



Hirshfield's
Paints • Wallcoverings • Blinds & Shades

Exterior Paint Color Tips

Consider these hints for successful exterior color combinations

1. FIXED ASSET ASSESSMENT: Start by considering fixed assets, things that won't be changing color but are part of the house such as the roof, brickwork, mortar between bricks, stone, stucco, stained woodwork, landscaping and any other visual "color space" not to be painted.

2. FITTING IN: Consider all of the following when selecting color schemes:

- a. Your personal style
- b. Colors of neighboring homes and regional colors
- c. Age and style of your house.
- d. Neighborhood rules/covenants

Select colors that are appropriate for your home's style and age, that blend in with the neighboring homes. Note that sometimes your favorite color may not be the right color for your exterior. Drive around neighborhoods to get inspiration about color schemes that you like.

3. FOCUS ON 2 to 3 COLORS: Choose colors that harmonizes with the fixed asset colors. (Generally two colors are used on a single story home, while a 1½ story or 2 or more story home can handle three colors. Victorian style homes with can be painted with several accent colors that highlight additional details).

- a. Body – siding, including lap siding, shakes, board and batten
- b. Trim – soffit & fascia, door & window trim, corner boards, wood panels
- c. Accent – front door, garage doors, shutters, brackets, porch ceilings, stained woodwork

4. BALANCE OF COLORS: Refer to the **60/30/10 Rule:**

- a. 60% of a dominant color (body)
- b. 30% of a secondary color (trim)
- c. 10% of an accent color (accent)

5. COLOR VALUE: Use the Light Reflective Value (noted on the back of color swatches) to help determine the depth of color you'd like. Note that colors appear lighter outside and primary colors often look much brighter.

- a. 0% LRV = Black
- b. 50% LRV = Midtone
- c. 100% LRV = White

6. TESTING OUT COLORS: Hirshfield's recommends that you always purchase sample pints or quarts and apply the color scheme you think will work to your house. Painting out a four foot square (minimum) area for the body, works to help visualize the color scheme. If you are testing trim colors too, place the body color sample adjacent to the trim. Review over a few days, both on sunny and overcast days to get an idea of what the colors look like in all types of lighting. Don't worry if you end up painting a few samples – it typically takes a few tries to get it right!

7. COLOR CONSULTING: Stuck? Hirshfield's has a team of color consultants with years of experience that can help you find your perfect colors for your home's exterior.

Please visit our website hirshfields.com
To learn more about **Hirshfield's**
ExteriorPaint Color Consultations

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