



*Guide* TO  
SELECTING  
PAINT  
COLORS

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# PAINTING TIPS

## *before getting started*

### **TEST PAINT SAMPLES IN DIFFERENT LIGHTING**

Before committing to a color, test paint samples on your walls and observe them at various times of the day. Natural and artificial light can dramatically affect how a color looks in a room. This step helps avoid unexpected surprises and ensures you're happy with your choice in all lighting conditions.

### **PAY ATTENTION TO COLOR UNDERTONES**

Colors have undertones that might not be immediately obvious. For example, a beige might have pink, yellow, or green undertones. Understanding undertones can help you select colors that complement each other and create a harmonious look throughout your home.

### **CONSIDER THE ROOM'S PURPOSE AND MOOD**

Think about how you use the room and the mood you want to create. For instance, calming colors like blues and greens are ideal for bedrooms, while vibrant colors like reds and yellows can energize a kitchen or living room. The right color can enhance the room's functionality and ambiance.

### **USE THE RIGHT PAINT FINISH**

Different paint finishes serve different purposes. Matte or flat finishes hide imperfections but are harder to clean, making them ideal for low-traffic areas. Glossy and semi-gloss finishes are more durable and easier to clean, perfect for high-traffic areas like kitchens and bathrooms. See our helpful guide on the last page.

### **PREP YOUR WALLS PROPERLY**

Proper preparation is key to a professional-looking paint job. Clean your walls, fill in any holes or cracks, and sand down rough spots. This ensures a smooth, even surface for the paint to adhere to, resulting in a better finish and longer-lasting results.

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# PAINTING TIPS

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### INVEST IN QUALITY PAINT AND SUPPLIES

High-quality paint and tools can make a big difference in the final outcome. Quality paint provides better coverage and durability, while good brushes and rollers ensure a smoother application. This investment can save time and money in the long run by reducing the need for multiple coats and touch-ups.

### USE PRIMER FOR BETTER COVERAGE

A primer helps paint adhere better to the surface and can cover up stains or dark colors, providing a uniform base. This is especially important if you're making a significant color change. Using primer can improve the paint's durability and finish, making it look more professional.

### PLAN YOUR PAINTING SEQUENCE

Start with the ceiling, then move to the walls, and finish with the trim. This sequence prevents drips and splatters from ruining freshly painted surfaces. Additionally, painting from top to bottom helps manage any potential mess, ensuring a cleaner and more efficient process.

### APPLY PAINT IN THIN, EVEN COATS

Multiple thin coats of paint are better than one thick coat. Thin layers dry more evenly and reduce the risk of drips and streaks. Allow each coat to dry completely before applying the next to achieve a smooth, professional finish.

### MAINTAIN PROPER VENTILATION

Ensure good ventilation while painting by opening windows and using fans. Proper ventilation helps paint dry faster and reduces the buildup of fumes, making the process safer and more comfortable. It also helps prevent moisture buildup, which can affect the paint's adhesion and finish.

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# Top PAINT COLORS FOR STAGING

**When it comes to staging a home to be sold, we recommend giving the home a fresh coat of white paint. This will make the home feel clean and bright. It also sets an excellent foundation for the house to be styled with furniture and decor.**



White Dove  
Benjamin Moore



Cloud White  
Benjamin Moore



Chantilly Lace  
Benjamin Moore



Paper White  
Benjamin Moore



Decorator's White  
Benjamin Moore



Gypsum  
Sherwin Williams



Pure White  
Sherwin Williams



Alabaster  
Sherwin Williams



Snowbound  
Sherwin Williams



Natural White  
Sherwin Williams

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# Top MODERN COLORS

**Muted Paint Tones with contrast is the modern approach to painting a room.**



Steam  
Benjamin Moore



Eider White  
Sherwin Williams



Modern Gray  
Sherwin Williams



Venetian Portico  
Benjamin Moore



Natural Linen  
Benjamin Moore



Escape Gray  
Sherwin Williams



Chatroom  
Sherwin Williams



October Mist  
Benjamin Moore



Topsail  
Sherwin Williams



Smoke  
Benjamin Moore



Hale Navy  
Benjamin Moore



Tricorn Black  
Sherwin Williams

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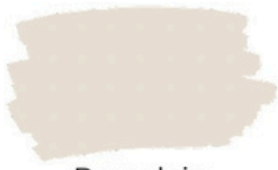
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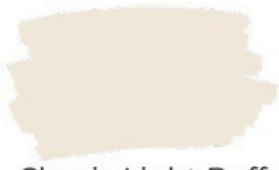


# Top TRADITIONAL COLORS

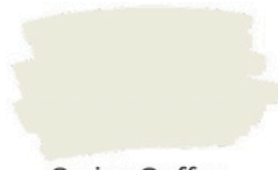
Create a timeless look using these neutral paint colors.



Porcelain  
Sherwin Williams



Classic Light Buff  
Sherwin Williams



Swiss Coffee  
Benjamin Moore



Intense White  
Benjamin Moore



Ashen Tan  
Benjamin Moore



Metropolitan  
Benjamin Moore



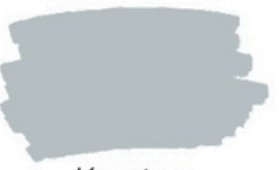
Pearl Gray  
Sherwin Williams



Wind's Breath  
Benjamin Moore



Silver Gray  
Sherwin Williams



Krypton  
Sherwin Williams



Barren Plain  
Benjamin Moore



Light French Gray  
Sherwin Williams

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**Relax and enjoy the coastal accents in your home!**



White Cloud  
Benjamin Moore



White Down  
Benjamin Moore



Oyster White  
Sherwin Williams



Muslin  
Benjamin Moore



Drift of Mist  
Sherwin Williams



Sea Salt  
Sherwin Williams



Oyster Bay  
Sherwin Williams



Nimbus Gray  
Benjamin Moore



Ocean Air  
Benjamin Moore



Ocean City Blue  
Benjamin Moore



Scanda  
Sherwin Williams



Distance  
Sherwin Williams

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**The Transitional Style revolves around earth tones, lending a hand to a more muted color palette.**



Maritime White  
Benjamin Moore



Lacey Pearl  
Benjamin Moore



Crushed Ice  
Sherwin Williams



Requisite Gray  
Sherwin Williams



Chateau  
Benjamin Moore



French Canvas  
Benjamin Moore



Silver Sage  
Benjamin Moore



Quiet Moments  
Benjamin Moore



Lazy Gray  
Sherwin Williams



Rain  
Sherwin Williams



Aleutian  
Sherwin Williams



Distance  
Sherwin Williams

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**Farmhouse Color Palette leans more neutral with pops of soft blue & greens.**



Simply White  
Benjamin Moore



Fossil  
Benjamin Moore



Pale Oak  
Benjamin Moore



Repose Gray  
Sherwin Williams



Silver Strand  
Sherwin Williams



Sea Haze  
Benjamin Moore



Picnic Basket  
Benjamin Moore



Niebla Azul  
Sherwin Williams



Gray Cloud  
Benjamin Moore



Santorini Blue  
Benjamin Moore



Waterloo  
Sherwin Williams



Urbane Bronze  
Sherwin Williams

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**These classic Mid-Century paint colors provide a great mix of neutrals along with colors that can make a statement. Bold walls, cabinets, or front doors might not be for everyone, however they can be incorporated as accent colors through furniture or decor, to give your space a pop of color.**



White Opulence  
Benjamin Moore



Ashwood  
Benjamin Moore



Wales Gray  
Benjamin Moore



Steely Gray  
Sherwin Williams



Subdued Sienna  
Sherwin Williams



Stonebriar  
Sherwin Williams



Woodstock Tan  
Benjamin Moore



Artichoke  
Sherwin Williams



Peppery  
Sherwin Williams



Mink  
Sherwin Williams



Manitou Blue  
Sherwin Williams






















In The Midnight Hour  
Benjamin Moore

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# PAINT FINISH SELECTION

	Flat	Eggshell	Satin	Semi Gloss	High Gloss
Ceilings					
Walls					
Kitchen Walls					
Bathroom Walls					
Interior Doors					
Interior Trim					
Baseboards					
Cabinets					
Exterior Walls					
Exterior Doors					
Exterior Trim					

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**kw** SOUTHPARK  
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