

# Smart Words for Smart Homeowners

THE EXPERIENCE OF EXPERTS AND THEIR ADVICE ON RELEVANT HOMEOWNER TOPICS

## The Many Shades Of White

### Enhance Room Color Values

A few of the decorators that I've worked with have taught me the same "Paint to Decorate Rule of Thumb." They have pointed out room attributes and home exterior cases as illustrations that made the object lesson clear. Here are the relevant lessons on the traits and uses of the many shades of white:

- 1) Every color in a room or on a house is important.
- 2) Every color must support and enhance the major color and not dispute it.
- 3) There is no such color as a 'neutral' white. It either plays its supporting role or it doesn't belong on the home stage. Bright white [untinted white] works in hospitals not for a decorators palette.
- 4) The shades of white used for the ceilings, doors and any trim should support and promote the predominant, major color; the wall or house color.
- 5) The ceiling, doors and trim colors should be the same and not different shades of white.
- 6) Every maker has it's own shade formula for "ceiling white." Usually it is tinted toward gray. There is no consistent color rendition of "ceiling white" that is the same color from one maker to the next.



### The Correct White

Almost every year paint manufacturers invent (and name) a new set of additional colors. These fresh and new entries include new micro-shades of 'white' to partner with the new nuances of tone. Look at this example chart of whites. These were accumulated from a few of the paint makers. You'll notice that some chips lean to tan, others tilt blue and others bend toward gray, green or pink. When some of the lightest colors are used for doors, ceilings and trim they enhance and support the major color. So if your major color is slightly or heavily in the world of Sun-Tan you might lean the door, ceiling and trim toward IBIS WHITE; the lightest 'tan' that is not bright white. That slight change of tone provides the supporting role for doors, trim and ceiling color. It harmonizes with the predominant room color. It doesn't stand alone. It doesn't protrude or fight with the wall color. It melds, coalesces, encourages and supports the room color decor.



When you walk into a professionally finished room, the ceiling and trim will look White...the correct White. The room will appear finished. The colors each considered professionally determined. It all simply works together. When you look at a house with white trim and the home feels finished and expensive you'll now know the story about choosing the correct shade of white.

