



Open  
your mind  
and let the  
colour in.







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Trend forecaster,  
paint and colour innovator.

Close your eyes and picture a room. Are your walls the electricity in the air before the storm? Or the calm after?

Whichever it is, Builders has the range to help you paint into existence, the vision in your mind's eye. This booklet is your guide to using colour, room-by-room, to full effect in your home. In it we cover everything from how light affects colour on a surface, to how to choose the right colour for your trims.

Whether you're a bold soul who wants to make a strong colour statement, or your vibe is just a subtle hint of your favourite grey to bring depth to a space, Builders can help.

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SEA OF LOVE  
B-170-80

The power of colour is here,  
get ready to open your mind.





Open your  
heart and  
feel it.

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SOULMATE  
V-220-10

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# Putting colour in context

## Paint what you feel

Okay, so it's not the Sistine Chapel you're painting, but every room is a canvas. In fact, it's safe to say that each room is its own masterpiece in the making, evoking its own mood and feel, which is why it will either accept or reject a colour. Spaces are much like people – each a little different from the next. It takes time to get to know them in order to figure out what will work in a space, and what won't, so be a budding great master and listen to the vibe of the room.

Choosing colour has as much to do with your style and practical needs as it does with the light, scale architecture, materials and the furnishings in your home which is why it's worth spending time getting to know your space. The more familiar you are with a room, the better you'll be able to visualise your colour preferences in it. If it looks like a masterpiece in your mind, it's time to get painting like a master.

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SHAKE IT  
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## Cool colours – let calm claim you

You may not find inner peace in a can of paint, but you can add a layer of calm to your walls with soothing cool colours like blue, green and light purple. Keep in mind, cool colours have an illusionary quality, making small rooms like bathrooms and bedrooms seem bigger, because of their tendency to recede.



## Warm colours – let all the sensations in

We're talking your oranges, reds and yellows, or even beautiful combinations of these and similar colours to warm up your world. Warm colours appear to draw objects nearer, which is great if you want to make a large room look smaller and cosier. In fact, browns and terracottas can even help make a huge bedroom feel not only spicy because of the colour palette, but more intimate and inviting too.





# Colour and your emotions

There is little theoretical or empirical data to support the notion that colour influences our emotions. But the truth is, you only have to experience the pure joy a sky-burst of colour at sunrise evokes, or the peace the soothing blues of a rolling sea bring to your soul, to know it's true. Colours affect emotion. This is driven by the brightness, shade, tint or tone you're experiencing and whether it's a cool or warm colour. Warm colours like orange, red and yellow bring out feelings of optimism and happiness, while cool colours like green, blue and purple are generally seen as calming and soothing.

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DAISY ROOTS  
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# When light and colour dance

Whether your walls will be dancing in the moonlight or basking in the sunshine, it's important to consider how a room is lit, the angles of the sun, and the placement of light fixtures, when choosing your paint colours. In addition to the architecture, materials and finishes, there are a number of factors which will affect the colour of the paint on the wall. These include things such as which way the room faces and whether it gets natural or artificial light. Rooms that get all-day sunlight are the easiest to decorate, because they can handle just about any colour.

To make the most of a room that gets the morning sun, paint the walls in pale blues or greens. This will keep the space feeling fresh and light in the afternoon.

Rooms that get the late afternoon sun tend to be cooler in the mornings and then warm up later in the day. For a bright look in the morning, go for sunny yellows which will keep it looking bright in the morning and warm in the afternoon. Or choose a catch-all colour in pale greys for a warm but light and airy feel.

Don't underestimate the effect artificial light can have on paint. Standard soft white LEDs radiate warm, natural light. This makes bright colours like red, orange or yellow really pop, while cooler colours in the green, blue and grey range will look more muted and serene. Rooms lit by artificial light look best in warm hues. That's why they're such a popular choice for families when hanging out in rooms or other spaces that tend to be used in the evening.





# Colour – light the way

When choosing light bulbs, it's all in the colour of the light they emit:

1. **LED lamps** – sustainable with new products available all the time in warm and cool light options.
2. **Compact fluorescent** – are available in a variety of light colours, including warm, which gives off white to yellow tones. While CFL bulbs may be more costly upfront, they use much less electricity and last about ten times longer than incandescent bulbs.
3. **Halogen** – these produce the “whitest” light of any bulb. Capable of producing up to 30% more light, halogen is excellent for general lighting. Because of their clean, clear light, they are especially well-suited to task-lighting and bathrooms.

White light bulbs are closer to daylight so your colour choices can be more versatile – you can go pale or bright and it will look great. LED lights are cooler and give off a bluish glow, which works well with cool pastels for a more contemporary look, or you can warm the space up with warm yellow hues.

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CHIC  
O-50-10

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## PRO TIP

Test paint colour in a room by painting it onto a piece of board, or on the wall itself, and then view it at different times of the day to see how the colour changes.

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## Colour tips for finishes and trims

Window frames – it's your view that counts

Choosing a black window frame is an easy way to make a home look higher-end. For a high contrast look you can pair it with white, or you can go for greys or even add wood finishes to make the frames really pop.

On the other hand, white window frames work well even in rooms where there's a lot happening in terms of the design. Being more recessive and subtle, white frames are a simple, clean, classic design element that will go with any style of home and work with any colour paint.

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GREY MATTER  
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DOUBT IT  
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# Don't be blinded by the light

Avoid darker paints in intensely lit spaces. Rather opt for cooler colours. They help make walls recede and will make the room feel more spacious and light. Pale greys and blues are great for maximising the available light. Or, you can soften the space with light terracotta tones or yellow shades.



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BLUE-TIFUL  
G-160-30

Interiors trims – to highlight or not, that is the question

Bright white as an accent is both fresh and modern, while soft-toned or off-white trim finishes give a room a more classic feel.

Painting any trim detail in a strong colour will draw attention to it, so if you want the trims in a room to recede, go for the same colour and finish as that of the wall.

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NEW  
ROMANCE  
R-20-70





# On your marks, get set, go

1. **Find inspiring images and objects:** Books, magazines, image downloads, post cards, menus, buttons, wrapping paper, fabric, rugs, packaging – if it inspires you, use it.
2. **Compare:** Narrow your chosen images and objects down to one or two of your favourite things. Compare them with paint colour samples; choose an extra match, a lighter and darker sample and one that looks toned-down. Notice how some colours jump out, while some recede. Some seem murky and some clear. Don't forget to take samples that vary subtly from one another.
3. **Trust your instinct:** Pick the first colour you see that feels right, as one of your test colours – even if it doesn't form part of your inspiration. Then pick out two or three additional colours that depart only slightly from your favourite.
4. **Test:** If you can, test an empty space by gathering the rugs, fabrics, art, lamps and anything else that's relevant together, to test against your chosen paint colour. This will help you see what works best in the space.
5. **Don't give in:** If your choices aren't working, don't be afraid to simply repeat the process with new images and objects and try again.

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FAST FASHION  
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TEENY BIKINI  
G-160-20

## PRO TIP

Take your inspirational images or object, along with your colour samples with you to Builders to help with your colour selection.

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# Room by room

## 1. Entrance halls and stairwells – dream it, colour scheme it

Think of your entrance hall or stairwell as your portal to the world. These spaces play a pivotal role in setting the tone for your home. Off-whites and pastels provide a warm “welcome back,” after a long day or “come on in” feel to visitors.

If you live in a home with more than one storey, you’ll need to decide on one colour for the stairwell. This is easier said than done. The continuous walls of a stairwell provide no good place to stop one wall colour and start another. However, in the right space, you can go for a two-tone effect.

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YOLO  
Y-90-20

Or, you can break up the colour using a darker colour as a dividing line above the dado rail, pulling colour picked out of the detail in the hallway or stairwell floor tiles or carpet as your inspiration. The colour you choose for the first floor hall needs to work on all the floors until you reach the top floor. And, because it is visible from almost every room in the house, the stairwell colour needs to unify all the other hues used in the home’s space. Don’t forget, you can draw inspiration for these areas from the colours used in the rooms that lead off this central area.

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BLOW UP  
O-70-20



## 2. Living rooms – available in fun, formal or fearless

Typically the most formal space in the house and usually the largest. It takes a good sense of proportion to make a big colour statement in a large room. It is preferable to use light, neutral colours for large rooms and to make connecting rooms more colourful. This is the room that is typically the showplace for our treasures, antiques, arts and accessories. A neutral hue is often the best way to go to show these off to maximum effect.

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WALK AWAY  
G-140-70

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### 3. Dining rooms – feast on a banquet of colour

These rooms lend themselves well to bolder colour statements. Since a dining room is often visible from other rooms, consider how the colour will look in that context. A deeply-hued dining room contrasts nicely with a living room painted in a quieter colour. Used primarily in the evenings, these rooms are often lit by chandeliers or candles which look wonderful within the context of richer hues. Don't be shy, dining rooms benefit from a bit of drama.

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CANDY FLOWER  
R-10-90

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CHILLATO  
R-10-100

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## 4. Kitchens – feed your soul

Before choosing the paint palette for this room, first look at the existing materials and textures of the different surfaces in your kitchen. Stone slabs or handmade tiles can be quite dominant, almost dictating the wall colour for you, so you can use them to inform your colour choice.

Pull a hue from the counter, not just from the overall colour but from its wood grain. Even the colour of the grout you use can be considered a colour opportunity. As kitchens are the heart of the home and generally a hive of activity, be careful not to overload the senses with too much colour. Not surprisingly, many kitchens are predominantly white, because it reflects light better and improves visibility in the room. In addition, white is a clean, tidy colour which creates a sense of spaciousness.

If you're going to use white in your kitchen, use the same white throughout. And, if you're going to combine white with other light neutral colours, try to keep them in the same family – for example, warm white with tan, cool white with grey and so on.

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PUSH  
BUTTON  
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Garages, basements, storage areas, walk-in closets and laundry rooms don't have to be a colour afterthought. In fact, these are the perfect places to get a bit adventurous with your colour palette. Breezy blues paired with white amplifies space and makes what are generally cramped quarters, feel bigger. Yellows like marigold and fresh minty greens are another great option for cramped laundry rooms, while garages give you the perfect opportunity to play with greys, beiges or tans. Going for a semi-gloss in utility areas is also a good call, because it makes dirt less evident and easier to clean.

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## 6. Home offices – do a colourful job

The rise of the global COVID-19 pandemic has led to many of us working from home. Choosing a paint colour for your home office is very much a personal choice and there is no right or wrong. The most important thing to remember is that your home office should be designed with the rest of your home's colour scheme in mind so that it's not jarring and out of place in the context of the rest of your décor. Whether you like a bright work space or a dark one, you should make the space functional, practical and comfortable and why not add few personal items to make you feel at home.

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ROCK N ROLL  
O-50-100

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## 7. Master bedrooms – the colour dreams are made of

In addition to providing a place to sleep, the bedroom is a private space where we retreat to relax, think and get away from the bustle of family life.

Since the master bedroom or suite is self-contained, colour choices don't necessarily have to work directly with other areas of your living space. You can go dramatic, soothing or romantic – it's your call.

Relaxing colours with nature-inspired shades like soft blues or muted greens are not going to keep people up at night or challenge our eyes early in the morning.

The way you use your bedroom, be it just for sleep, sleep and work and even as a TV room, will help you choose your colours. Dark-coloured bedrooms can be sexy and beautiful at night. But consider the effects of bright morning light.

If you decide on a deep colour, invest in blackout shades and good window treatments so you can wake up peacefully. (White or light sheets are often a happy way to balance dark and light).



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FIRST TIME  
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BEAUTY NAP  
G-130-20



## 8. Children's rooms – colour is a playground

My attitude towards children's rooms is: if you can't beat them, join them. Ask about their favourite colours because they are usually fearless and instinctual. Try to find cool, fun colours that you and the kids can tolerate. There are lots of things you can play with: stencils, stickers, stripes, polka dots, clouds, denim, colour inside closets, ceiling colours. Consider chalkboard paint for walls or doors. With kids rooms, you can let your imagination run riot.





## 9. Guest rooms – leave your mark

It's the one room in the house where practically anything goes. In fact, your guest room is the perfect place to use a design scheme that you love but don't want to live with 24 hours a day. "A gift to visitors", it creates a comforting relaxing and memorable environment for them, while it serves as a colour and 'ideas laboratory' for you, where you can try looks you're not sure will work throughout your entire home.

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DAIQUIRI  
R-30-30

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## 10. Bathrooms – submerge yourself in colour

There's nothing wrong with a bit of escapism and the bathroom is a great place to let your mind float free. Many of us use our master bathroom as a sanctuary from the pressures that lurk beyond the door. A light palette that looks clean and helps with visibility is usually the best choice. Colour can help set a mood and make it a distinctive private and personal space. If you are renovating or building a bathroom from scratch, try this approach: gather small samples of all the materials you intend using (e.g. marble and/or hardware). Look at them under different lighting conditions – this will help you choose paint colours. Search for a subtle colour that works in your space. If you are working with existing surfaces and fixtures, you need to take your colour samples and check how they respond under different lighting conditions.

Top bathroom paint colour trends at the moment include classic black and white, soothing greens and blues highlighted by complimentary colours, raw beiges and strong and bold reds. The only caveat is, be careful not to pick colours that are too ambitious for the amount of space you have. If your wall colours are too overpowering, you run the risk of losing the subtlety of the look you're going for.

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HANG UP  
B-200-90

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## Guest toilets – even small rooms dream in full colour

Here you have a great opportunity to do something daring with colour. These tiny spaces can be treated like “jewel boxes” filled with treasures including paint finishes, fanciful mirrors, unexpected colours and antique wallpaper. Try bold colours and shiny lacquer accents to set these smaller spaces apart.

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CRAZY TIMES  
G-160-90

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# Break the colour rules – break free

We've all heard that colour dictates. TV shows, designers, decorators and magazines continue to tell us what we can and cannot do when it comes to colour. We all know for instance, that white makes rooms look larger and brighter, that dark colours make them look smaller and that a dark ceiling will make a room feel more confined too. But rules are a guideline only and rules are there to be broken – within reason. A rule is only there as a guideline to support what you already want to do. It's up to you to follow it, dismiss it or tweak it. But whatever you do, trust your instincts.





## 1. Pink is for girls

A soft pink is cool in almost any room – with the right hue, it can cast a glow that makes everyone in it look healthy and vibrant. Pink should always be anchored or offset with something masculine such as iron, bronze or aluminium along with deep-toned upholstery to really bring out its full colour potential, and it's ideal for rooms like libraries, living rooms and even bedrooms.

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SHEER LUCK  
R-30-40

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PINK GIN  
R-10-20

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## 2. Brown is for boys

You may be concerned that brown is too masculine to use just anywhere. Nothing could be further from the truth. Pair it with pale warm colours or heat it up with bright pink, rich red or even lavender. If you want to bring balance to the space, you can do so by matching your browns with white for a clean, but boldly understated look.

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BULL RUN  
O-80-100

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### 3. Never use one colour for everything

Tradition dictates that door frames, skirting boards and mouldings should be one colour, usually white. You can say goodbye to tradition by introducing a bold accent colour into a space using the trims. This is great if you've got a fun arty space that you want to look unconventional. Another way to defy the norm is to go for a monochrome look. To achieve this, simply make your trims and mouldings a shade darker. The contrast might be subtle, but it will make a dynamic change in any room. Dark wood trim against light wood floors and pale walls with clean white interleading doors is another way you can really make your trims and mouldings own their real estate.

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FAST FASHION  
G-140-100

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TRANSLUX  
G-130-60

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## 4. Stay away from black

Breaking this rule is like bunking class for the first time. It can be liberating and dangerous all at once. Black is the new white for trims, so don't be shy. Using black as a contrast colour in a neutral room will create clean lines and a crisp classic look, no matter what style home décor you have, plus it's a great way to define niche areas.

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SO SWAMPED  
Y-120-10

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LICORICE  
V-230-100



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## 5. Bathrooms should be light

Most people paint their bathrooms white or a light colour. After all, it's important for a bathroom to feel fresh and clean. But bathrooms are filled with reflective materials that, simply by having the light reflecting off surfaces, will help to illuminate the space. This presents a great opportunity for you to vary and expand your colour palette. Midnight blue or dark charcoal grey can transform a bathroom into a beautiful oasis of calm, so there's no need to live in fear of the dark.

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DRAMA QUEEN  
O-60-20

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## 6. Dark colours are too difficult

Deep colours create moods. They can be soothing, evocative, romantic and grounding. While we may be comfortable with painting a study a dark colour, we're often afraid to express ourselves with darker colour options in more common living areas like the dining room. Break the mould and break the rules, because dark colours can also be great for rescuing rooms (like kitchens) from the gloom of dull lighting. Plus, rich, deep colours draw the eyes away from mundane materials in a room, helping them to recede and not detract from the overall area.

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TRUTH OR BARE  
R-40-60

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BUDAPEST  
V-210-100

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## 7. Who says colour can't travel

If you get inspired by a colour on your local or international travels, don't be afraid to tailor it to your setting. Remember, you don't have to commit the whole room to the colour, you can hint at it with softer patches of the colour on an accent wall. Then introduce hues of the colour by adding artworks in that palette, or cushions and throws for example. It's all up to you and how far you want your imagination to take you.

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MEZMERISED  
B-180-10

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## 8. Old houses get historic colours

The truth is that many old houses e.g. colonial or Victorian could feel dreamy, drab, dark or oppressive with historically accurate palettes. The truth is, an old house is the perfect canvas for a more modern colour palette. What colours you settle on are up to you, so feel free to follow your impulses. Mix historic colours with more lively hues to update the whole house or just a room in it.





## 9. Art belongs on white walls

We fear that an intense colour on a wall behind a piece of art will be too decorative and detract from the artwork. In fact, the opposite often holds true, and an intense colour can help to focus attention on the artwork – especially when paired with task lighting. For seamless integration of your art with your wall colours, it helps to pick your background colour from the artwork's colour palette.

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CON LIMON  
G-130-10

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## 10. When in doubt play it safe

If there was ever a rule to break, it's this one. If you are new to taking risks with colour, spend time looking at books and magazines for pictures of similarly sized and decorated rooms. To get comfortable with the notion of rule-breaking start by expressing your rebellious colour streak in one of the smaller rooms in your house and then take it from there.

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SO SWAMPED  
Y-120-10

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GETTING  
GROOVY  
Y-90-10

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# It's your life – add a splash of colour to it

There's never been a better time to express your style through paint than now. And, while traditional wall colours will always be a staple in houses the world over, adding interesting, bold or unexpected colour to your home can, and will, transform it. What makes paint even better, is that it's not a lifetime commitment. It's affordable enough for you to be able to update or refresh a room or the entire interior of your home on a more regular basis – certainly more than the customary 'once every ten years'.

If you're looking for variety and inspiration, visit the Builders website or go to a store to view their extensive range. They stock all the leading paint brands like Harlequin, Hammerite, Go Paint and the Fired Earth range which is exclusive to Builders, in just about every colour under the sun.

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