



Peterson Painting

2110 63rd Street Windsor Heights, Iowa 50324

Phone: 274-1883 Fax: 277-7791

www.petersonpainting.net

How to Choose the “Right” Color

1. Lighting: Artificial/Natural

Lighting is key when choosing colors for your home. Please consider both artificial and natural light as colors will take on a different appearance in each room of your home. Lightbulbs (artificial light) will cast either a warm or cool light that will change your color quickly. Natural light will either be reflected or absorbed depending on the color you chose.

2. Contrasting Elements

Please keep in mind your entire space when choosing colors; trim, cabinets, furniture, window treatments, artwork. Your new color is the backdrop to these items and you want to make sure they are not fighting each other. Let them flow beautifully together while having some contrast.

3. Flooring

Consider your flooring as well when choosing just the right color for your home. There needs to be a distinct contrast between your flooring and your wall color. A room should never feel like a box, where every element is the same and there is no contrast or distinction.

4. Undertones

Have you ever painted a room a beige and it turned out looking pink or orange? Or have you picked a beautiful gray for the exterior of your home that turned out blue or purple? If you answered yes or you just can't figure out why you don't like that particular color you are considering, then you know how important undertones are when choosing colors for your home. Take your time and really look at your colors, comparing those undertones so your space will look stunning.

5. Don't be afraid to ask for help

If you have questions on color Don't be afraid to ask for help. Seeking advice from others can go a long way to developing a more discerning eye and ensuring that your happy with your final color selection.