

let's COLOUR

PROFESSIONAL



TRY THE TRENDS

Put our palette
into practice

GET COLOUR CONFIDENT

How to create a
stylish scheme

+ FOLD-OUT COLOUR CHART

YOUR COLOUR MATCH MAKER

Allow us to introduce you to the must-have tool for planning and painting your next project. It's packed with practical know-how and colourful inspiration, equipping both you and your decorator with the technical knowledge and artistic vision to truly conquer colour... together.

MEET THE PROS



Marianne Shillingford Creative director

Expert Marianne knows everything there is to know about the artistry of colour and interior design.



Kristy Leeming Colour scientist

Specialist Kristy is one of the brains behind our cutting-edge technology and superior colour quality.

CHOOSE YOUR COLOURS

Colour moons

Find complementary shades using our clever 'colour moons' found throughout the guide.



Colour Match

Already have a hue in mind? Take a sample in store to have it matched then mixed for you as you wait.



Colour chart

Browse the fold-out colour chart in the centre of the guide and get inspired with shades for all styles.



MATCH AND MIX

Want a specific shade? Don't leave it to chance – our in-store technology ensures it's a match, every time



Whether it's a precious object or a piece of fabric, simply take a sample to a store that offers our **Colour Match** service to have it matched then mixed for you, right then and there. Our colour experts will use cutting-edge technology to accurately match the shade, and assign it a unique code and name of your choice printed on a personal ID card. This can be used to place future orders for the same paint or in a different finish without having to re-scan the sample. Better still, a 250ml tester can be made up at the same time, enabling you to try before committing to a full tin. A paint colour that's completely unique to your next project.



LIFTING THE LID

From efficient coverage to eco credentials, we pour everything we have into our products, which is why we're the best in the business. Here, we reveal the secrets behind our fiercely guarded formula...

► QUALITY INGREDIENTS

Designed to meet the discerning standards of decorators and their customers, our tins of **Dulux Trade** are crafted with premium ingredients to be thick and creamy, meaning unrivalled results with absolutely no patchiness. It's the confidence to crack open every can safe in the knowledge that only our paint will deliver the perfect colour with a uniform finish and the coverage stated. It's a winning formula.



We promise our paint will give you the perfect colour with a uniform finish and the coverage stated – or we'll replace it*. Visit dulux.co.uk/promise.



Find out more at duluxtrade.co.uk

*Terms and conditions apply. Claims must be made within six months of purchase. Proof of purchase required. Colour claims limited to 10 litres per customer. Manufacturer's tips and instructions must have been followed. UK purchases only.



► UNRIVALLED COVERAGE

Even after thinning, our paint offers excellent coverage, resulting in a perfect finish with fewer coats. With a smooth flow from the can and a high spreading rate on the surface, fewer applications are needed for fantastic results, saving both time and money during projects. Our products are produced with more high-quality pigments, too, making opacity second-to-none, completely concealing bare walls or previously painted surfaces beneath.

► EXTENSIVE RANGE

We offer the widest range of products to ensure the right paint can always be used for the right task. Whether ceiling or wall, masonry or woodwork, there's a solution for every surface, while finishes range from eggshell and matt to satin and high-gloss. Better still, our colours come in a spectrum of shades, ensuring something to suit all spaces. Pick a palette from our ready-mixed collection; or create something entirely bespoke with our mixing service – guaranteeing not only a great job, but a unique job, too.



► SUSTAINABLE TECHNOLOGY

Our commitment to creating great products without compromising the planet means paint you can always be proud of using for your next project. The water-based paints in our wide range have a significantly lower environmental impact than their solvent-based equivalents; while the durable technology in our products means a longer-lasting finish that requires less re-painting over time. All of which comes down to one thing: our belief that choosing a sustainable paint shouldn't be complicated or costly.

COLOUR LOOKBOOK

Try our Colour of the Year, timeless and versatile **Tranquil Dawn**, with practical tips on getting the on-trend shade spot-on



PAIR WITH NEUTRALS

A cooling combination of green, blue and grey, **Tranquil Dawn** works well with something equally soft and airy. Try gentle neutrals like **White Cotton**, **Natural Calico** or **Polished Pebble** for a modern look that's light and soothing – perfect for pared-back rooms designed for rest and relaxation.



COMPLEMENT WITH NATURAL FURNISHINGS

Inspired by the subtle hues found in a morning horizon, **Tranquil Dawn** goes well with colours and materials found in nature. Think light, wooden furniture accessorised with textured soft furnishings in pale, pastel shades.



GO FOR BOLDS

Alternatively, offset the soft, delicate tones of **Tranquil Dawn** with rich, intense colours such as **Sapphire Salute**, **Emerald Glade** or **Sumptuous Plum**. Inky-hued walls are on trend, but certainly not for the faint-hearted, so counteracting them with a neutral is a brilliant way to achieve balance. Paint the bottom two-thirds and top third of a single wall in different but similarly dark shades; then add a thin line dividing them in our **Colour of the Year** for a room that's effortlessly warm and atmospheric.





MAKE IT MINIMALIST

Create a clean, crisp space by using **Tranquil Dawn** with another contemplative colour like **Caramel Latte**, **Egyptian Cotton** or **Chic Shadow**. The effect is minimalist but comfortable, providing a striking but simple backdrop that doesn't distract from daily life. Better still, the classic combination is utterly timeless, meaning the palette will last long after the paint has dried.

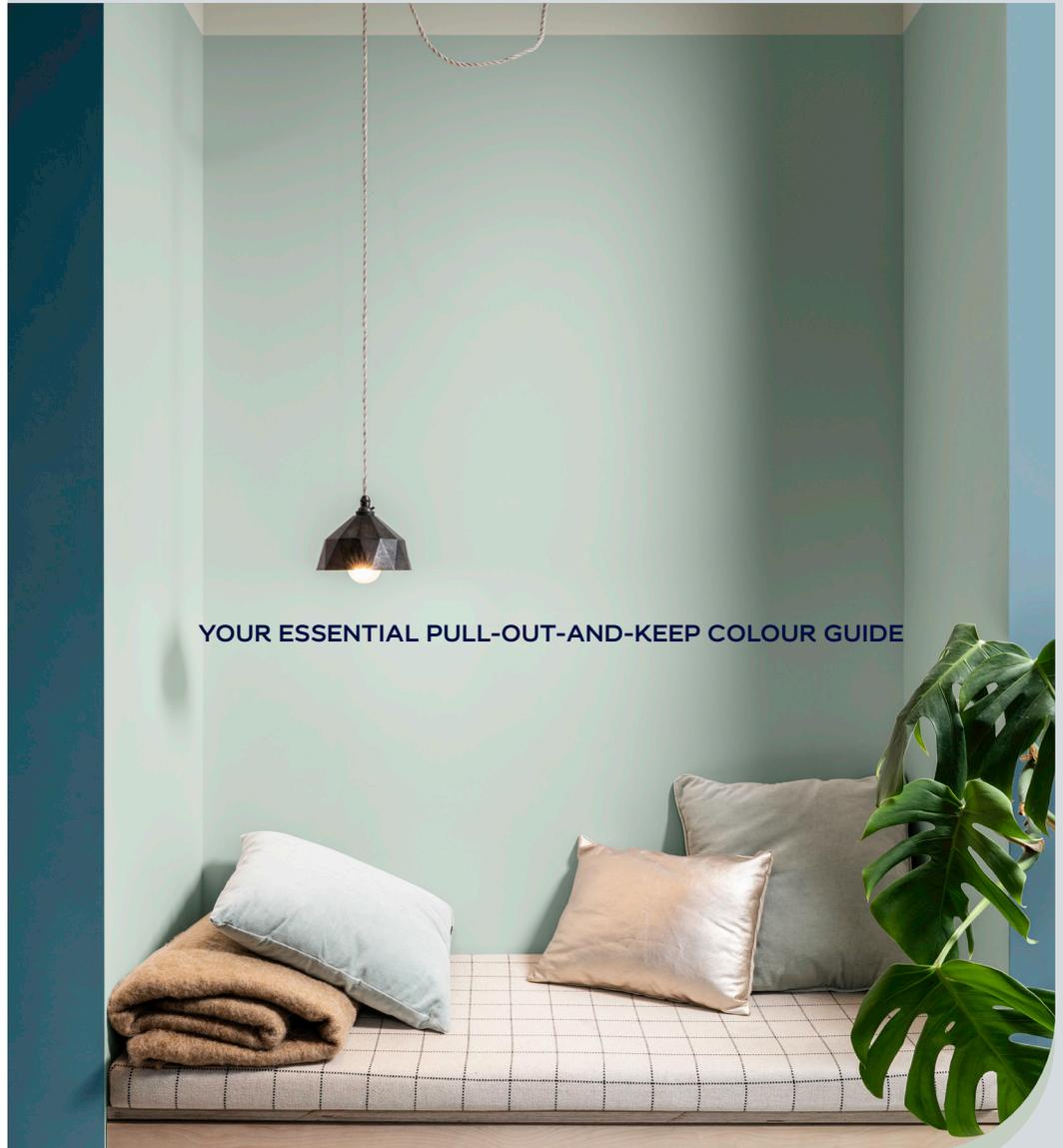


CONTRAST WITH BRIGHTS

Add vibrancy by teaming subdued **Tranquil Dawn** with a pop of something seriously bright: **Orange Fizz** and **Marine Splash** certainly make a bold statement. The contrast between the serenity of our **Colour of the Year** and the energy of a bright shade makes for inspiring, impactful rooms that are great for entertaining.



Colour chart



YOUR ESSENTIAL PULL-OUT-AND-KEEP COLOUR GUIDE

TOOLS OF THE TRADE

Call off the search for the perfect colour with our range of convenient tools

1

SHOP THE SHADES

Our colour experts have created shades to suit all individual spaces and personal styles. Choose from a professionally curated palette using the intuitive 'colour moons' found on the pages in this guide, or come up with something different by browsing the fold-out chart in the middle of the magazine. You'll also discover a range of swatches online and huge colour walls on display in store, as well as our handy fan deck. When it comes to colour, we've got it covered.



2

COLOUR WITH CONFIDENCE

From an object to a piece of fabric, get a match by taking a small sample to a store that offers our **Colour Match** service. A bespoke colour is mixed for you right there and then, and comes with its own personalised code and a name of your choice printed on an ID card for re-ordering down the line, either in the same paint or in a different finish. Better still, a small 250ml tester can be made up – great for trying before buying a full tin.



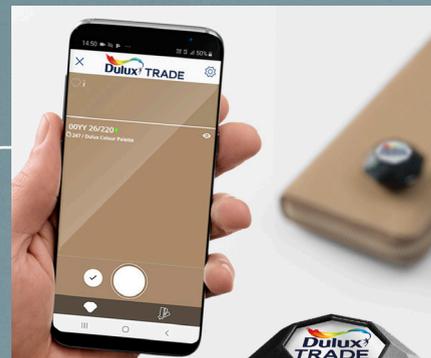
PUT TONES TO THE TEST

Picking a colour shouldn't be pot luck. Which is why we created our **Colour Samplers** for testing out tones on interior surfaces. The perfectly sized 250ml pots come with enough colour to see whether shades are hitting the spot.

3

MATCH A COLOUR IN SECONDS

Perfect for matching a colour in the home, our **Colour Sensor** is conveniently small and simple to use. From larger items such as pieces of furniture to permanent fixtures like fitted cabinets, it finds the closest **Dulux Trade** colour by working with the **Colour Sensor** app, all in a matter of seconds.



KRISTY LEEMING
Colour scientist

"Don't underestimate the importance of light when it comes to selecting a colour – the intensity of the shade itself, and the light it's seen in, affect it more than anything else. A good gauge is painting two coats of your colour onto an A4 piece of paper; move it around the room and check on it at different times of the day. It's the best way of seeing how a colour looks in different light conditions."



COLOUR KNOW-HOW

Our creative director Marianne Shillingford reveals the essential rules when it comes to achieving a professional and balanced finish



1 Work the angles

“Harness a home’s natural hues by figuring out its angles. South-facing rooms get plenty of sunshine, so most colours work well; while north-facing rooms receive cool, indirect light, so neutrals help to warm them up. East-facing rooms enjoy warm light in the morning and cool light in the evening, which means pale shades always look good. Finally, the setting sun means west-facing rooms get little light during the day but lots in the evenings, perfectly suited to warm, earthy palettes.”

2 Understand the room

“Pick a palette according to the purpose of the room. The backdrop in a bedroom should be restful, so choose dark,

“There’s a simple formula behind putting together an artistic colour scheme”

cosy colours that wrap in warmth and soothe to sleep; a home office requires focus and concentration, so select light, bright shades that energise and invigorate; and a kitchen requires hues that lend themselves to both cooking and dining, so consider a scheme of two complementary halves, particularly nice in an open-plan arrangement.”

3 Balance the colours

“Heard of 60-30-10? It’s a tried-and-trusted decorating rule for a balanced colour scheme. 60% is the main colour for paint on surfaces like walls that is picked up in décor such as sofas or rugs – think of it as the canvas; 30% is the secondary colour for accent walls and painted furniture; and 10% is reserved for colour in smaller accessories like decorative textiles.”

TAKE THE WHEEL

Our intuitive colour wheel has been designed to help you pick inspiring shades like a true professional

RULE #1

Opt for a contrasting scheme by selecting shades that sit completely opposite each other on the wheel. Ranging from playful to energising, consider colour clash for creating impact in rooms like lounges, hallways and kitchens.



RULE #2

From white and black to grey and beige, neutrals work with any colour, and come in varying levels of coolness and warmth. They are created by mixing two complementary shades or a primary colour with white, black or grey – and won’t dominate another hue. Just ensure that any undertones within neutrals sit well with the palette they’re paired with.



RULE #3

Choose a coherent scheme that uses light and dark tones of the same colour. Simple and soothing, there are no competing or clashing shades, making for uncomplicated and unified rooms. Think tonal to create calming, restful environments.



RULE #4

Go for a blended scheme with colours that naturally flow from one to the other. Rhythmic and harmonious, these combinations are found as neighbouring shades on the wheel, and work well for creating a flow between adjoining spaces such as dining and living rooms.



CHOOSE THE PERFECT FINISH

Walls and Ceilings



Silk



Eggshell*



Soft Sheen



Matt



Flat Matt



Gloss



Satinwood

Although we have reproduced this colour guide as accurately as printing will allow, the printed colours may not exactly match the paint colours.

*Diamond Eggshell recommended X Unique to Light & Space products. See page 25. # Special Process Colours

PRODUCT PICKER

Created with superior technology in a spectrum of colours, here's our round up of some of the best products in our range – available in a raft of finishes for every room



DIAMOND MATT

The ultimate durable matt emulsion. Protects walls against scuffs and stains and is repeatedly washable. Anti-fade protects against UV and ozone damage.



DIAMOND EGGSHELL

A hard-wearing and long-lasting eggshell emulsion. Keeps surfaces scuff-free while stains can be wiped clean. Anti-fade protects from ozone and UV damage.



DIAMOND SATINWOOD

A water-based, mid-sheen paint that delivers our highest-quality finish on interior woodwork and metal. A tough, stain-resistant formula that lasts.



VINYL MATT

A high-opacity emulsion with excellent coverage. This paint's easy application and good flow both help to deliver a smooth, even finish on surfaces.



VINYL SOFT SHEEN

A mid-sheen, wipe-clean emulsion that's ideal to use in areas where condensation is an issue – in rooms like kitchens and bathrooms, for example.



VINYL SILK

A washable emulsion that provides a tough, mid-sheen finish every time. Ideal for use in areas prone to condensation, such as bathrooms and kitchens.



DURABLE FLAT MATT

A durable emulsion with excellent coverage and opacity suitable for high-traffic areas. A flat matt finish helps to mask minor imperfections on walls.



QUICK DRY GLOSS

A water-based, high-gloss paint for interior wood and metal. Excellent flow and opacity deliver a professional finish with longer-lasting whiteness.



QUICK DRY SATINWOOD

A water-based, mid-sheen paint that delivers a silky finish on interior woodwork and metal – non-yellowing and tough.



DIAMOND GLAZE

A water-based, clear wood varnish. It's up to 10 times tougher than standard varnishes, and ideal for wooden floors and other high-wearing interior wood surfaces.



QUICK DRY VARNISH

A water-based interior varnish with a tough and durable finish. It can be used over bare wood and previously varnished surfaces. Use on interior wood, veneer and cork.

ROOM REFRESH

Adding a new shade to just one room is the easiest and quickest way of transforming a single space with colour



TRY OUT TIMELESS

Centre a colour palette around a classic shade that will grow with evolving styles. **First Dawn**, **Willow Tree** and **Soft Peach** are versatile colours that will last for years, and provide a timeless backdrop to any number of spaces in the home such as a bedroom.



ADD HOTEL HUES



There's a tendency to overlook colour in the bathroom and stick to classic whites and creams. But this space can be given an instant hit of hotel style by being that little bit more adventurous. A luxurious, contemporary look can be achieved with intense bolds like **Teal Touch** or **Stonewashed Blue**, while nature-inspired pastels such as **Delicate Veil** or **Willow Tree** are beautifully understated but undeniably chic.



MARIANNE
SHILLINGFORD
Creative director

'The bathroom should be a place to rest and relax – so choose a shade that envelops in luxury and comfort'

COMBINE YOUR COLOUR

Despite what people think, small rooms benefit from being bold. Don't be afraid of complementing shady hues with similarly dark tones – you can always add light, bright accessories.



PRODUCT SPOTLIGHT



DIAMOND EGGSHELL

Choose a mid-sheen finish like eggshell for wipeable surfaces in a bathroom that will withstand condensation and resist blistering.

REFURB REVEAL

Think about a cohesive colour scheme that links one room to the next for a home that has that interior-designed look



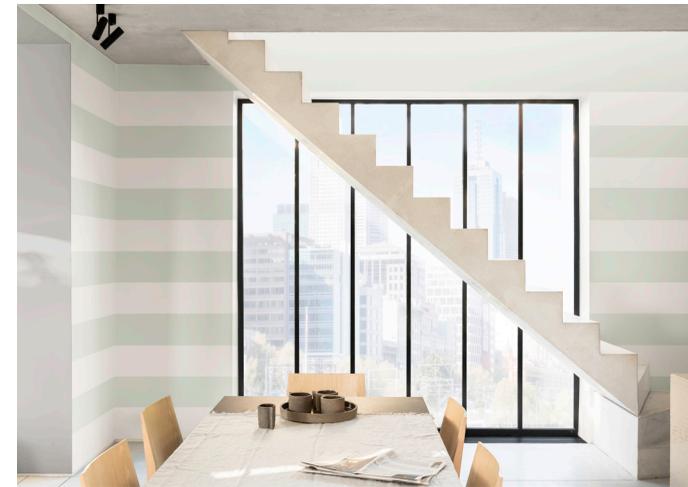
PICK A PALETTE

Build a cohesive palette around a central colour that can work across rooms with different purposes. **Tranquil Dawn** is recessive enough to work on expansive surfaces in a bedroom, but stand-out enough for smaller accents elsewhere. Complement with another crisp neutral such as **White Mist** – a painted headboard is a neat idea – and use different ratios between your chosen colours in each room elsewhere.



ADD AN ELEMENT OF SURPRISE

Once a cohesive colour scheme has been successfully created, don't be afraid to think outside the chosen palette. Add an unexpected splash of colour that completely breaks the rules, such as **Malted Caramel** for a statement kitchen island against a backdrop of soothing neutrals. It will provide a focal point and ensure there is still interest in spaces that flow seamlessly from one to the other.



DIAL UP DRAMATIC EFFECT

Confident colour schemes always go beyond straight-up painted walls. Experiment with different techniques so that the colours that appear across multiple rooms are showcased in different ways. Used **Tranquil Dawn** for the whole ceiling in the lounge? Use it on a striped feature wall in the dining room – horizontal lines are more on-trend than vertical – interspersed with crisp white lines.

PRODUCT SPOTLIGHT

DIAMOND SATINWOOD

Go for a modern, mid-sheen satinwood finish in busy spaces. Protecting against inevitable scuffs and stains, this paint is quick-dry and low-odour, and won't yellow over time.



Find out more at duluxtrade.co.uk

FINISHING TOUCHES

Decorating done? Complement a colour scheme by styling things up with these inspiring accessories – sure to add that professional polish

▶ INVEST IN NEW FURNITURE

New furniture can make all the difference to new décor. Bring out the rustic charm in earthy colours with pieces in natural materials. A sideboard in light oak or a chest of drawers in dark mahogany. Alternatively, make the most of a bold palette with equally punchy furnishings. Think velvet sofas, glass-topped tables and metallic accents to complement modern colours.



▶ PAY ATTENTION TO DETAIL

As a final flourish, think about smaller accessories that complement your shades. Scatter cushions in varying textures add interest, while a display of knick-knacks draws the eye to newly painted shelves. Mantelpiece? Curate a collection of candleholders – a mix of different finishes and varying heights – to offset colours on the wall.



▶ GET THE LIGHT RIGHT

Lighting affects colour, so plan accordingly. Dark, dusky shades in a bedroom should be paired with soothing, low-lit table lamps; cosy, mellow hues in a living room are enhanced by layered floor and table lamps (together with a crackling hearth and Christmas lights in the winter); and light, bright tones in a kitchen can be supported by overhead LEDs and pendant lamps for focus.

WASTE NOT, WANT NOT

Leftover paint? Don't leave it on a shelf – use it for transformation, big and small



▶ SUPPORT THE LOCAL COMMUNITY

Community RePaint – a **Dulux**-sponsored, UK-wide paint recycling network – collects and redistributes leftover paint to improve spaces within communities. And it's much-needed, as despite good decorators being able to calculate roughly how much paint is required for projects, the average household still has 17 part-used tins of paint collecting dust. From colourful murals for patients in hospitals to redecorating homes for low-income families, the aim is the same across all local schemes: to brighten lives. Find a participating scheme near you at communityrepaint.org.uk.



▶ GET CREATIVE WITH COLOUR

From an old desk to a pre-loved dining table, a lick of leftover paint can breathe new life into furniture, restoring pieces to their former glory quickly, easily and cheaply. Paint a classic dining chair in modern grey and the bottom half of the legs in bright orange for a 'dipped' effect; or turn a table from tatty to trendy by colouring the top and legs in contrasting shades. Alternatively, add pops of colour to small accessories like planters and vases, from stripes to spots and saturation.





WE'RE HERE TO HELP

From product expertise to colour support,
we're here to help with your next project.

Get in touch with **Dulux Trade**
by calling **0333 222 7070** or visiting **duluxtrade.co.uk**
for professional guidance, whether paint
specification or colour matching.

Alternatively, drop us a line at
AkzoNobel Technical Advice Centre,
Wexham Road, Slough, SL2 5DS;
or follow us on social media.



Supply telephone, email or address details so we can contact you – please allow up to five working days.



Looking for a tried-and-trusted decorator?

Call off the search with our portfolio of quality professionals
at duluxselectdecorators.co.uk

Light & Space

Light & Space products feature ground-breaking LumiTec technology that uses highly reflective paint components to reflect significantly more light back into rooms to make them appear lighter, brighter and more spacious.

Special process colours

Special process colours may require additional coats or specific undercoats and are marked with #. For details of the process, contact the AkzoNobel

Technical Advice Centre, or your local Dulux Trade tinted paint stockist.

Water-based paints

Using water-based products not only reduces the impact on the environment, it offers other benefits such as low odour, quicker drying and better colour retention. And with Dulux Trade Quick Dry Gloss and Satinwood there is no compromise on the finish.

Diamond Matt

Full durability develops seven days

after initial application.

Recommendations for cleaning surfaces painted with Diamond Matt can be found on the product datasheet. Please visit duluxtrade.co.uk or call the AkzoNobel Technical Advice Centre on 0333 222 7070 for more information.

Tinting best practice

For best colour consistency, sufficient tinted paint, including touch-in, should be purchased at the beginning of each job from the same source.

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