

# SEC. 1 Color Selection

Color and paint selection can be the most cost effective way to breathe new life into a facade that needs an update. This section will give you some general guidelines as well as provide numerous examples of neighbors that are doing it well. Some general color selection guidelines:

- **Look for interesting details** - What is your building made out of? Are there any historic masonry details or decorative brackets? Cast iron columns or an ornamental cornice? Keep them in mind - color can be used to enhance them
- **Bricks and stones are a color** - Paint color schemes should coordinate with natural tones and colors found in masonry. **Do not paint masonry unless it was previously painted.**
- **The 60:30:10 rule** - A Simple but effective rule of thumb for choosing a 3 color scheme is to use the 60:30:10 rule.
  1. **First**, choose a base color to take up around 60% of your facade area.
  2. **Second**, choose a *complimentary* (opposite side of the color wheel) accent color to take up around 10% of the facade and provide a highlight to something interesting.
  3. **Lastly**, pick an analogous (nearby on the color wheel) secondary color for the remaining 30% of facade area. Remember - you want a variety of dark and light colors.

## Dogwood Trading Company - Dansville, NY

### A Complimentary Color 10%

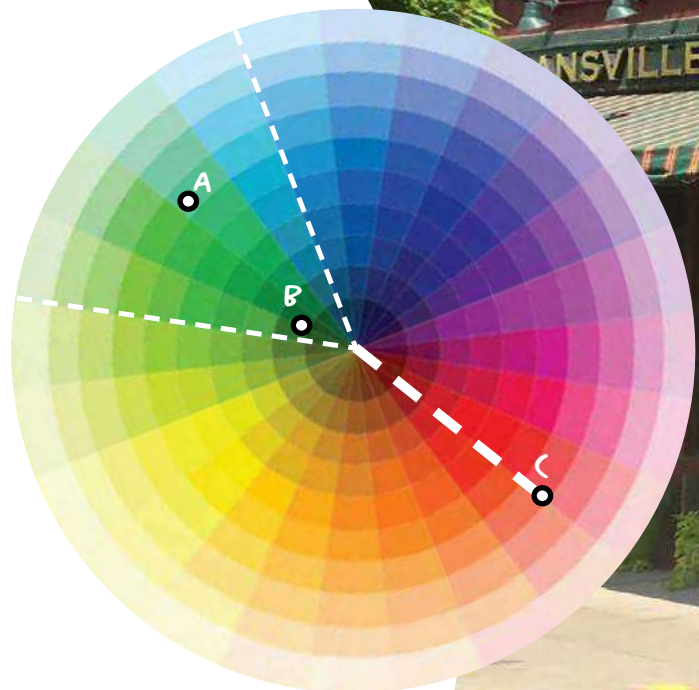
SW Cedar Green 2034-40

### B Analogous Color 30%

SW Fiddlehead Green 2041-20

### C Base Color 60%

Existing Brick Facade







DOGWOOD TRADING COMPANY





95 Main Street - Geneseo, NY

Base Color 60%

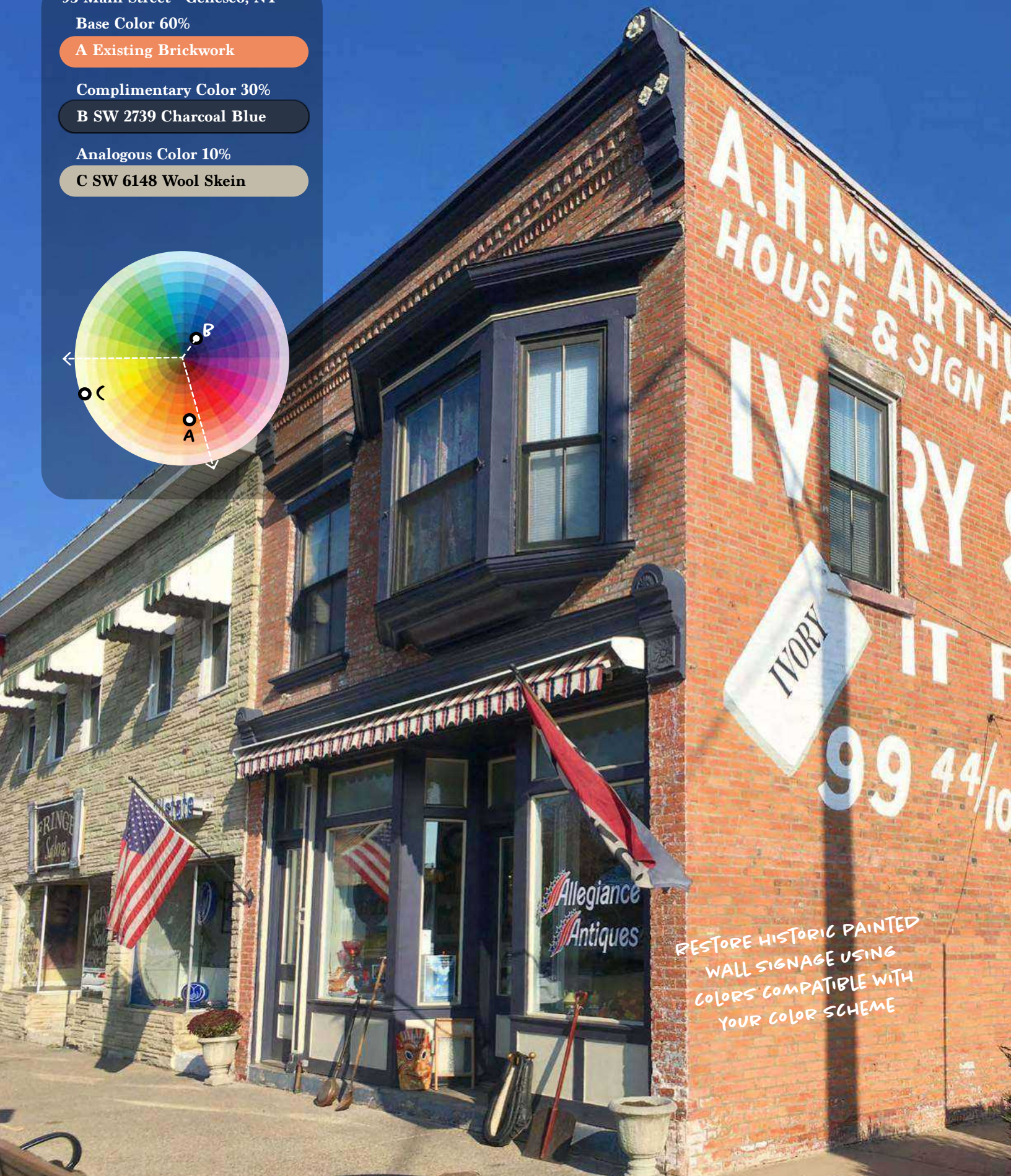
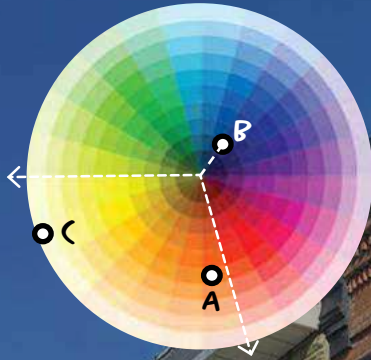
A Existing Brickwork

Complimentary Color 30%

B SW 2739 Charcoal Blue

Analogous Color 10%

C SW 6148 Wool Skin



RESTORE HISTORIC PAINTED  
WALL SIGNAGE USING  
COLORS COMPATIBLE WITH  
YOUR COLOR SCHEME



USE PAINT TO HIGHLIGHT UNIQUE HISTORICAL DETAILS!

ANTIQUES

THE VILLAGE GALLERY  
3119

THE VILLAGE GALLERY

ANTIQU  
SHOP  
OPEN

2119 Main Street - Caledonia, NY

A Complimentary Color 10%

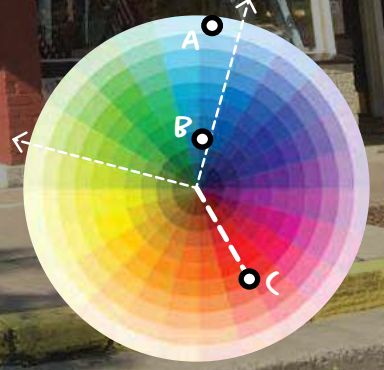
SW Extra White 7006

B Analogous Color 30%

SW Blueblood 6966

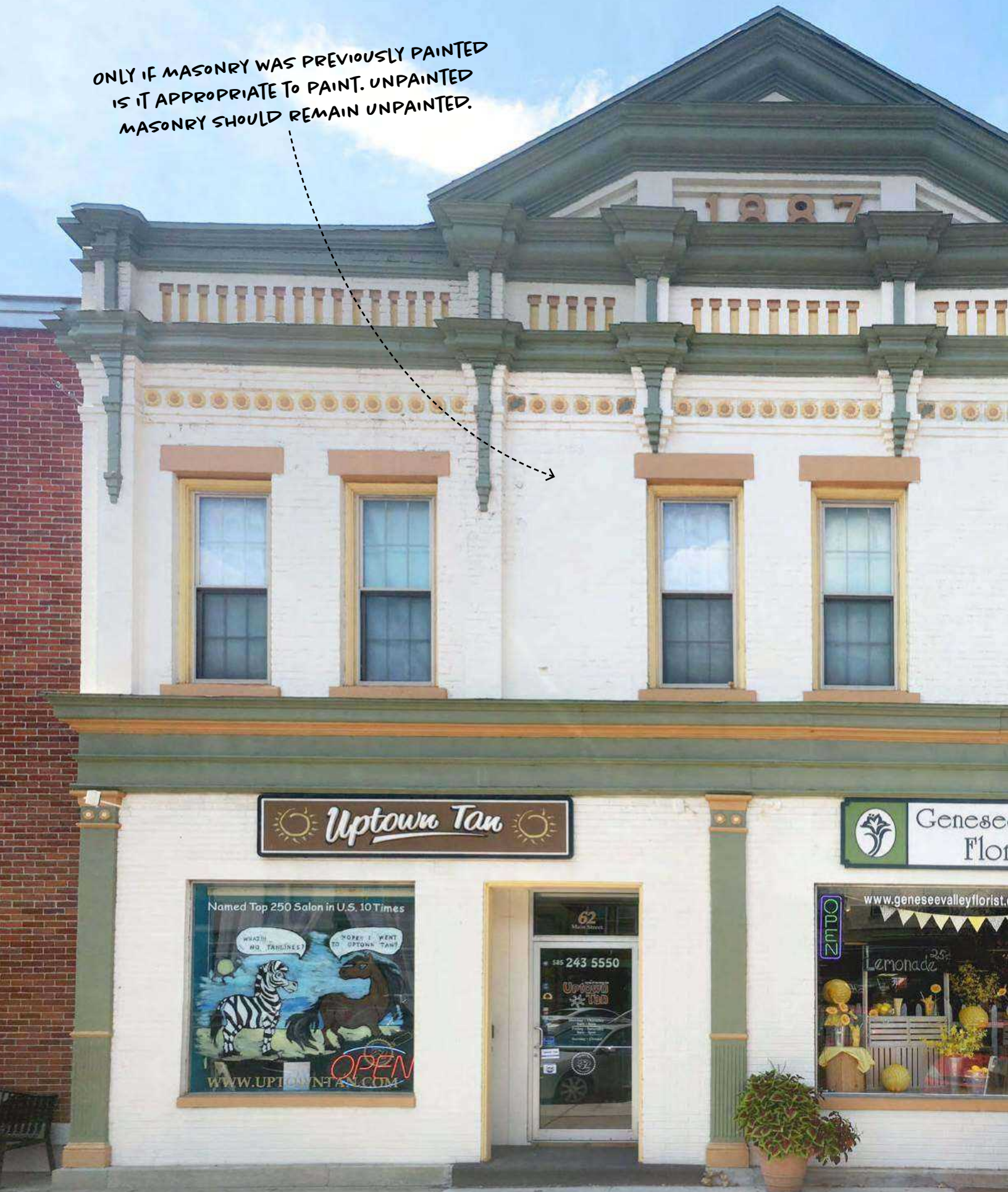
C Base Color 60%

Existing Bricks

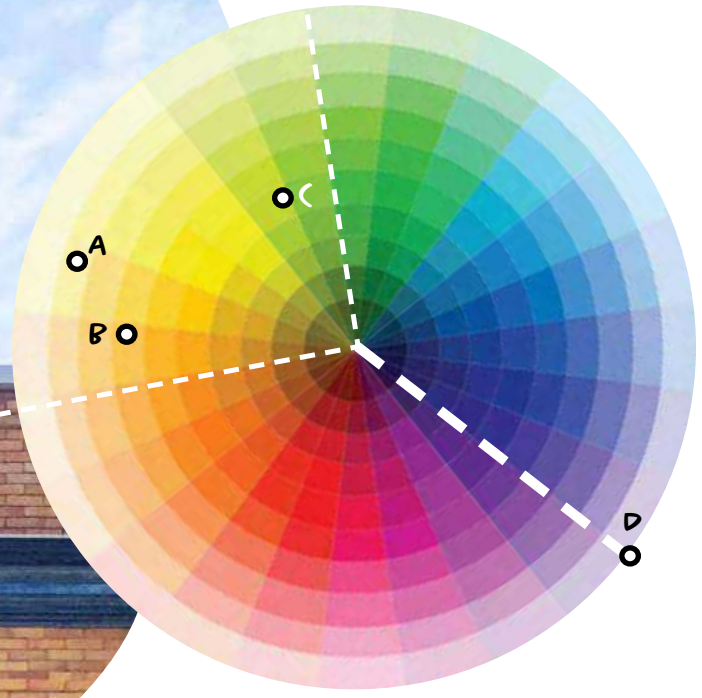




ONLY IF MASONRY WAS PREVIOUSLY PAINTED  
IS IT APPROPRIATE TO PAINT. UNPAINTED  
MASONRY SHOULD REMAIN UNPAINTED.







**A Complimentary Color 5%**

**SW Naples Yellow 9021**

**B Complimentary Color 5%**

**SW Trinket 6685**

**C Analogous Color 30%**

**SW Broccoflower 9039**

**D Base Color 60%**

**SW 6385 Dover White**

**60 Main Street - Geneseo, NY**

You may have noticed that this facade uses a (4) color scheme - in this case using two accent colors. Here, the vibrant color scheme is used to call attention to the floral masonry details and intricate cornices that make up the parapet. Although not original, the storefronts provide simple and effective signage with large staged windows. This is also an example of an appropriate painting of masonry.



ARTICULATED MASONRY DETAILING CAN BE HIGHLIGHTED WITH COLOR



131 Main Street - Nunda, NY

A Base Color 60%

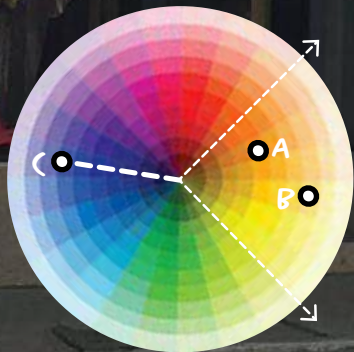
SW Serape 6656

B Complimentary Color 10%

SW Down Pour 6516

C Analogous Color 30%

SW Solaria 6688





168 Main Street - Dansville, NY

Complimentary Color 10%

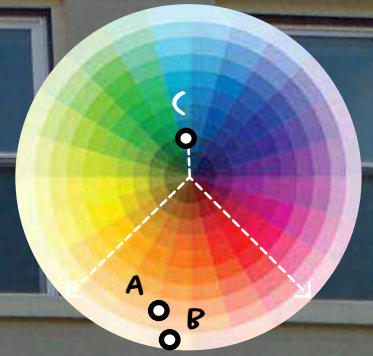
A SW 2829 Classical White

Analogous Color 30%

B SW 2846 R. Bronze Green

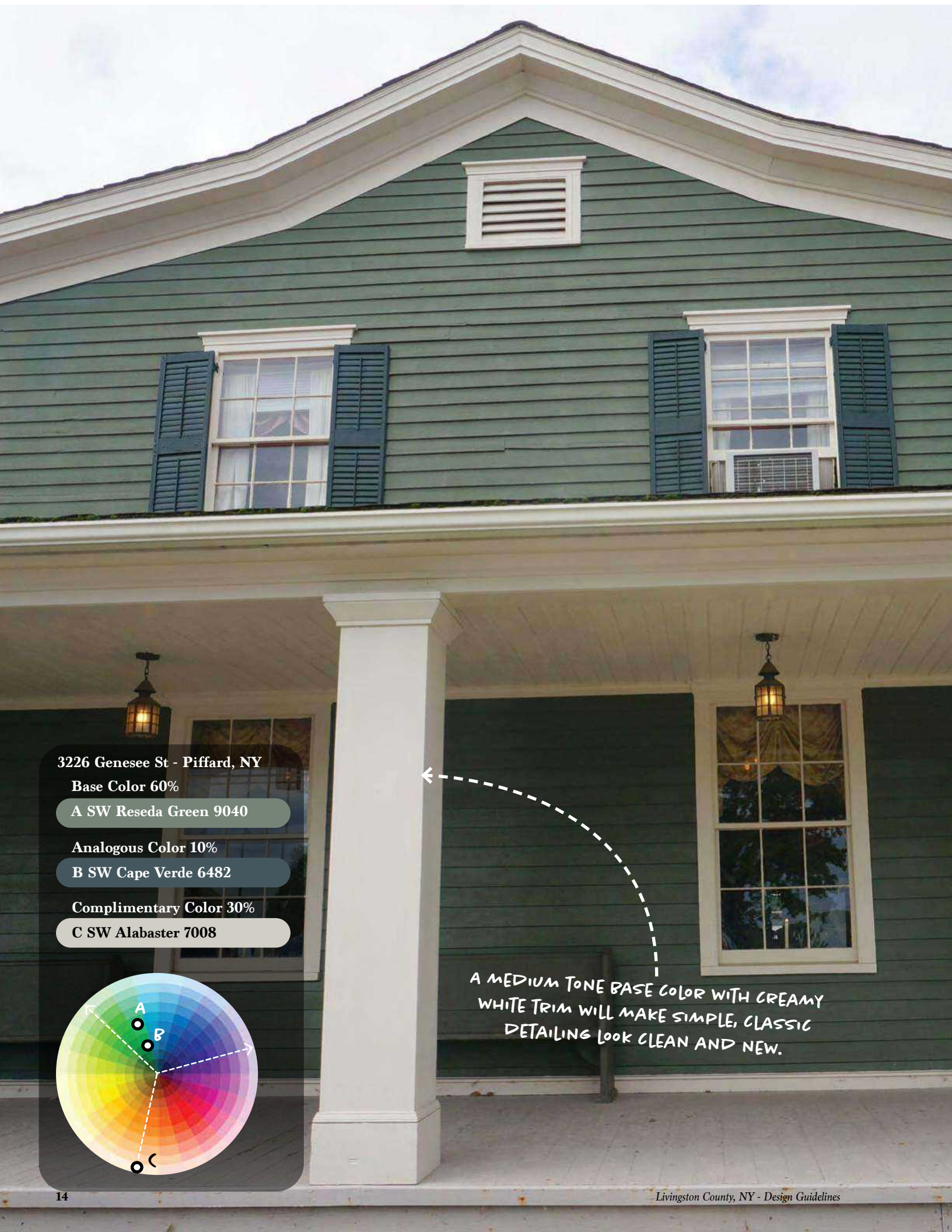
Base Color 60%

C SW 0049 Silver Grey



USE ACCENT COLORS ON BOTH THE  
STOREFRONT AND THE CORNICE SO  
THAT THE TOP RELATES TO THE BOTTOM.





3226 Genesee St - Piffard, NY

Base Color 60%

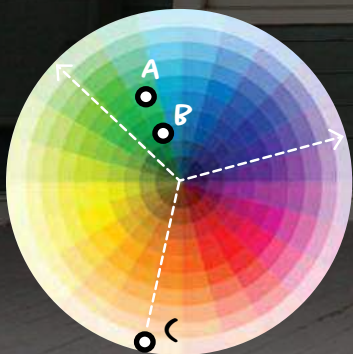
A SW Reseda Green 9040

Analogous Color 10%

B SW Cape Verde 6482

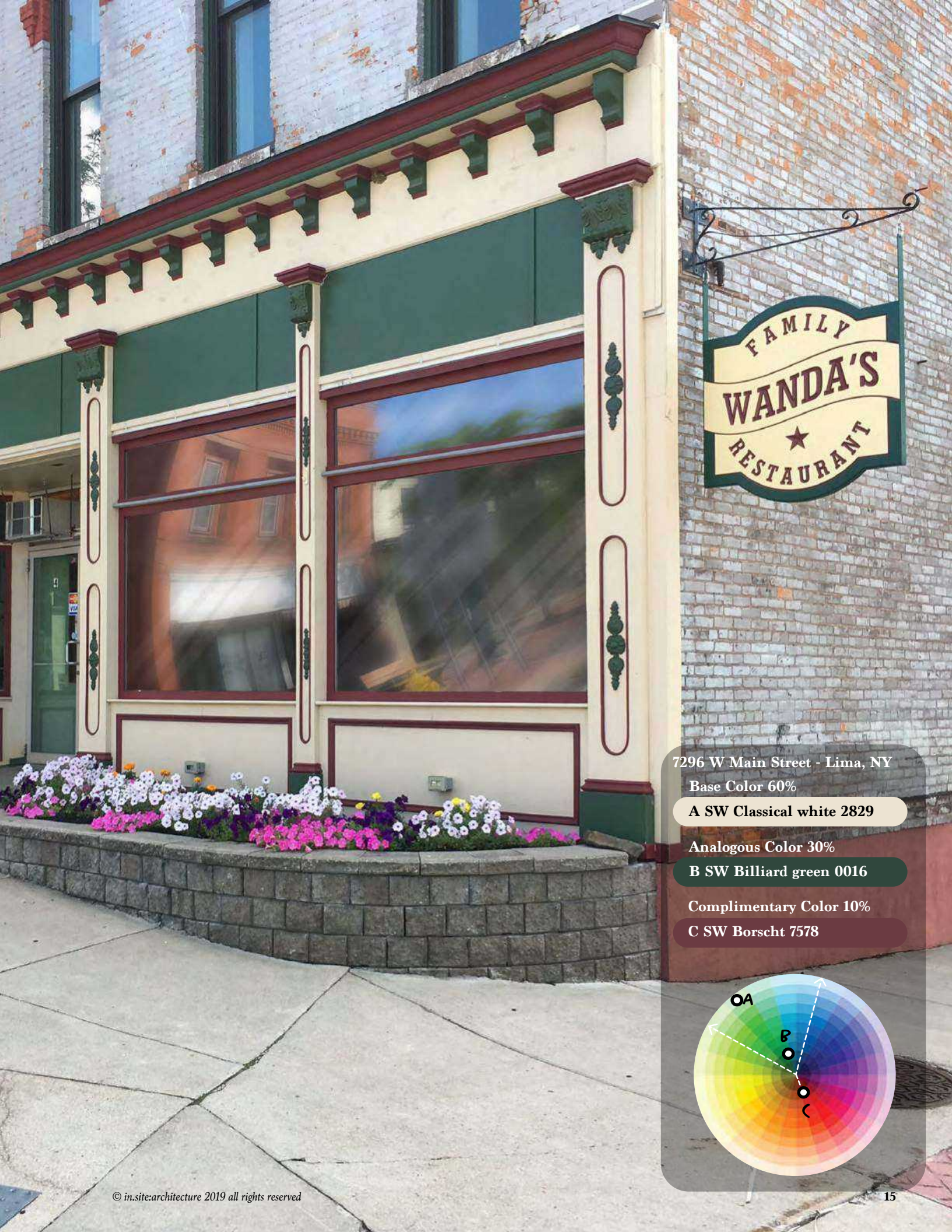
Complimentary Color 30%

C SW Alabaster 7008



A MEDIUM TONE BASE COLOR WITH CREAMY WHITE TRIM WILL MAKE SIMPLE, CLASSIC DETAILING LOOK CLEAN AND NEW.





FAMILY  
**WANDA'S**  
★  
RESTAURANT

7296 W Main Street - Lima, NY  
Base Color 60%

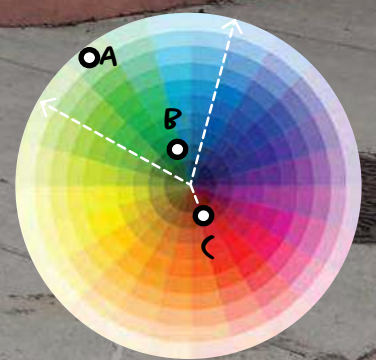
**A SW Classical white 2829**

Analogous Color 30%

**B SW Billiard green 0016**

Complimentary Color 10%

**C SW Borscht 7578**





BEFORE

95 Main Street - Geneseo, NY

Base Color 60%

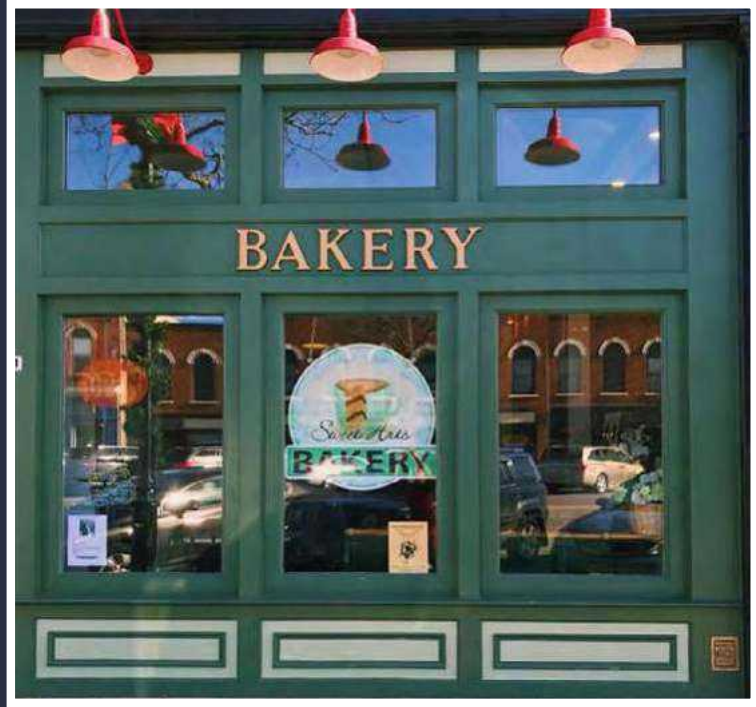
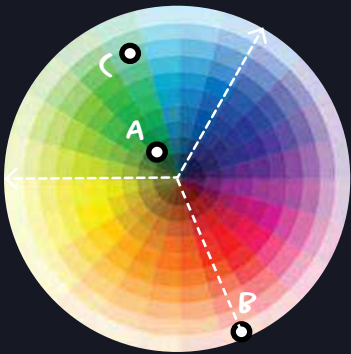
A SW Lucky Green 6926

Complimentary Color 10%

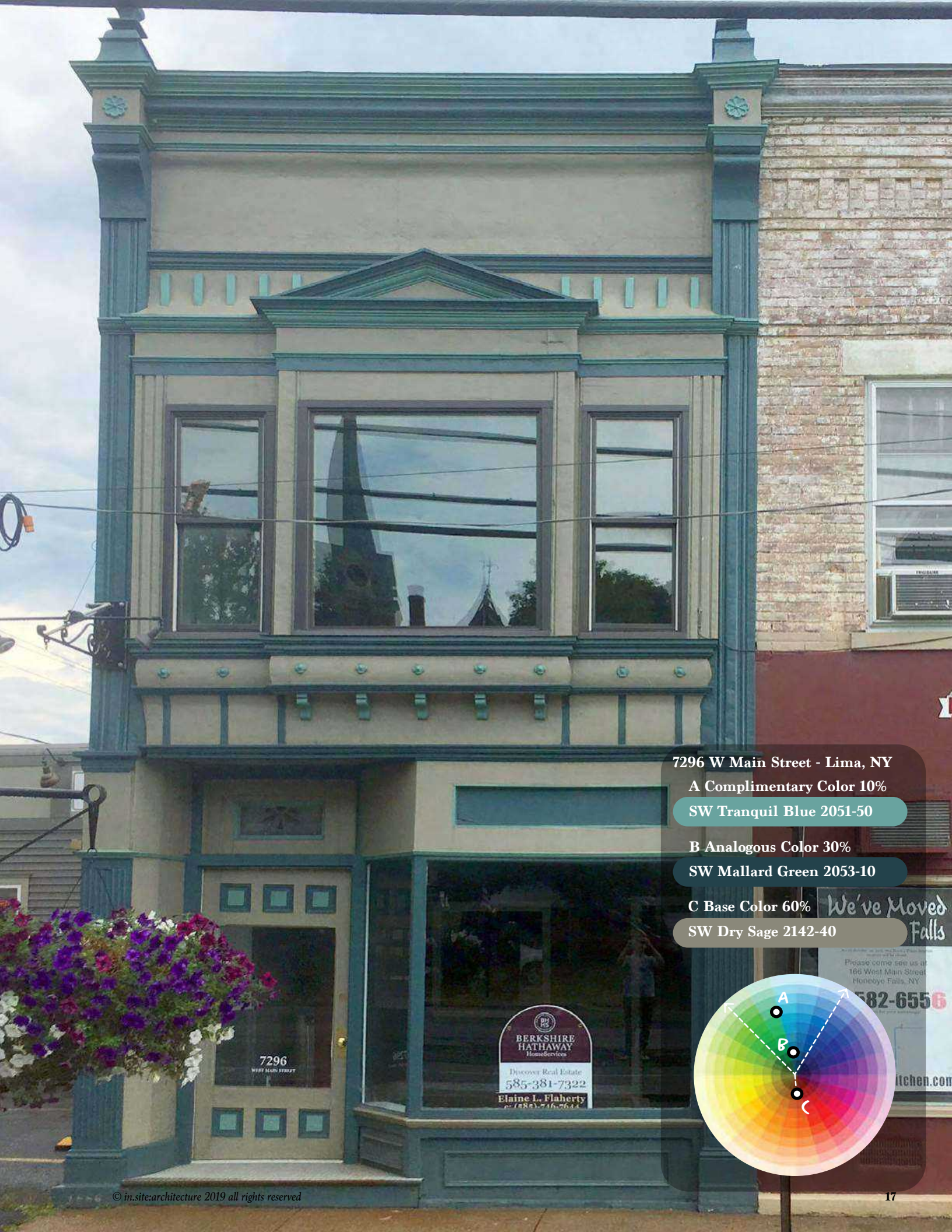
B SW Snowbound 7004

Analogous Color 30%

C SW Romaine 6730







7296 W Main Street - Lima, NY

A Complimentary Color 10%

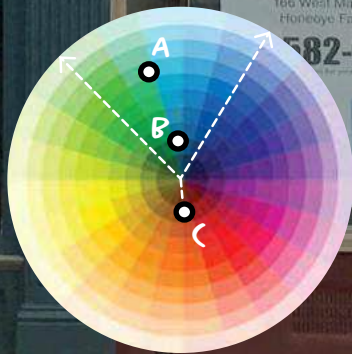
SW Tranquil Blue 2051-50

B Analogous Color 30%

SW Mallard Green 2053-10

C Base Color 60%

SW Dry Sage 2142-40



We've Moved Falls

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166 West Main Street  
Honeoye Falls, NY

582-6556

itchen.com



## [B] Painting Commercial Storefronts

For buildings with multiple commercial tenants, there are a variety of unique, acceptable ways to paint a building so that individual businesses are highlighted and easily recognizable to passers-by. There are two main approaches that one can take: the unified building method, or the independent storefront method.

It should be noted that there are no hard and fast rules regarding which method you choose, and that the most successful urban spaces are comprised of buildings taking both views. This guide will outline the pros and cons of both approaches, and allow you to decide which course is right for your project.

*Uniformity of color across storefronts and building details are used to full effect here, where the individual storefronts are all matching with the building. This scheme works incredibly well in high-turnover markets where tenants are often coming and going, as it keeps the building looking nice regardless of occupancy.*



### Unified Building Method

Matching storefront colors create a simple visual harmony by regulating a color scheme to be used by all commercial tenants. Typically, a base color or material is chosen for the building shell, with detailing, trim, doors, framing, and awnings given 1-3 other colors, depending on complexity and need.

#### Pros

- Building has a neat and orderly appearance and composition.
- Appearance of building can be determined by landlord, not tenants.
- Draws visual interest to the building shell's materiality and form.
- Building is relatively unchanged when tenants move in/out.

#### Cons

- A simple or modest building may appear uninteresting.
- Tenants are not as quickly distinguished.
- Less customization of storefronts for tenants.
- Larger buildings utilizing this painting technique may appear monotonous.

#### Suggestion

- Use this painting method for building shells with interesting or significant details to prevent storefronts and visual clutter from overpowering the building. This also works well for groups of offices or businesses that aren't competing for pedestrian attention.



*The independent storefront method is used here to help the shop owners visually stand out to potential customers. Each storefront is color coordinated to look good within the building and its neighboring businesses. This color scheme works well in buildings with franchises, where businesses can paint their storefronts to suit their individual branding or colors.*



## **Independent Storefront Method**

The independent storefront method can create dynamic and engaging streetscapes by permitting the creativity of tenants to paint their storefronts. When done properly, these buildings create immense visual interest through engaging with the street not just with color that can draw attention to and distinguish the businesses there.

### **Pros**

- Building has a dynamic and interesting composition.
- Draws visual interest to individual storefronts while keeping the building in the background.
- More appealing to commercial tenants with brand standards or color requirements such as franchises.
- Tenants are easily distinguished within a building.
- Very effective at breaking up long building facades.

### **Cons**

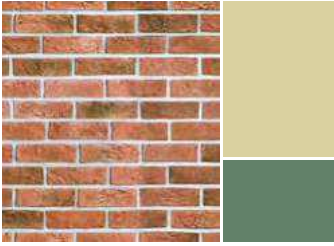
- Can appear cluttered and unorganized if tenants choose clashing colors.
- More obvious whenever there are vacancies in the building.

### **Suggestion**

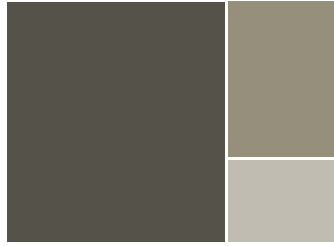
- This painting approach is best used on simple and modest building shells that lack significant architectural detail or feature.



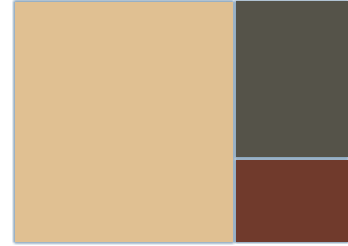
# [C] Paint Swatch cutsheet



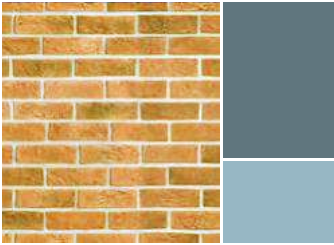
Base (60%) - BRICK  
Analogous (30%) - SW 6701  
Accent (10%) - SW 6453



(60%) - SW 2846 Roy. Bronze Green  
(30%) - SW 2845 Bungalow Grey  
(10%) - SW 2844 Roy. Mist Gray



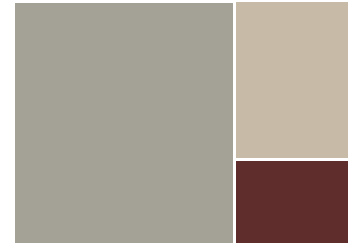
(60%) - SW 0044 Hubbard Squash  
(30%) - SW 2846 Roy. Bronze Green  
(10%) - SW 2839 Roy. Copper Red



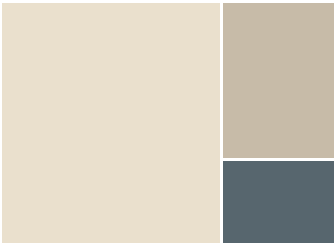
(60%) - BRICK  
(30%) - SW 9141 Waterloo  
(10%) - SW 9147 Favorite Jeans



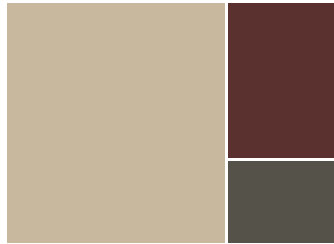
(60%) - SW 2839 Roy. Copper Red  
(30%) - SW 2831 Classical Gold  
(10%) - SW 2844 Roy. Mist Gray



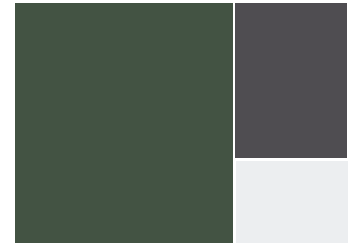
(60%) - SW 2821 Downing Stone  
(30%) - SW 2822 Downing Sand  
(10%) - SW 7585 Sundried Tomato



(60%) - SW 2829 Classical White  
(30%) - SW 2822 Downing Sand  
(10%) - SW 0032 Needlepoint Navy



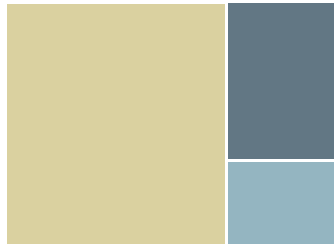
(60%) - SW 0011 Crewel Tan  
(30%) - SW 2808 Rook. Dark Brown  
(10%) - SW 2846 Roy. Bronze Green



(60%) - SW 6461 Isle of Pines  
(30%) - SW 9154 Perle Noir  
(10%) - SW 7005 Pure White



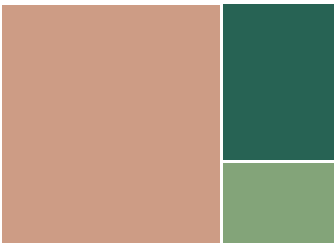
(60%) - SW 7008 Alabaster  
(30%) - SW 6387 Compatible Cream  
(10%) - SW 6221 Moody Blue



(60%) - SW 6422 Shagreen  
(30%) - SW 6530 Revel Blue  
(10%) - SW 6808 Celestial



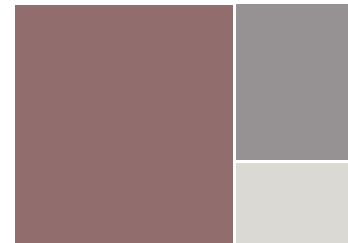
(60%) - SW 6459 Jadite  
(30%) - SW 7004 Snowbound  
(10%) - SW 6730 Romaine



(60%) - SW 6339 Persimmon  
(30%) - SW 6481 Green Bay  
(10%) - SW 6444 Lounge Green



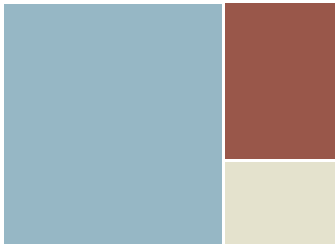
(60%) - SW 6689 Overjoy  
(30%) - SW 9050 Vintage Vessel  
(10%) - SW 6392 Vital Yellow



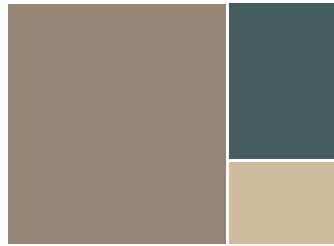
(60%) - SW 0004 Rose Brocade  
(30%) - SW 7650 Ellie Gray  
(10%) - SW 7006 Extra White



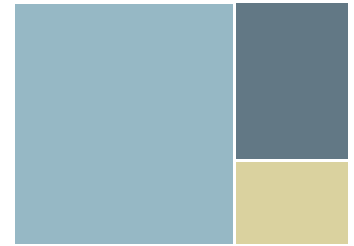
**Disclaimer:** When printed, These colors may vary from paint swatches in store. This is by no means a comprehensive list of colors, and creativity is encouraged.



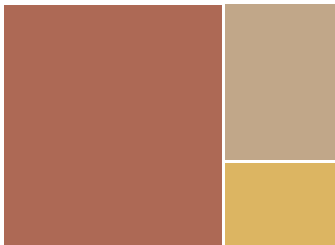
(60%) - SW 2863 Powder Blue  
(30%) - SW 0040 Roycroft Adobe  
(10%) - SW 2829 Classical White



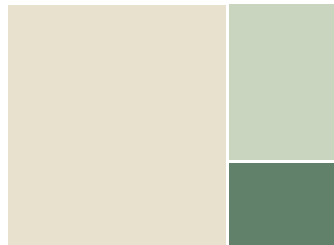
(60%) - SW 2820 Downing Earth  
(30%) - SW 0016 Billiard Green  
(10%) - SW 2822 Downing Sand



(60%) - SW 2863 Powder Blue  
(30%) - SW 0032 Needlepoint Navy  
(10%) - SW 0073 Chartreuse



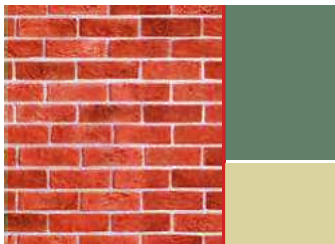
(60%) - SW 0040 Roycroft Adobe  
(30%) - SW 7714 Oak Barrel  
(10%) - SW 6395 Alchemy



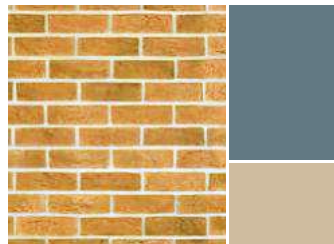
(60%) - SW 6162 Ancient Marble  
(30%) - SW 6442 Supreme Green  
(10%) - SW 6467 Kendal Green



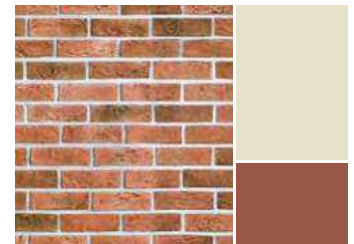
(60%) - SW 0016 Billiard Green  
(30%) - SW 0011 Crewel Tan  
(10%) - SW 2814 Rook. Antique Gold



(60%) - Existing Brick  
(30%) - SW 6467 Kendal Green  
(10%) - SW 0073 Chartreuse



(60%) - Existing Brick  
(30%) - SW 2819 Downing Slate  
(10%) - SW 0036 Buckram Binding



(60%) - Existing Brick  
(30%) - SW 2829 Classical White  
(10%) - SW 0040 Roycroft Adobe



(60%) - SW 2808 Rook. Dark Brown  
(30%) - SW 0024 Curio Gray  
(10%) - SW 0004 Rose Brocade



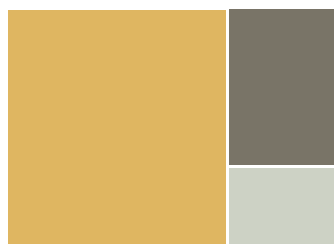
(60%) - SW 2812 Rookwood Jade  
(30%) - SW 6460 Kale Green  
(10%) - SW 6205 Comfort Gray



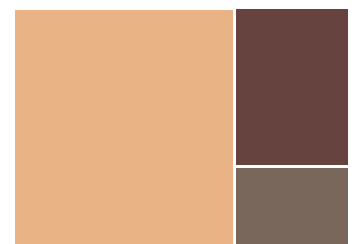
(60%) - SW 0043 Peristyle Brass  
(30%) - SW 0068 Copen Blue  
(10%) - SW 2850 Chelsea Gray



(60%) - SW 2803 Rook. Terra Cotta  
(30%) - SW 2857 Peace Yellow  
(10%) - SW 0050 Classic Light Buff



(60%) - SW 6395 Alchemy  
(30%) - SW 0038 Library Pewter  
(10%) - SW 0059 Frostwork



(60%) - SW 2853 New Colony Yellow  
(30%) - SW 2802 Rookwood Red  
(10%) - SW 0038 Library Pewter