETAILS**  
YELLO-TONED NEUTRAL IN NATURAL HARMONIES

Neutrals are every color's friend, and offer an abundance of shades and nuances. Use neutrals to calm a colorful scheme, or use color to enliven a neutral scheme. Ranging from a hint of gray to smart charcoals to deep blues, these Blue-Toned Neutrals offer quiet, restrained elegance.

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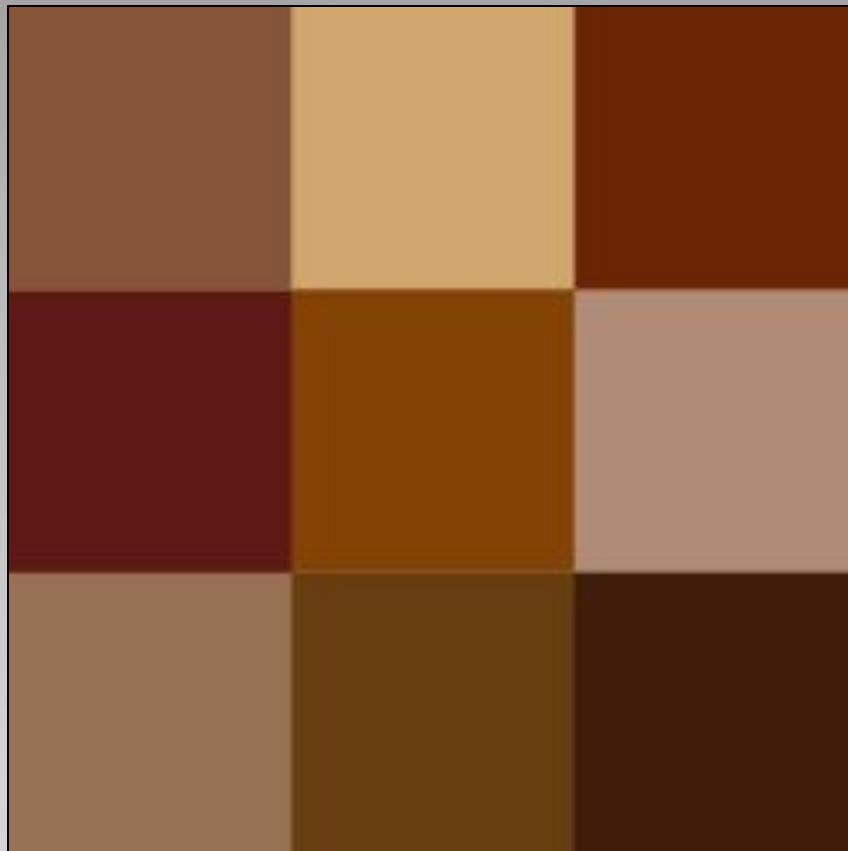
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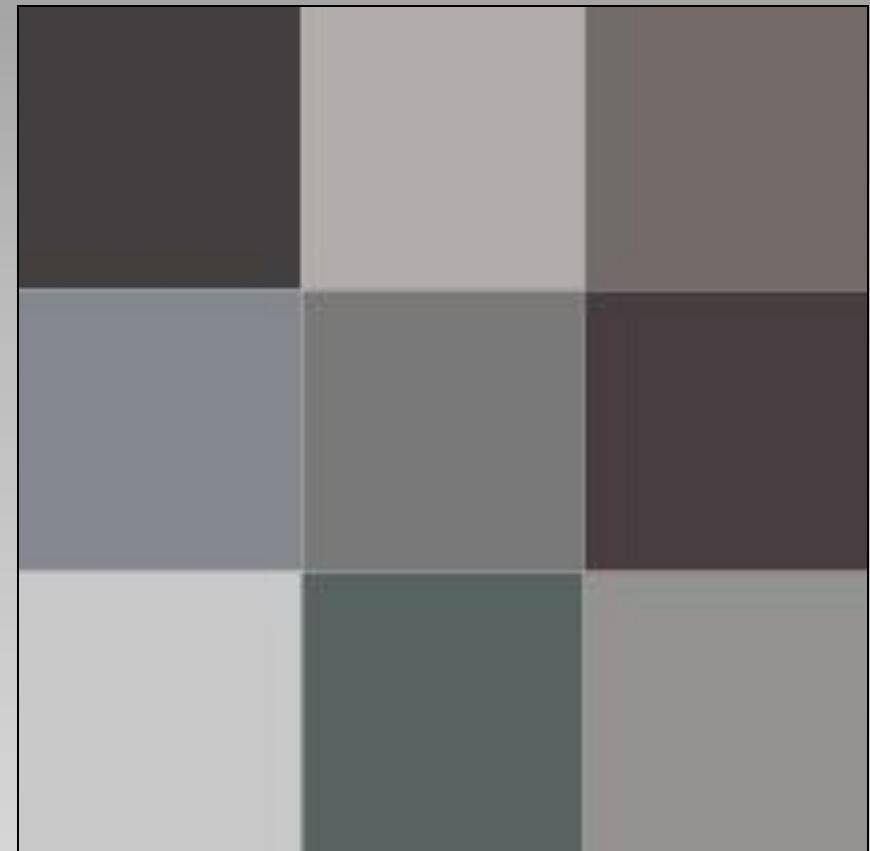
**COOL DETAILS** offers cooler harmonies that will complement a Yellow-Toned Neutral, to give you quiet accents and interesting highlights.

# Color Based Neutral Tints, Tones, Shades

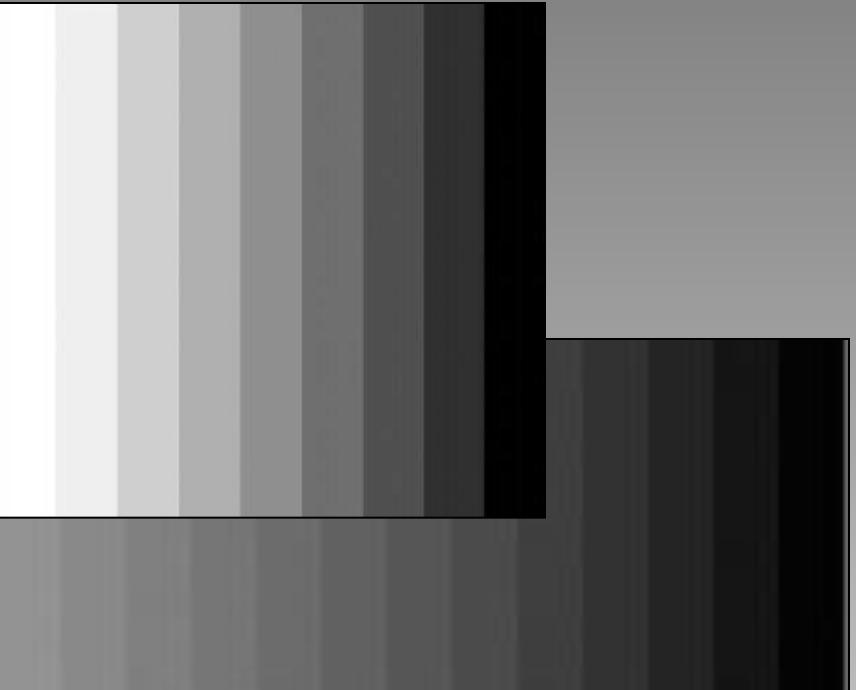
blue  
yellow  
to green



blue  
yellow  
to green



# Gray Scale



A monochromatic palette is fine, but introducing a color or accent will control the eye and complete the picture



Cool neutral grays everywhere featuring gray on gray carpet and screen, tinted gray walls and headboard.

Accents of white, crystal, gold and a pop of red and its complement green complete the look.

Not unlike the top mat being gray, with liner mats of darker gray and red.



Cool grays, warm white and a pop of bright yellow.  
Like a triple mat of Antique white, middle gray and 1/8" liner of yellow.



Similar palette but a white wall steps down the drama from the previous slide making this a softer look.

The same happens with framing by a lighter top mat.



By adding art and a single accent color among assorted shades of neutral browns and the bedroom pops.

Well placed accents make the visual experience richer, bolder and more interesting.





# Neutrals in Framing

# Original Chinese Watercolor



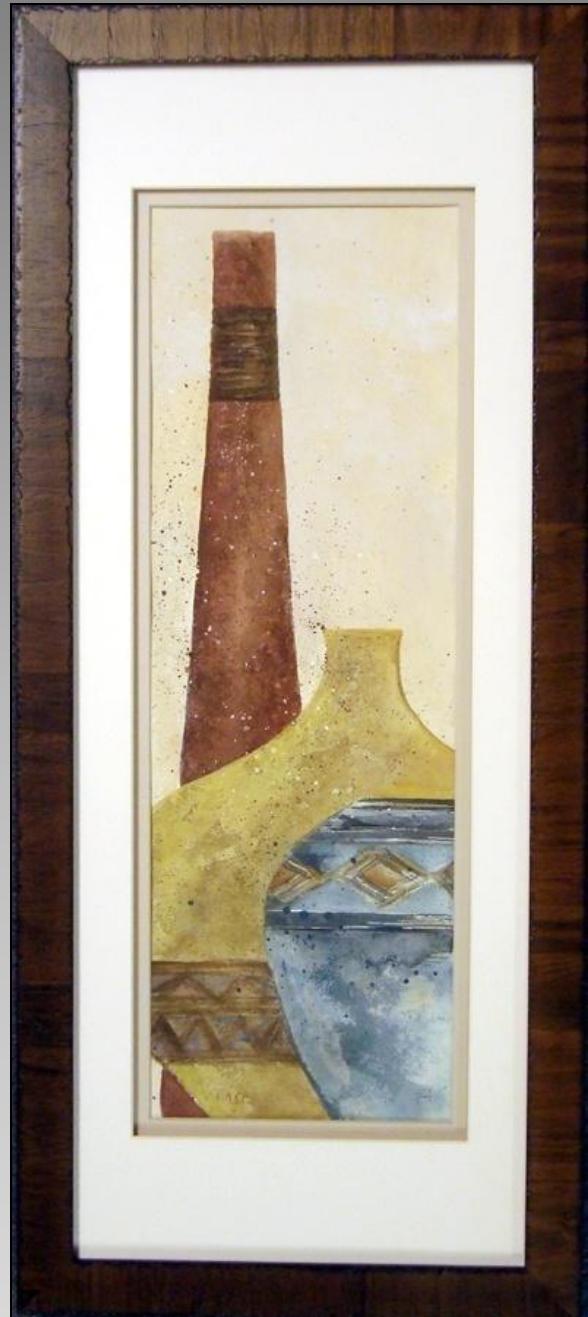
Subtle color  
contrast, still  
neutral

# Florence, Italy

LE Etching

Pale blue gray,  
warm white and warm  
gray triple rag mat  
with spacer





Original art – set of 3  
Asian proportions elongate  
Busy frames demand attention



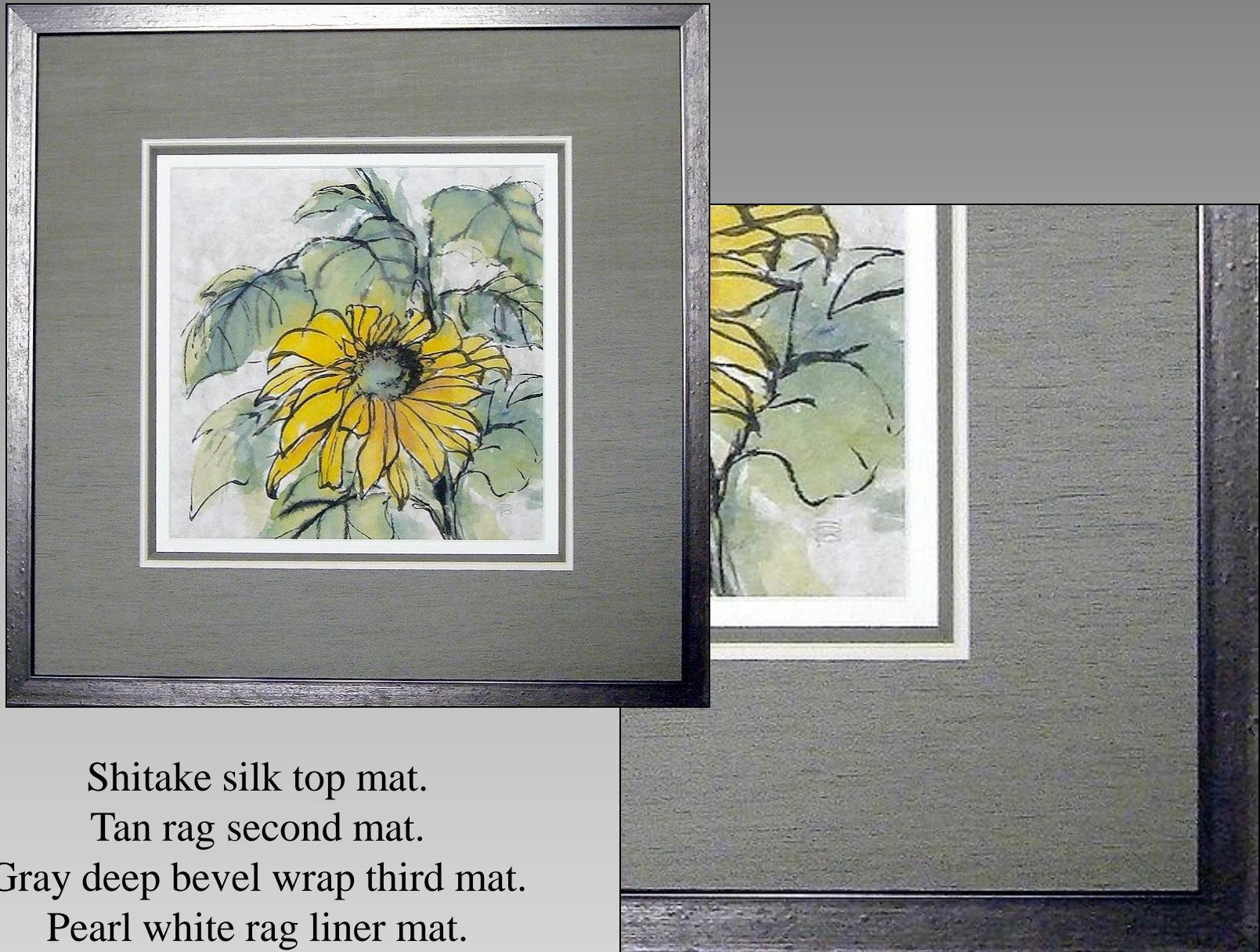


Warm white expands image.  
Spacer adds depth.  
Top warm neutral ties  
to browns in the horse.





Pearl white rag enlarges image.  
Warm gray rag top brings the eye  
into the gray of the horse. Dark  
frame aligns with the ink.



Shitake silk top mat.  
Tan rag second mat.  
Gray deep bevel wrap third mat.  
Pearl white rag liner mat.



Traditionally framed with team colors, but think outside the box and try neutrals



# White as a Neutral

Color enriches and enlivens art, but there is nothing wrong with white on white.

Asian theory states the blank white page is already a completed work of art...so bright white or warm white rag mats can easily enhance fine art.



Creating dimension





LE calligraphy

Under tiered 8-ply  
with whit liner,  
spacer beneath



**Italian Etching**  
Three white tints  
(crème, white, warm white)  
for four mats with spacer.  
Top mat is used to break up  
the negative space.



# Contemporary

Narrower yet...double rag  
white on white mat with spacer  
in Nielsen #34-21 metal



# Black as a Neutral





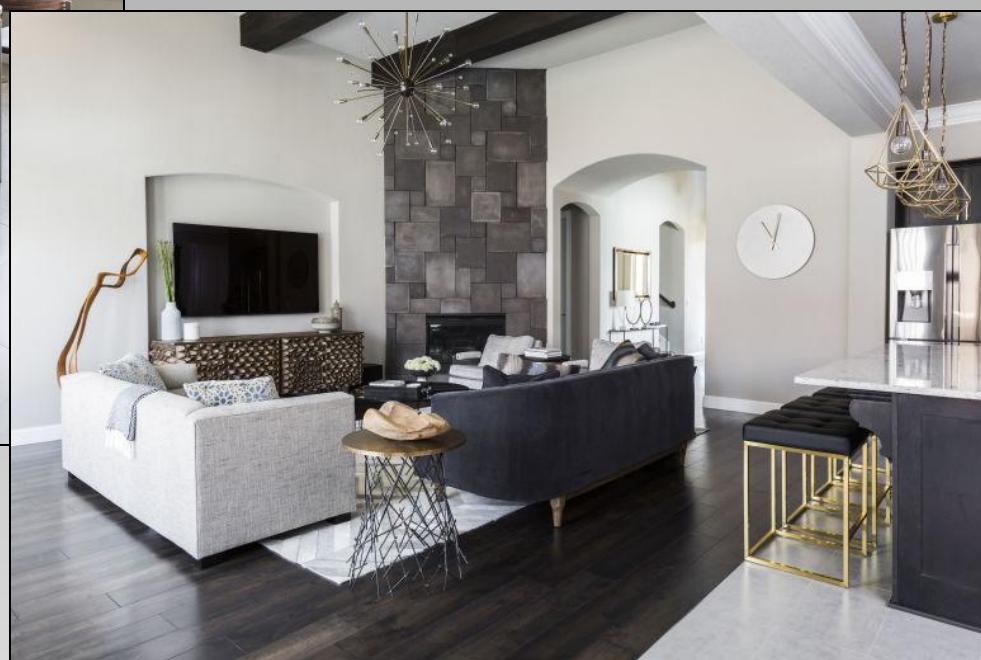
Black, gray and white  
continues to trend



Black & white has been around for a very long time and remains the classical blend no matter how color trends vary.







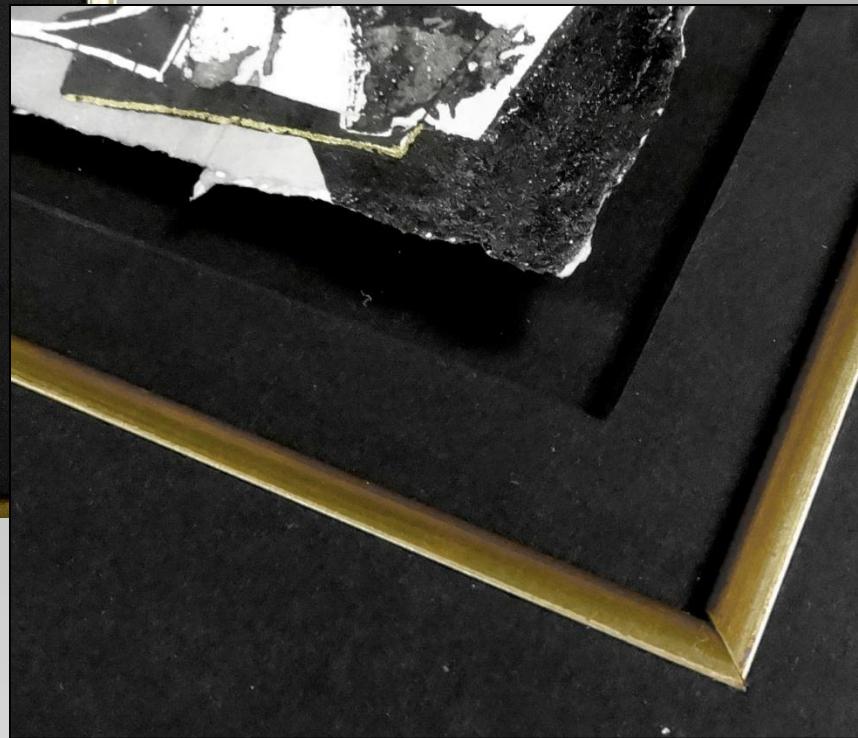


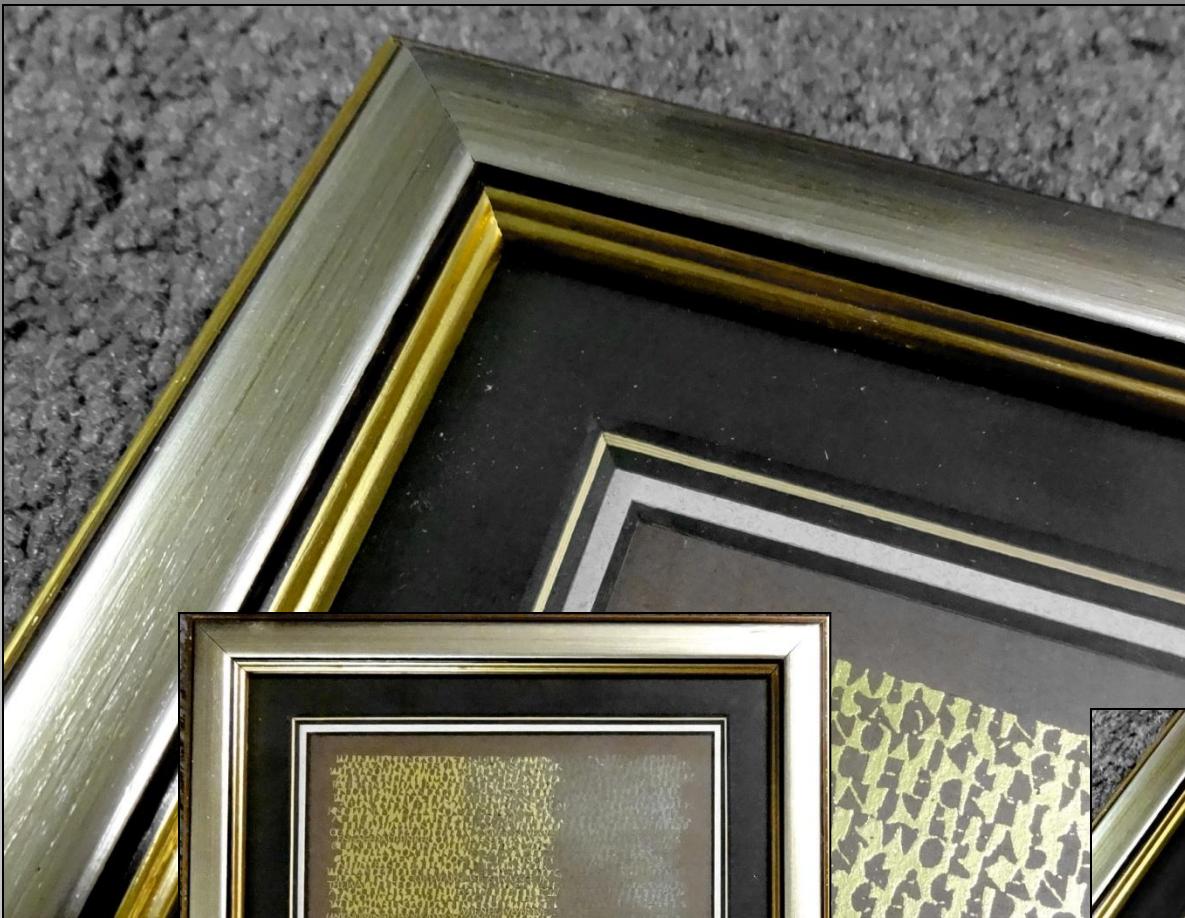
Eyvind Earle  
high gloss serigraph  
triple mat with fillet and  
8-ply pin stripe at top



# Original Gilded Calligraphy

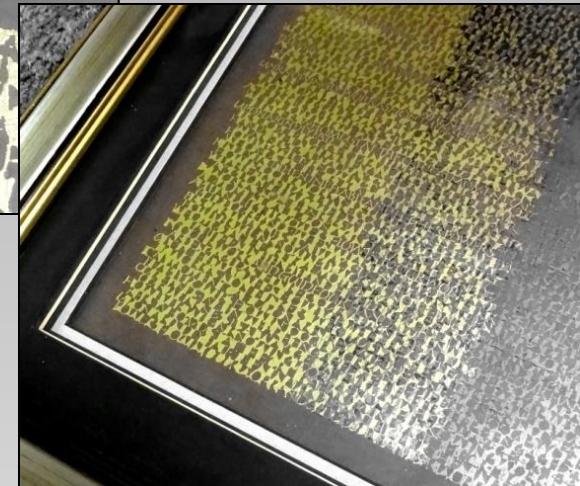
floated art  
black on black on black  
with gold fillet





## Metallics

Gold & silver are also considered neutrals





B/W 8x12" photo  
double rag mat  
with spacer

photo mounted by customer





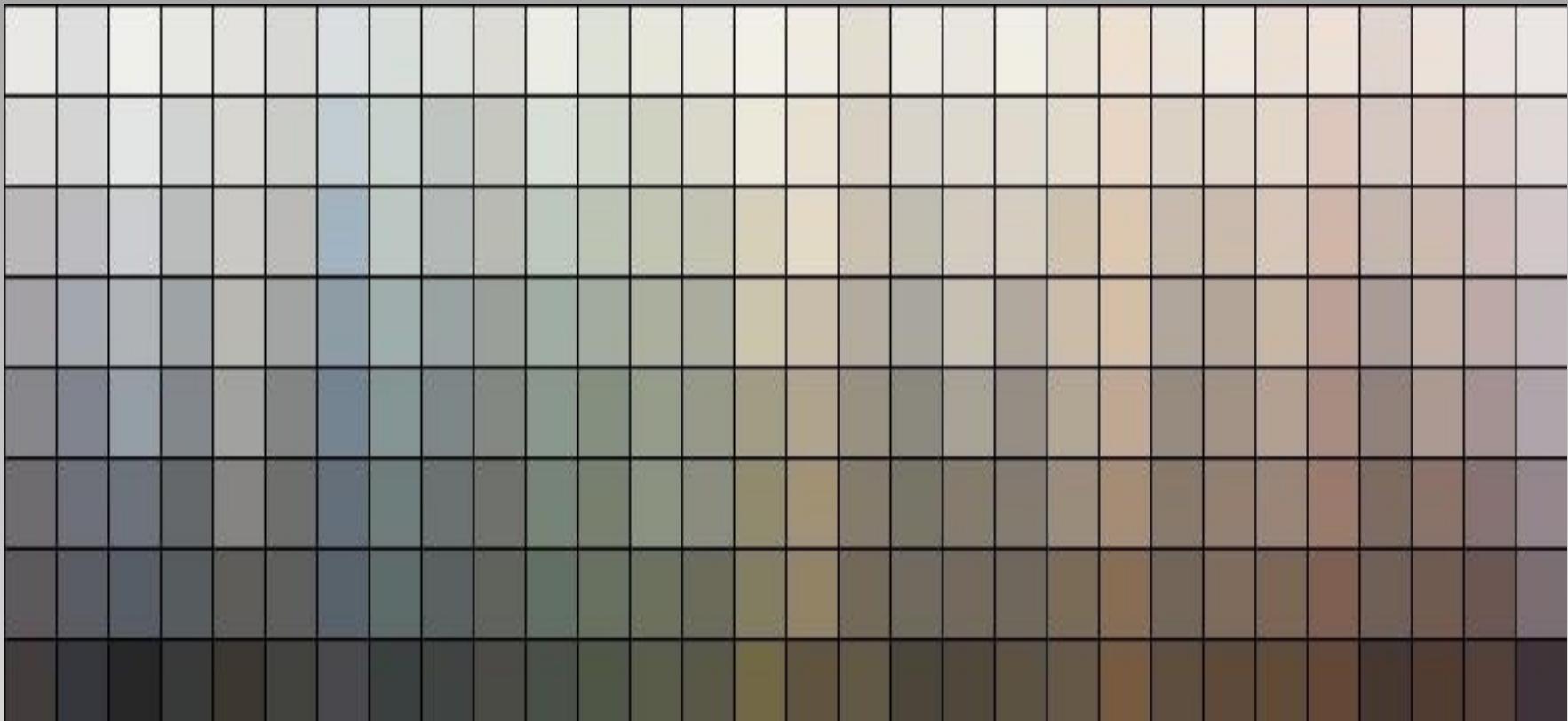
## Modigliani

Soft neutral tones  
to blend with grayed  
paper, enhanced by  
French pastel panel

# Neutral Monochromatic Palettes

# What's a Neutral?

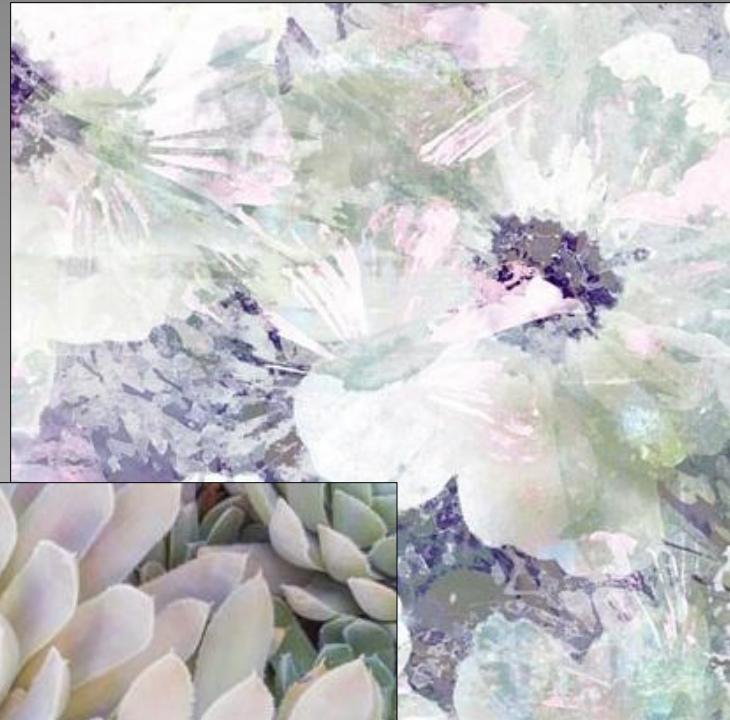
Every color on the color wheel has a tint and shade in the color spectrum that is a neutral.



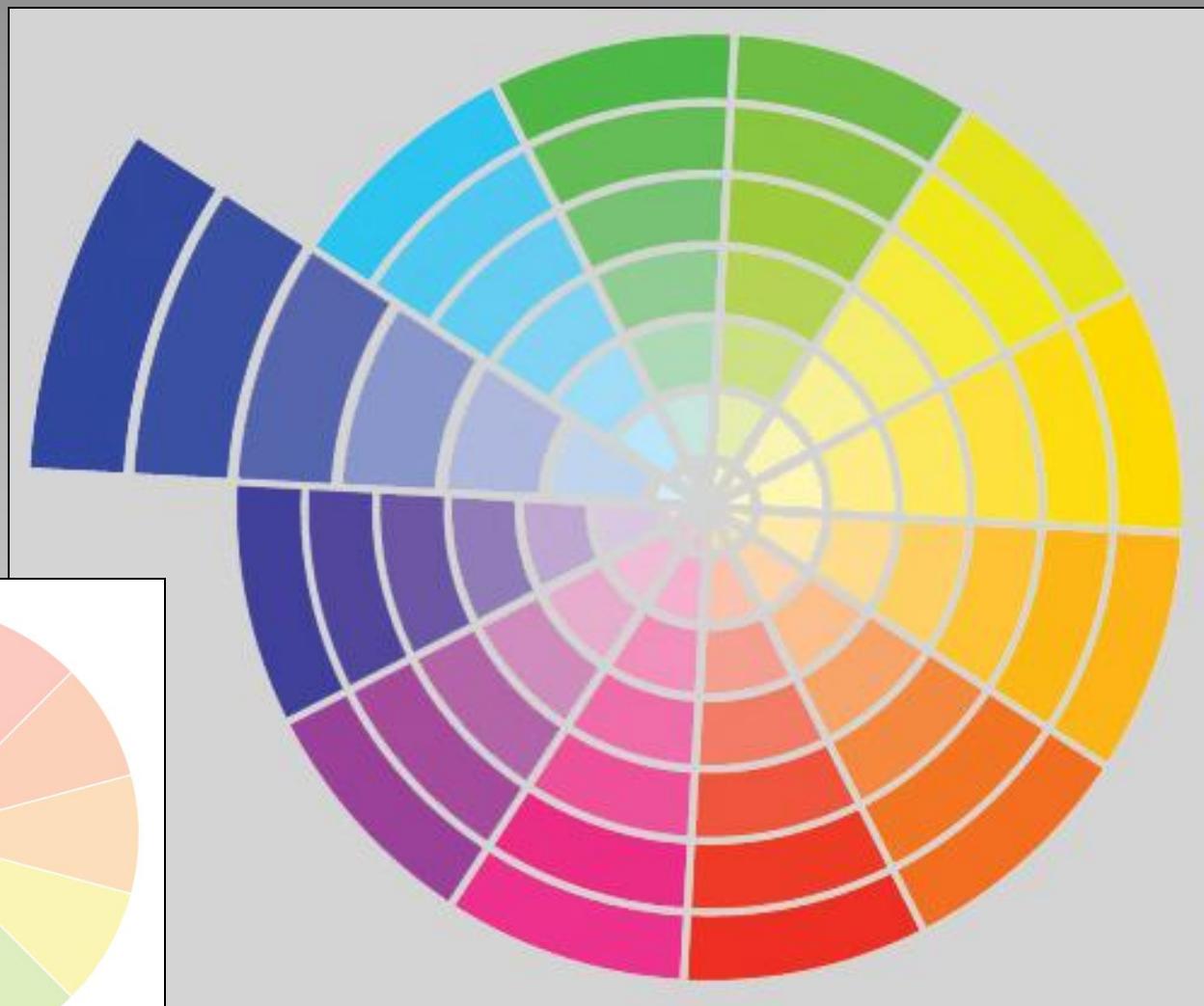
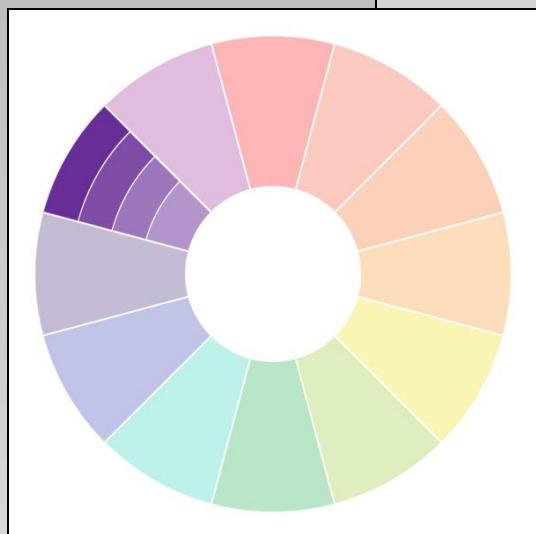
# Pastel Tints & Soothing Neutrals



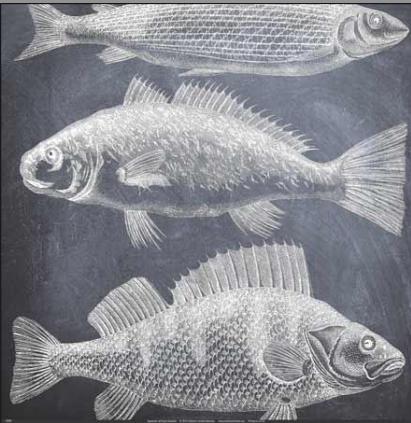
# Grayed Tones and Tints



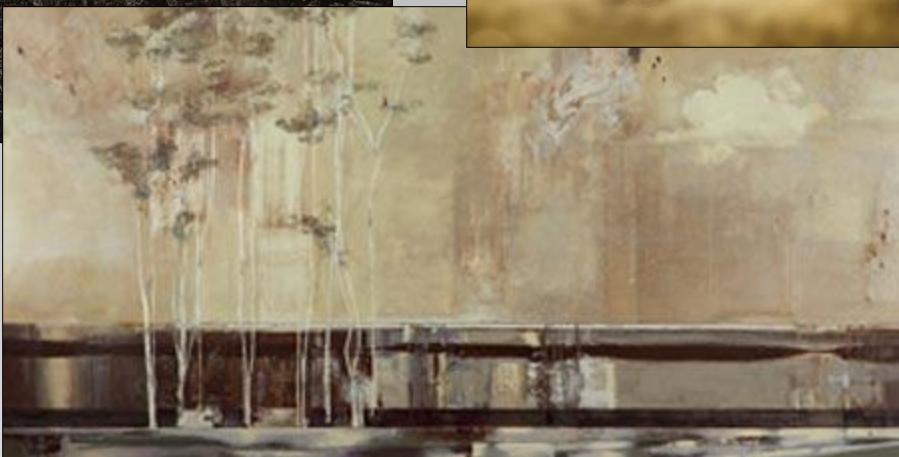
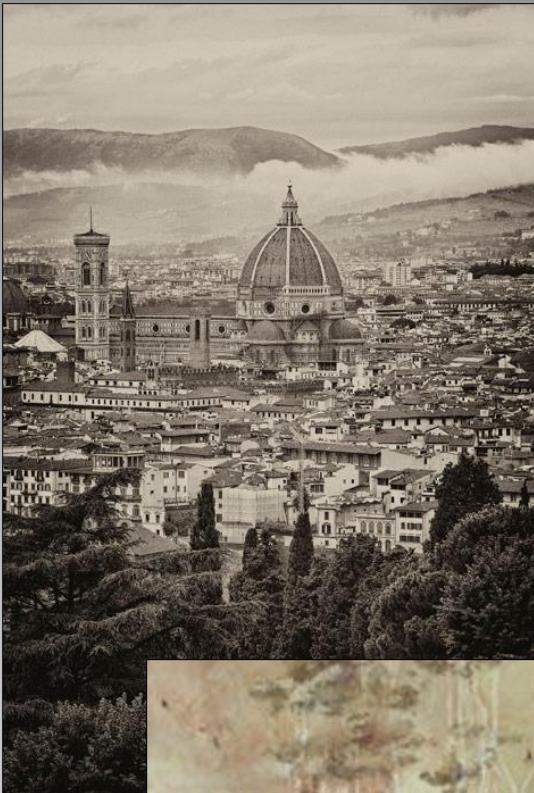
# Monochromatic Palette



# Gray Monochrome

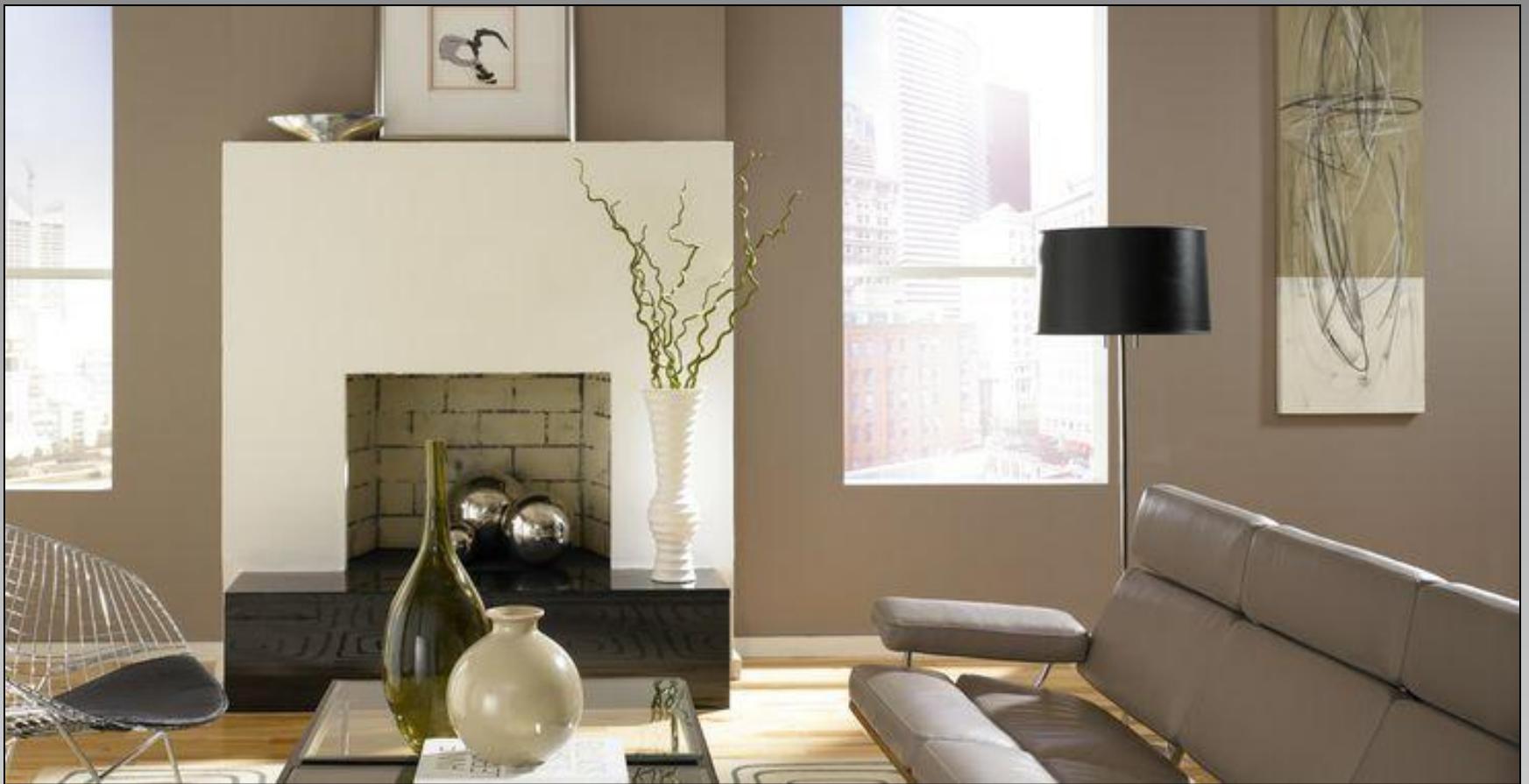


# Brown Monochrome





When asking room colors and patterns think about contrast



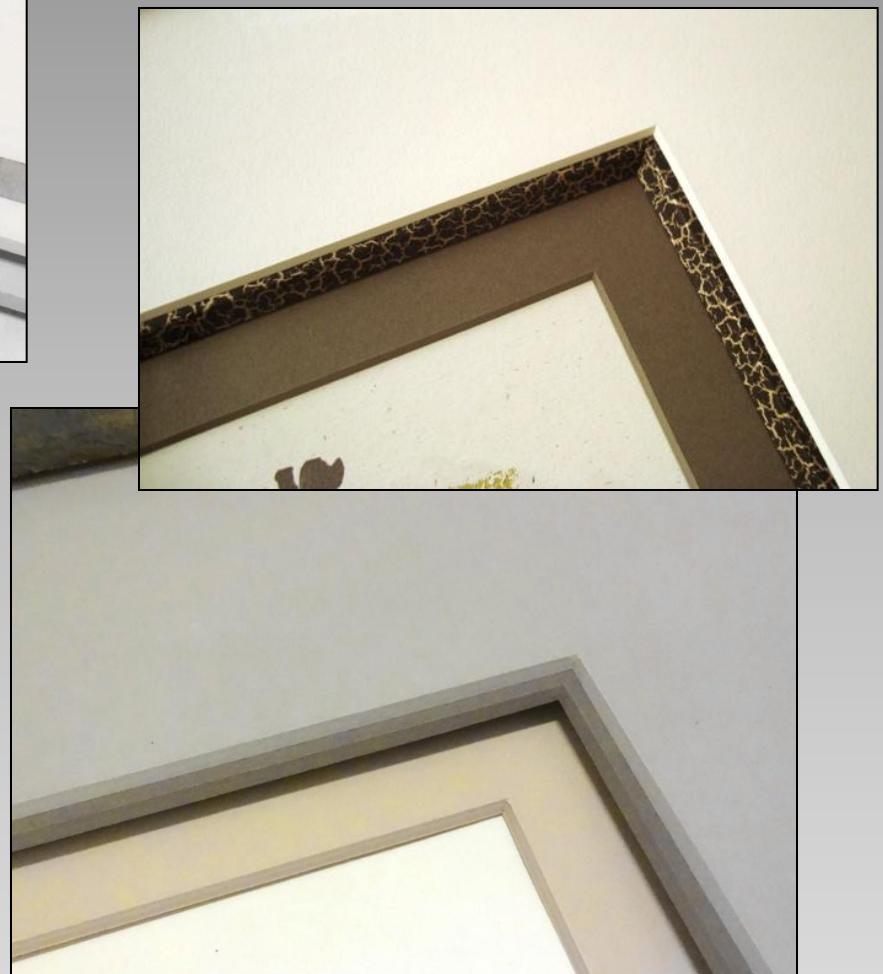
The framing is minimal allowing the art and accents dominance

The art emulates the room,  
the color pop on the fireplace is bracketed by visual textures.



# Neutral Emphasis

Visual emphasis  
using neutral color...  
it's all about the drama





Same concept, color and spacer using different proportions and metal mouldings results in different visual impact.



Pay attention to rabbet sight lines when deciding mat widths.

# Triple rag with decorative paper







Warm gray etching with  
antique white mats



Neutral + Texture



Sometimes it's the addition of color...sometimes its the rhythm of pattern.  
Warm yellow based gray walls are contrasted with cool gray furniture.  
The big color accent is the neutral brown patterned flooring.



The LR is all tones and shades of neutral gray but the use of high contrast between the white accent wall and black fireplace and pastoral paintings with greenery and the small green plant create subtle accents.

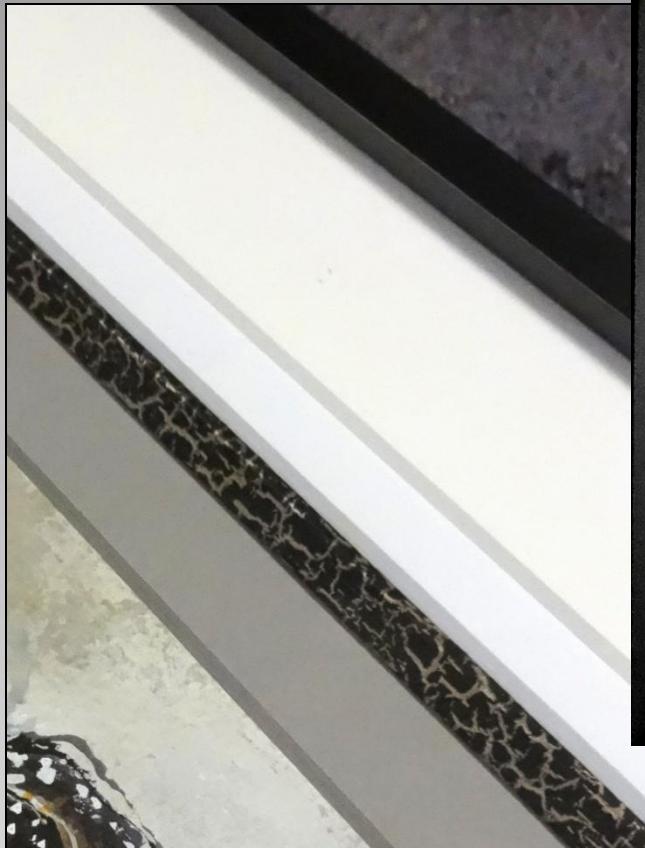
Moorman suede and black  
blackcore with spacer  
on digital photograph



Original Calligraphy  
Triple rag mat rouge and  
tan (top and liner) with spacer  
Frame picks up letter texture.







# Italian Cathedral

Double mat, top panel  
with 1/4" space. Lifter  
below panel with contrast  
textured green strip.



# Pastel Print

Antique white double rag  
mat with wide inner reveal  
and deep bevel wrap



# Industry Trends 2018



Black, gray and metallics



ELLE DECOR

# Neutral Wood Mouldings



Presto Tenerife



Presto Nashville

**Finn**  
by LARSON JUHL

**Product Pairings**

Fantastic Fillet Combinations

Black Finish:	Java, 110240
Natural Finish:	Mantilla, 120663
Espresso Finish:	Sofia, 100750
Grey Finish:	Foundry, 132902

**Moulding Specifications**

Substrate:	IPPC Ayous
Made In:	Czech Republic
Finish:	Stained Finish

**Coordinating Matboards**

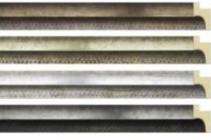
A4101 White	A4954 Powder	A4953 Dusky Pink
A4825 Balmoral	A4907 True Black	

**Putty Recommendations**

	Putty	Marker
Grey:	23226	23700
Black:	23215	23701
Natural:	23231	23706
Espresso:	23232	23709

# Metallic Mouldings

**Eiffel**  
by LARSON-JUHL



**Moulding Specifications**

Substrate: ASIP Ayous  
Made In: Italy  
Finish: Foiled Finish with a Spray Patina



**Putty Recommendations**

Putty	Marker
Silver: 23214	23700
Bronze: 23232	23710
Pewter: 23215	23701
Gold: 23212	23710



**Product Pairings**

**Fantastic Fillet Combinations**

Finish	Color
Silver Finish	Lucerne, 105794
Bronze Finish	Sofia, 100750
Pewter Finish	Foundry, 132902
Gold Finish	Foundry, 132900



**Coordinating Matboards**

Matboard	Color
A4918	Snow White
A4966	Muslin
A4837	Birch
A4985	Mint Tea
A4821	Forest

## International Moulding Distressed Metallics

INTRODUCING  
**DISTRESSED METALLICS** from INTERNATIONAL  
MOULDING

International Moulding's Distressed Metallics offer unique options for Contemporary and Transitional frame design. Three distinctive finishes on four versatile profiles. Available at all 19 IM Locations - Ask for sample set CS-1111.

The Finishes



The Profiles (Size Approx. To Actual)

Profile	W	H	R
1	1-1/2"	1-5/8"	1-1/4"
2	1-1/2"	1"	5/8"
3	7/8"	2-1/4"	3"
4	7/8"	7/8"	5/8"

Base Pricing (Discounts Apply)

	Box	Qty	Length	Cuts	Join**
25 1.5" Distress Soft Silver Stock	3.09	269	6.18	10.50	14.70
30 1.5" Distress Gunmetal Stock					
40 1.5" Distress Graphite Stock					
40 1.5" Distress Soft Silver Flat	2.49	400	4.08	8.46	11.85
40 1.5" Distress Gunmetal Flat					
40 1.5" Distress Graphite Flat					
55 7/8" Distress Soft Silver Cap	2.19	365	4.38	7.44	10.42
55 7/8" Distress Gunmetal Cap					
55 7/8" Distress Graphite Cap					
70 7/8" Distress Soft Silver Cube	1.95	342	3.90	6.63	9.28
75 7/8" Distress Gunmetal Cube					
80 7/8" Distress Graphite Cube					

\*\*Join Prices May Vary - Check Locally

Thank You! We Appreciate Your Business.



## Framerica Vault Collection Alloys Collection

**Presto Elements**  
aged hammered aluminum  
applied to textural stained wood.

**Presto Livingston**  
as alumina, champagne,  
piano black.

# Matboard

Specialty Glitter Neutrals





**Chris A Paschke, CPF GCF CMG**  
**Designs Ink**  
**Tehachapi, CA**  
**[www.DesignsInkArt.com/Library.htm](http://www.DesignsInkArt.com/Library.htm)**