



*Contemplative Spaces to Renew  
Body, Mind and Spirit*

# COLOR GUIDE

## Color Plays a Significant Role in Our Lives: Influencing Energy Level, Mood, and Emotions

What colors would be the most refreshing, to breathe new life into your rooms, and better reflect your style and taste?

According to color consultants, you might want to start with your closet, and ask yourself:

- What color do I wear most often?
- Is there a color that I get compliments on?
- What color enlivens me?
- Which colors do I gravitate toward in fabrics and textiles?
- What colors do I have an affinity for in nature?



In addition to recognizing which colors are most pleasing to you. The next step is to look the aspects of color that affect our mood and the effect of various color schemes.

Each of the following:

- a) The emotional and behavioral aspects of color***
- b) The properties of color combinations, and***
- c) Lighting***

help us determine which color selections are best for the activity or function of each space. For example, in a bedroom, you would most likely select colors with restful properties, a home office with colors that would help evoke creativity, and mental focus. Whether in fabric or paint colors, their properties will change depending on the direction and type of lighting sources at any given time of day and year.

## Emotional and Behavioral Aspects of Color

## ***COLORS OF NATURE***

AIR, WATER & PLANTS - denote cool colors - calm and restful, relaxation and spiritual restoration - Blues, greens, and purple.

FIRE - Denotes warm colors - sources of heat, energy and light - reds, oranges, and yellows.

EARTH, (GROUNDING COLORS)- represents the more neutral colors in nature which help to create harmony and stability, such as, brown, black, beige, gray and white.



RED - energizes, evokes passion, love and sensuality

ORANGE- stimulates creativity, conversation, and evokes liveliness

YELLOW - cheerful, and is said to help sharpen focus and mental agility

GREEN- rejuvenates, refreshes, and is associated with wealth and replenishment

BLUE - cool and calming, promotes tranquility especially in the lighter blue ranges

PURPLE - comforting, spiritual and is said to enhance feelings of compassion and connectedness

Pink – calming, accepting, and encourages affection and socialization.

WHITE - purity and unity and provides intensity to other colors when used as a backdrop

BLACK - strength, authority, formality; commands attention



## Properties of Color Combinations

A monochromatic color palette uses the same color in different shades. The feeling one gets from this color scheme is tranquility, harmony, and restfulness.

A complementary color palette uses colors that are opposites of each other on the color wheel. For example red and green, blue and orange, purple and yellow. When placed next to one another, the vibrancy or contrasting value of each is increased. The feeling evoked is one of liveliness and interest.

Analogous color schemes are made up of three hues that are next to each other on the color wheel. An example would be orange-yellow, orange, and red-orange. They have a harmonious, natural feel. One color in a deeper hue, and two additional colors in more subdued hues provides a pleasing color scheme in a gradually accentuated palette.

Triad color palettes are comprised of colors that are equidistant on the color wheel. It is a bold color scheme. One example would be the primary colors of red, yellow and blue. Like contrasting color schemes, or complementary palettes, using more subdued values of colors in this palette will provide more harmony. Again to create more interest with a triad palette, juxtapose one color in a bolder hue with the others in more subdued values.

Before you decide look at the characteristics of colors in relation to the mood, determine the feeling you'll want to evoke from your surroundings. As mentioned earlier, this also dovetails with the intended function of the space.

The interplay between warm and cool colors are what create interest in a room. Whereas warm colors tend to come forward, cool colors recede. Lighter tints or values of colors move forward, while darker values recede in space.

Neutral colors add cohesion as a backdrop or in accents throughout a space.

A home should have a combination of warm and cool colors (along with lighter and darker values) to create variety/contrast to enhance our lives.

## Lighting

If you have consulted with a paint store or decorator on how to choose the best color from several, chances are you'll be advised to paint swatches on your walls or poster board to view the effect of light on each color at various times of day.

Artificial lighting will cast various hues in a room depending on the type as follows: incandescent - yellowish light; fluorescent - bluish light; and halogen lighting is the most natural casting of white light on color.

Direct sunlight maintains the best balance between cool (blue cast) and warm (yellow cast) ends of the light spectrum.



Indirect sunlight sources provide the most variation in color from sunrise to dusk in terms of sunlight intensity and shadows.

Taking the time to paint sample swatches directly on each wall or using poster board swatches can save a lot of time and expense since one color of paint can appear to be different colors at different times of the day. What may seem like the perfect shade of green may become too yellow, too flat, or too dark with the variations of the rising and setting sun.

With natural light sources from southern exposures, the brightest natural light source, consider colors that can absorb light, both cool colors, and neutrals in medium or deeper hues are good choices. Colors with a higher saturation value will also work. Lighter colors will reflect light, and if too light will wash out.

Higher saturation refers to brightness or purity of color containing no white, black or complements mixed in. However, some colors can maintain their saturation value, like blue, even with some tinting of white, and black, whereas the color orange containing black will lose its saturation, because it becomes brown.

With western and eastern light exposures, you'll have indirect light part of the day. A western exposure adds orange and will make already warm colors look more saturated. Both cool colors and neutrals in medium or deeper hues are good choices for the wall(s) directly exposed to western light since they absorb light. Another option is to use lighter or higher saturation hues on the remaining walls to create an interesting contrast.

For rooms with eastern and northern exposures, choose colors in warm shades, such as reds, oranges or yellows. Another option is to select a warm color for the accent wall, and paint the remaining walls in a lighter neutral shade.

Northern exposure is an indirect light source and will make colors seem darker and/or more flat (unsaturated), and add a bluish cast. You can compensate for this by choosing hue that is a bit lighter or more saturated in a warmer color.

## And Just for Fun...

Go to [www.BenjaminMoore.com](http://www.BenjaminMoore.com), explore color to your heart's desire using the "Color Gallery" link. Check out [www.Colorstrology.com](http://www.Colorstrology.com). Book can be purchased on Amazon which reveals your color horoscope (your favorite color and what it means about you), and more.

Call us today to book your room restyle and color consultation offered in "Full Service Design," or "Designer for a Day" services! We would love to help you create the surroundings that match the emotions, energy level and mood you want to experience.



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