



Open
your mind
and let the
colour in.





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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.

Contents

Putting colour in context	4
Paint what you feel	4
Let calm claim you	5
Let all the sensations in	5
Colour and your emotions	6
When light and colour dance	7
Colour – light the way	8
Don't be blinded by the light	9
Colour tips for finishes and trims	10
On your marks, get set, go	11
Room by room	12
Flout the colour rules – break free	24
It's your life – add a splash of colour to it	35

Putting colour in context

Paint what you feel

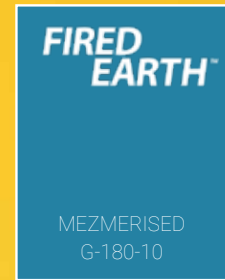
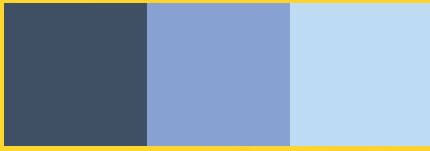
Okay, so it's not the Sistine Chapel you're painting, but every room is a canvas. In fact, it's safe to say that each room is its own masterpiece in the making, evoking its own mood and feel, which is why it will either accept or reject a colour. Spaces are much like people – each a little different 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.



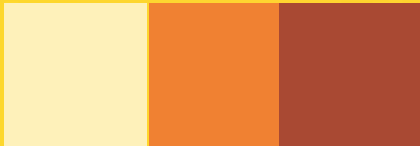
Let calm claim you


Cool colours like blue, green and light purple can add a layer of calm to your walls, making small rooms appear bigger with their illusionary quality.



Let all the sensations in

Warm colours like oranges, reds, yellows and combinations of these can make a large room look smaller and cosier. Browns and terracotta also add spice and intimacy to a huge bedroom.





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 the 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
Y-90-40

When light and colour dance

Consider the angles of the sun, placement of light fixtures, and the room's orientation when selecting paint colors, which can be affected by the architecture, materials, and finishes. Rooms with all-day sunlight can handle any color.

Paint walls in pale blues or greens for a room that gets morning sun to keep it feeling light and fresh in the afternoon.

Rooms with late afternoon sun can be decorated with sunny yellows for a bright morning look or pale greys for a warm, light feel.

Warm hues like red, orange, and yellow stand out best in rooms lit by standard soft white LEDs, while cooler hues like green, blue, and grey look more serene.



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SAGE A FORTUNE
G-140-80

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, allowing versatile colour choices from pale to bright. LED lights provide a cool, bluish glow that looks good with cool pastels for a contemporary look, or warm yellow hues to warm up the space.

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VAPE
B-190-70

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.

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.

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

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BLUE-TIFUL
G-160-30

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DOUBT IT
B-190-60

Colour tips for finishes and trims

Window frames – it's your view that counts

Black window frames offer a high-end look and can be paired with white for contrast or with grey or wood for a pop. White window frames are subtle and classic, perfect for any home and style.

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.

PRO TIP

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

Room by room

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

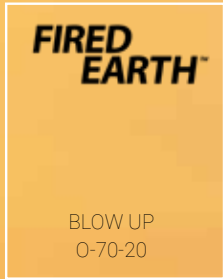
Think of your entrance hall or stairwell as your portal to the world. These spaces play a pivotal role in setting the tone for your home. Off-whites and pastels provide a warm “welcome back,” after a long day or “come on in” feel to visitors.

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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HULA-RIOUS
G-140-50



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.

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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CHILLATO
R-10-100

4. Kitchens – feed your soul

When choosing paint for your kitchen, consider materials and textures of existing surfaces and pull a hue from the counter. White is often used as it reflects light and creates a sense of spaciousness; pair it with light neutrals in the same family.

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PUSH
BUTTON
B-200-80





DETERGENT

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ON AIR
B-180-30

5. Utility spaces – fill in the blanks

Utility areas such as garages, basements, storage, closets and laundry rooms can be made more spacious and inviting by using blues, yellows, greens, greys, beiges or tans in semi-gloss to reduce dirt visibility and make cleaning easier.

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 a personal choice; consider the rest of your home's colour scheme so it fits in. Design your office to be functional, practical and comfortable, and add personal items to make it feel like home.

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ROCK N ROLL
0-50-100





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FIRST TIME
G-130-100

7. Master bedrooms – the colour dreams are made of

Bedrooms are private spaces for relaxation, contemplation and escape from family life; colour choices don't need to match other living spaces. Choose colours that create a relaxed atmosphere like soft blues or muted greens. Consider how you'll use the bedroom at night and in the morning when deciding on a deep colour; blackout shades and good window treatments are a must. Balance dark tones with white or light sheets.



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.

A bedroom interior with a large tree, a bed with orange and green bedding, and a white box containing text. The room has a warm, orange-toned wall. A large tree with green leaves is on the left. A bed with orange and green bedding is in the center. A white box with text is in the middle. A hanging lamp is on the right.

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BEHAVE
0-50-20

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.



10. Bathrooms – submerge yourself in colour

Renovating or building a bathroom? Gather material samples and test colours under different lighting conditions. Popular colour trends include classic black and white, soothing greens and blues, raw beiges and bold reds. Choose a subtle colour that works for the amount of space. Be careful not to choose colours too ambitious to risk losing the subtlety of the look.



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CASHING OUT
G-160-60

11. 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.

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.

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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TRANSLUX
G-130-60

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.



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 of home décor you have, plus it's a great way to define niche areas.





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CRAZY TIMES
G-160-90

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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BUDAPEST
V-210-100

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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SAGE A FOR-
TUNE
G-140-80

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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WEB SURFER
G-160-10

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

An intense colour on the wall behind artwork can actually help to focus attention on the artwork, especially with task lighting, and choosing background colour from the artwork's palette helps create seamless integration.

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SPELL BOUND
G-130-80

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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GETTING
GROOVY
Y-90-10

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AFFAIR
O-60-10



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 Powerseal, Maxicover, Go Paint and the Fired Earth range which is exclusive to Builders, in just about every colour under the sun.



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