



## *COLOR CONSULTATION INFORMATION*

*WHERE CAN COLOR MAKE THE DIFFERENCE? EVERYWHERE!*

Why do we find one place appealing and are uneasy in another? Why are we attracted to one product over another? Color—whether architectural or found in finishes—accounts for 60% of our response to an experience or a location.

### *APPLIED COLOR PSYCHOLOGY*

The "buzz" about color is widely called "color psychology" a term that is used by many but understood by few. The effects of color are subtle yet significant; both physical and psychological. Color use is not something that results in a definitive equation between "color and our moods," as is a currently popular expression. Wherever we go we respond to color, but the importance of color is often underestimated. Color use is important to us personally in our homes and in the places where we work. Exterior color—architectural color—gives context and appeal to our buildings from the outside. In interior design a keen understanding of the function of color is essential for creating supportive spaces.

There's more to it than most people realize. What type of paint should you use (Latex or oil)? What should the finish be (flat, eggshell, low sheen/satin, semi-gloss, or gloss)? Is the off-white you choose going to be a little too pink? Or too green? What about the beige, maybe too yellow? What if your red accent wall ends up looking like it belongs in a circus fun house? What color should the ceiling be? What about the window trim and baseboards? What about the crown molding? We are here to help.

### *OUR COLOR SERVICES*

For those of you that are color-challenged or simply overwhelmed by the vast number of color choices available today, Surroundings is here to guide you. Our professionally trained interior designers provide on-site color consultations in almost any setting. We have the team experience to transform your home quickly and within budget. Our goal is to help you create the perfect environment for you and your family.

### *COLOR CONSULTATIONS MAY INCLUDE:*

- A portfolio of color outlined by room.
- Samples of selections provided for your convenience.
- Selections may include color suggestions for, paint, wall covering, flooring, wood tones, work surfaces, etc.
- Referrals to our team of contractors.