SWBR

COLOR MATTERS

Color is a communication tool – it creates the personality and sets the mood of a space. The right color makes you feel inspired, motivated, comforted, or safe.

INSIGHT Thought Leadership

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"Color does not add a pleasant quality to design—it reinforces it."

PIERRE BONNARD

Color triggers emotion and effects the user's experience. Successful color selection is not simply about following design trends, but about using color to create a positive and memorable experience.

Every organization has a unique mission and different goals and needs for the look, feel, and function of their space. Interior design is the art of listening to those needs, asking the right questions, understanding the vision, and using that information to bring a project alive.

Color inspires new ideas, sends messages, sparks interest, expresses personality and style, and affects experience.

TRENDY COLOR PALETTES

Incorporating popular color pallettes works best for clients who upgrade their spaces every 5 to 7 years. Restaurants, for example, want to refresh their interior every few years to attract new customers. Higher education clients also embrace new design trends, with the goal of attracting new students. Fresh decor not only reflects the target demographic, but gives the impression of being up-to-date on the newest technologies and teaching methods.

COLOR AS WAYFINDING

K-12 schools use color to keep students engaged and focused. Brightly colored foyers in elementary schools excite students as they walk in. A neutral classroom can use an accent wall and engaging artwork at the front of the room, where the teacher wants the student focused. Patterned floors, stairs, and hallways painted with bright colors help students find their way.

NEUTRAL TONES

Studies have shown that softer, muted tones work well for residential projects. Senior residents prefer a traditional decor that reminds them of home. Safety is also a factor, bold and busy patterns can be confusing to aging eyes and dark contrasting flooring can be perceived as holes. A mild contrast between vertical and horizontal surfaces, however, helps people better understand their surroundings.

ACCENTS

Manufacturing clients often incorporate various architectural elements into facilities to break the monotony for employees. Unique ceiling elements, or bold colors on an industrial floor, can serve as visual relief for workers. Wall murals in break rooms or cafeterias, where workers relax and socialize, offer a mental and visual escape by bringing color and light into the room. Murals that reflect the company's message, such as an open road for an automobile or RV manufacturer, inspire and energize.

PURPOSEFUL COLOR DESIGN

Color selection for a project starts early in programming and planning. Understanding your needs – whether it's working, learning, or living – is a crucial step in the design process. The right color palette creates a more meaningful experience.

Colorful patterns can help K-12 students find their way.

Neutral, soothing color palettes remind seniors of home.

Bright colors can break up the monotony on a manufacturing floor.

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