

5.6 Design Ideas for Color

Use color to your advantage. Some of the most noticeable results are achieved with a fresh paint job. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the native red of many brick buildings in Washington.

5.6.1 Relating to Adjacent Color Schemes

- **Use color schemes that will complement other buildings nearby**

Look to see if colors used by others in the block may be incorporated in your scheme. This will help to tie in with others in the block. Mix and match colors from several nearby buildings in your color scheme; do not simply copy one building entirely. The natural colors of brick and stone should dominate on the street.

5.6.2 Coordinating the Entire Façade

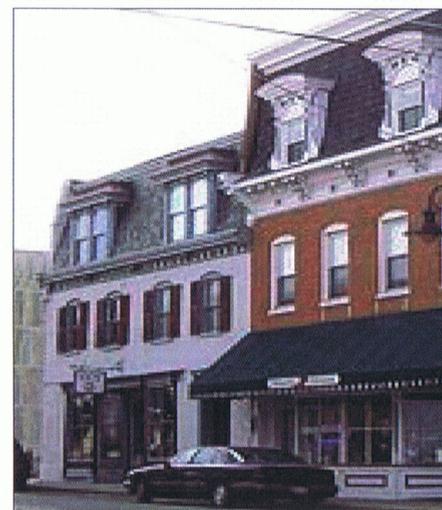
- **Use color to coordinate façade elements in an overall composition**

Use only one base color for the majority of the background wall surface. Base colors should be muted earth tones or pastels. Look for built-in features of the façade that can be highlighted with an accent color. Window frames, sills, moldings and cornices are potential elements to emphasize with a contrasting color.

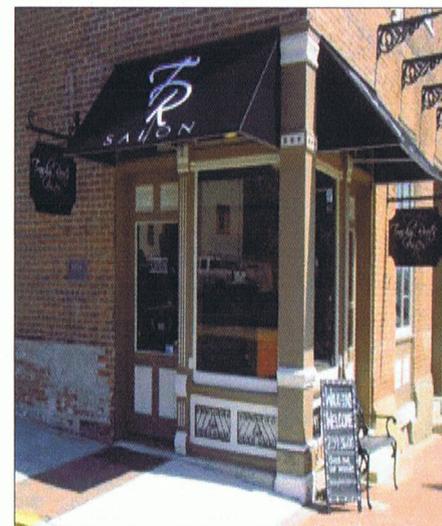
5.6.3 Using Accent Colors

- **Reserve bright colors for accents only**

Use bright colors only in small amounts. Place them at the first floor level to direct the customer's eyes to the business. Consider accent colors for signs, awnings, and entrance doors. Earth tones will hold their color well, as will darker pastels. Check for color stability in ultraviolet light; some colors, such as red, tend to be unstable and will shift in hue over time.



Colors which complement surrounding buildings.
(Washington, Missouri)



Color used to coordinate overall composition of façade elements.
(Washington, Missouri)