

PAINT COLOR: CAN IT *REALLY* UNCOVER YOUR INNER PERSONALITY?

Bright and Bold, Or Quiet And Calm, How Your Favorite Colors Can Offer Insight Into Who You Are

Cleveland, Ohio— February 2005—Do you daydream about a fuchsia family room? Or, maybe you just can't decide what color to paint your bathroom—green or gray? One of the most important things to remember about decorating with paint is that it really isn't about decorating at all. It's about creating a comfortable home environment that accurately reflects who you truly are, a place where you feel relaxed, nurtured and protected.

“Color offers an avenue into a person's mind; it can capture a mood or experience, or help project an image,” says Pratt & Lambert Paints Color Specialist, Peggy Van Allen. It's not just about a certain color conveying feeling or emotion, it's about how our lifestyle preferences can be reflected in the colors we choose to surround ourselves with.”

Since choosing color is such a personal decision, not everyone approaches it in the same way. While some people know exactly what colors they like before making a paint purchase, just as many don't know how to determine what colors suit them. Furthermore, there are literally thousands of interior and exterior paint colors from which to choose. All of these factors can leave you standing in the paint aisle of your local hardware store confused and frustrated.

However, according to Van Allen, there are some general guidelines to follow and tools available to help you choose a palette that accurately reflects your personality and lifestyle. “Before you even visit a store, just look around your home and evaluate what type of décor you're partial too. Many times, you'll see an unplanned reoccurring theme, such as a preference for sleek furniture and simple lines. Then, after observing what types of furniture and accessories you've surrounded yourself with, think about what colors *you* prefer and how they make *you* feel.

Still having trouble visualizing a palette? Look for guidance and inspiration elsewhere. For example, Pratt & Lambert's new Never Compromise™ Color System offers unique Color Personality Profiles. These fun, introspective self-assessments, created by Pratt & Lambert color experts, can help consumers select colors and combinations that reflect their specific tastes by asking a series of questions that guides them to one of eight interior color collections.

By answering a few simple questions about yourself, you can determine what color “type” you are and choose from a hand picked color palette that correlates to your personality:

Shades of Pale: People who desire this palette tend to choose a pale wall color with confidence. They prefer versatility and their belongings are prominently displayed in their decorating scheme

Botanical Gardens: Vibrant and alive colors with purpose, confidence and daring tend to draw people who aren't afraid of change and want their home to reflect their colorful personality.

Sun Kissed: Comfortable casual furnishings are preferred by this personality. Colors found in the home have all the elements of energy, friendliness and ease.

By The Sea Side: Refreshing and invigorating, these colors reflect people who are looking for their home to be an escape, someone who wants to provide balance between downtime and their hectic life.

Mosaic: Do you crave a home that reflects your travels? Are you adventurous and romantic in nature? A "Mosaic" personality is drawn to rich hues that are reminiscent of other times and cultures.

Classical Tones: Express your strength and authority with Classical Tones. Fads are not important to this personality type; they prefer colors that evoke a sense of history, substance and stability.

Pretty: Victorian homes, dreamy summer days, poetry and fragrant flowerbeds are some of this personality type's favorite things. Colors in this palette arouse interest in a soft, gentle way.

Raffia: This color palette is full of neutrals and interesting greens that create a sophisticated environment that is also casual. People drawn to this color selection appreciate a contemporary look and feel that is full of texture.

Van Allen, goes on to say, "No matter what color personality type you are, it's important to remember that color is vital in a home. It creates a bridge between furnishings, accessories and sets the overall mood of a room. Most importantly, it should make you feel comfortable, and make the space look finished and complete."