



Our Comprehensive *Paint Guide*





We've created two very different paint
palettes to choose for your home



Introduction

Hey there! I know picking out paint colors can feel super overwhelming. That's exactly why I created this guide—to take the guesswork out of it for you and make the process fun and inspiring. Whether you're dreaming of a serene, sophisticated space or something more vibrant and full of energy, I've got you covered.

I've put together two paint palettes to suit different styles and aesthetics. One is a modern, traditional palette with neutrals that's perfect if you love keeping things monochromatic and classic

Introduction (cont)

The other is a bit more dynamic and saturated, with colors that have tons of character—ideal for those of you who thrive in a more vibrant, invigorating space. But don't worry, both options are timeless and totally appropriate in any home.

The whole idea here is to match your space with your lifestyle and personality. It's so important to think about how your daily routine will fit into the environment you want to create. I want to make your decisions easier by giving you palettes that work every time, no matter what look you're going for.

OPTION 01



Neutral & Timeless





A MIX OF TRIED & TRUE NEUTRALS





The Concept

Neutrals are so versatile... but there is an art in how to mix them

This palette focuses on modest, monochromatic colors that create a serene and sophisticated ambiance in any room. The idea here is to choose from one of the top three whites in our palette for your overall color that is consistent either on trim, hallways, etc... the glue that binds the palette! You can also choose a secondary white to run on cabinetry or other accents. Neutrals are the cornerstone of classic design, providing a versatile backdrop that complements a wide range of styles and personal tastes.

OPTION 01.

Palette



SHERWIN WILLIAMS
GREEK VILLA



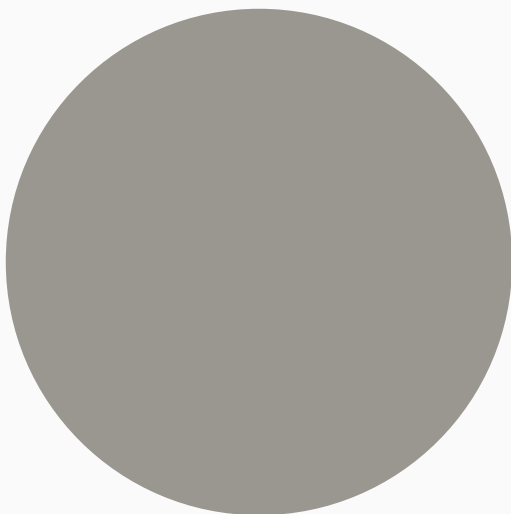
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SIMPLY WHITE



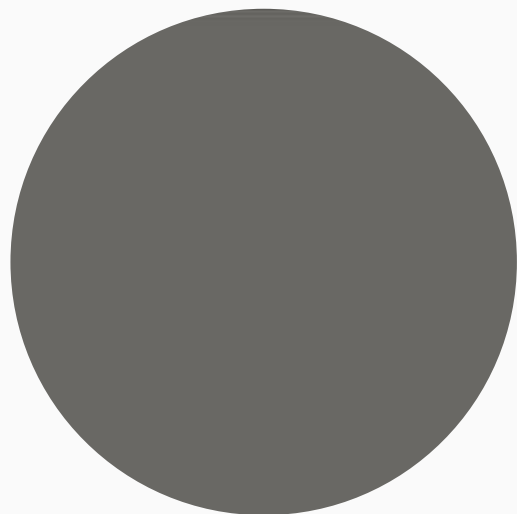
BENJAMIN MOORE
WHITE DOVE



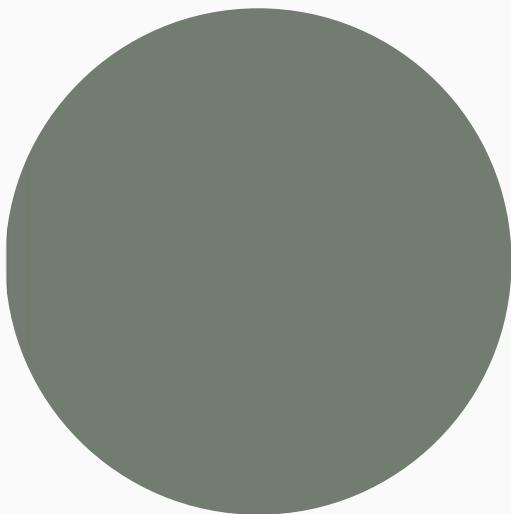
BENJAMIN MOORE
SWISS COFFEE



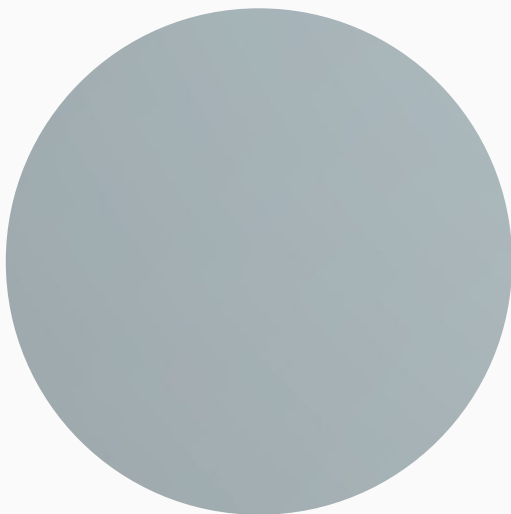
FARROW & BALL
WORSTED



BENJAMIN MOORE
KENDALL CHARCOAL



FARROW & BALL
GREEN SMOKE



FARROW & BALL
PARMA GRAY



FARROW & BALL
DROP CLOTH



*If you love the colors of a
warm vanilla latte, you will
love this option!*

Walls and Trim

Let's talk about the basics...

For walls, I typically recommend an eggshell finish. This sheen offers a beautiful slight sheen appearance that's durable yet subtle, perfect for enhancing natural light without causing glare. For trim, I like to go with a satin finish. This more higher shine of satin not only highlights the architectural details but also makes the trim more resistant to scuffs and easier to clean. This combination of eggshell for walls and satin for trim strikes the perfect balance between elegance and practicality.

[CLICK TO LEARN MORE](#)

Color Trends

Traditionally, we've seen lighter trims paired with darker walls. Think of a light gray wall with crisp white trim. This approach is classic and still works beautifully. However, a current twist I'm particularly fond of is reversing this trend. Painting your walls a lighter color and using a darker or more contrasting shade for the trim can create a stunning effect that's current, yet timeless. This may push you out of your comfort zone, but trust us, it's worth a try!



Ideal Uses

This neutral palette works beautifully in almost any room of the house. Its versatility is one of its greatest strengths. When you want to create a relaxing, comfortable environment, these colors provide a perfect backdrop.

This palette is best for:

Open floor plans

Bathrooms

Kitchens

Entryways & hallways





Source: Joseph Paul Homes

“Greek Villa”

Sherwin Williams

This has become my new favorite white... a warm white but not too yellow. Pair with Benjamin Moore Simply White on trim for a classic take. Or my fave, use Greek Villa for trim as well but in a satin finish and you will be amazed at how the sheens can create a beautiful complement.



Design: Clouz Houz

“Simply White”

Benjamin Moore

This is one of my all time favorite whites, there’s a reason Benjamin Moore named It Color of the Year in 2016. It Is a beautiful white that is clean, fresh and void of any gray. It can span from traditional to modern and a good option to consider if you don’t get a lot of natural light.



Design: Clouz Houz

“White Dove”

Benjamin Moore

I've used White Dove SO many times In my homes over the years and clients! It has some depth to it without feeling heavy... creating a glorious airy quality that compliments furniture so well. Definitely more warmth to it than Simply White. I love it for a more traditional home. Honestly, it works every time!



Design: Clouz Houz

“Swiss Coffee”

Benjamin Moore

There’s a reason I come back to this color time and time again. I have played with the strength (did you know you can have the paint store mix colors at 50% strength?) I prefer it this way. There’s a lot of warm brown undertones in it which just gives it that yummiest feel– maybe that’s why it’s called Swiss Coffee?!? 😊



Source: Farrow & Ball

“Worsted”

Farrow & Ball

This is a new one for me, but we used it in the Pantry in our home, and it was love at first sight. We don't have any natural light in this space, so always test it out in yours before investing, but highly recommend for an area you want to give some cozy factor— a den, small bedroom, powder room even!



Design: Clouz Houz

“Kendall Charcoal”

Benjamin Moore

Incorporate this for hints of contrast throughout your house— great for cabinetry, doors, or wood paneling on walls! I love this trick to add depth to a space, we’ve used it on doors, or vanities to ground a space.



Design: Clouz Houz

“Drop Cloth”

Farrow & Ball

We used this on all our trim and doors and I will be keeping this one in my arsenal for years. Not too gray, or too brown, but just a really, really good neutral that compliments so many wood tones in your furniture. In my opinion, I love this color in matte – a more modern take on a traditional look and it cuts the sheen!



Design: Clouz Houz

“Green Smoke” & “Parma Gray”

Farrow & Ball

Now, just because I said this was neutral, doesn't mean you can't infuse some color. I like to think of colors with grey undertones (like most historical colors in any paint line) as a neutral. Sprinkle one or both of these colors into a small bedroom, powder room or den for a beautiful compliment.

OPTION 02



MOODY & EARTHY



WHERE SATURATED
COLOR TAKES CENTER
STAGE





The Concept

This palette is all about embracing bold, character-filled hues that bring energy and excitement to any space. We're talking about colors that pop, making a statement and setting the tone for a lively and dynamic environment. However, I've paired those "personality" colors with some beautiful neutrals to carry one color from the next (transition rooms such as hallways, entryway, etc) Designers love this trick

[TAP TO VIEW](#)

OPTION 02.

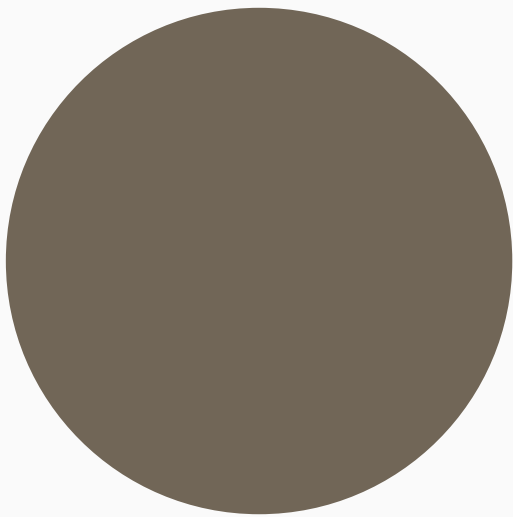
Palette



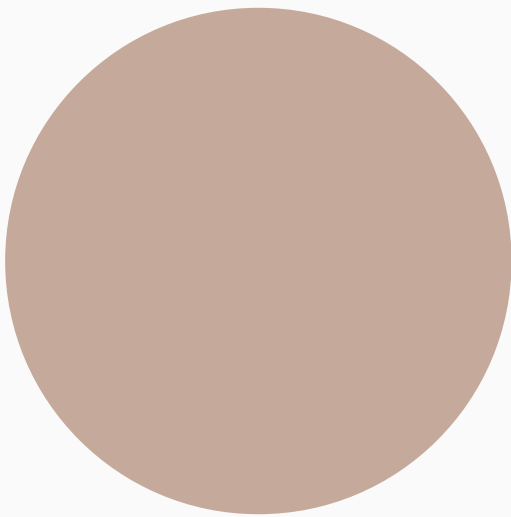
FARROW & BALL
SHADOW WHITE



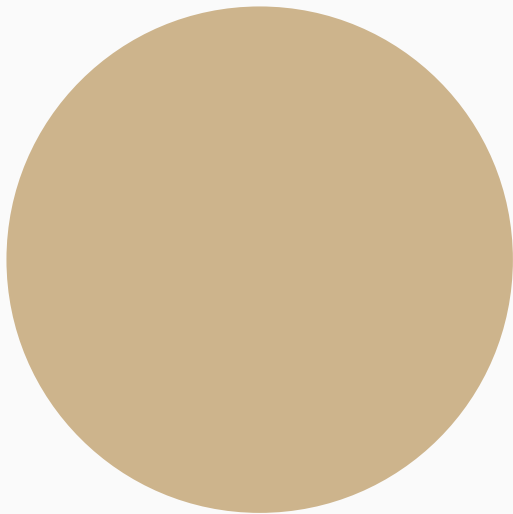
COLOR ATELIER
WABI / BONE



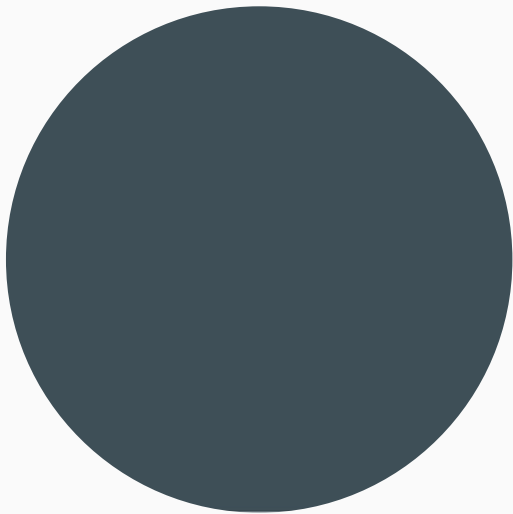
FARROW & BALL
SALON DRAB



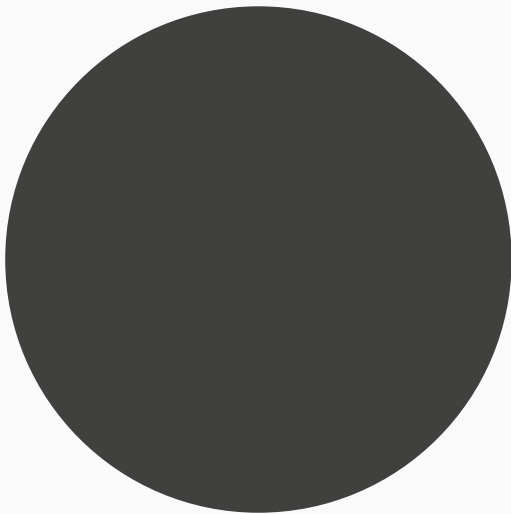
FARROW & BALL
DEAD SALMON



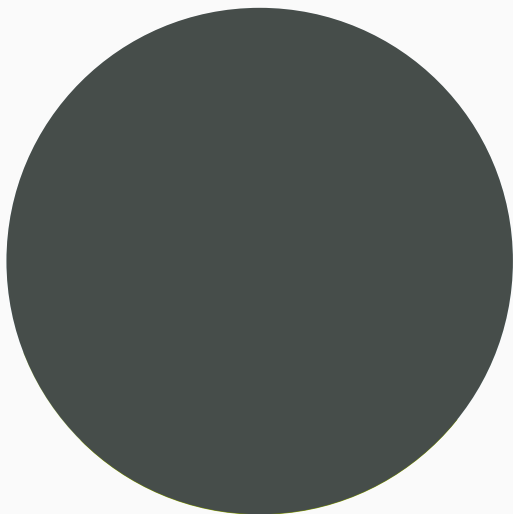
FARROW & BALL
HAY



FARROW & BALL
HAGUE BLUE



SHERWIN WILLIAMS
IRON ORE



FARROW & BALL
STUDIO GREEN



*Are you a more fashion forward
person? If so, most likely this
palette is for you!*

Ideal Uses For Palette 2

We love using this palette anywhere we want to bring a sense of togetherness and coziness. This palette instantly elevates a home... feeling rich, inviting and a spot to rest and recharge. Where you want to ignite inspiration, stimulate creativity, and foster a sense of joy.

This palette is best for:

Homes with more defined rooms

Dens

Bedrooms

Family Rooms





Source: Siobhan Doherty (Trim is 'Shadow White')

“Shadow White”

Farrow & Ball

This is a fantastic neutral that works beautifully throughout the house, creating a cohesive and calming atmosphere. When you want to go bolder with more vibrant, funky colors in certain rooms, use Shadow White as a complementary color to ground and balance the space.



Design: Clouz Houz

“Wabi/Bone”

Color Atelier

These hues offer a unique approach with limewashing, perfect for adding depth to your neutrals. This paint technique is ideal for creating a rich, layered look on your walls.

We chose these two colors to achieve a beautiful, multi-dimensional effect, making your space feel more textured.



Design: Clouz Houz

“Salon Drab”

Farrow & Ball

Salon Drab is a truly great brown. Browns can be tricky, but we’ve found this one to have the perfect amount of depth and warmth without veering into red or purple tones. It's an ideal choice for adding rich, sophisticated color to your space.



Source: Clouz Houz

“Dead Salmon”

Farrow & Ball

I’ve wanted to use this one for forever. It’s definitely a pink, but with its brown and grey undertones, it doesn’t feel girly. Instead, it’s more earthy and neutral. We finally used it in our closet at the Tumalo house, and it’s perfect!



Design: Clouz Houz

“Hay”

Farrow & Ball

Yellow is having a moment, but I think it’s a classic. It’s not for everyone, but if you love a warm and not-too-bright yellow, this is your color. The key is to use it in small doses. We used it on a vanity for this bathroom project, and it adds the perfect touch of warmth and cheer without being overpowering.



Design: Clouz Houz

“Hague Blue”

Farrow & Ball

Hague Blue is a really cool and sophisticated blue. If you have a space to use it with a high gloss, I highly recommend it because it looks absolutely gorgeous all glossy. This deep, rich hue adds a touch of elegance and drama, making any room feel more refined and striking.



Design: Clouz Houz

“Iron Ore”

Sherwin Williams

A fantastic dark color that can transform a big space into a more intimate environment. If you have an open concept house and want to incorporate this rich hue, consider using it on a couple of walls to help define different areas. Just make sure you have a good spot to stop and start the color for a seamless look.



Design: Clouz Houz

“Studio Green”

Farrow & Ball

Studio Green is incredibly versatile, especially for cabinetry and kitchens. It's a natural, moody green that adds depth and character to any space.



Color Drenching Technique

A captivating and trendy way to incorporate a bold pop of color to your space.

[TAP TO VIEW](#)

What is color drenching and how to achieve the look?

Now, let's talk about color drenching. It's a technique where you paint the walls, ceiling, and trim all in the same color. It might sound daring, but when done right, it creates a cohesive and immersive experience. To balance out the intensity, consider using different finishes for the walls and woodwork. This adds depth and dimension to the space, ensuring that the color truly shines.

In our Tumalo project, we've fully embraced the boldness of this effect. From the rumpus room to the den/snug and even the cozy bed nooks, every space is infused with earthy hues that captivate the senses. These rooms exude warmth, personality, and a touch of whimsy, making them perfect for relaxation, creativity, and everything in between.

Ideal Uses For Color Drenching

Think about spaces where you want to ignite inspiration, stimulate creativity, and foster a sense of joy. Home offices, creative studios, playrooms, living rooms, and even dining areas can benefit from the drenched effect of these colors. They're all about encouraging self-expression and embracing the vibrant side of life. It's the perfect blend of boldness and timelessness, so, don't mistake this for a fleeting trend.



Source: Charlap Hyman & Herrero



Source: Farrow & Ball



Source: Sean Anderson

paint sheen reference guide:

FLAT & MATTE -



- Non-reflective appearance, hides slight imperfections.
- Mostly used for ceilings but could also be good for low traffic areas - offices or bedrooms.

EGGSHELL -



- Low luster, velvety appearance, somewhat easy to clean.
- Most versatile for walls - family rooms, bedrooms, dining rooms, hallways, entryways.

SATIN -



- Pearl-like appearance, slightly reflective, easy to clean.
- I would never recommend on walls since there is too high of a shine. Good for - millwork, molding, interior doors or wood paneled walls.



SEMI-GLOSS & HIGH-GLOSS -

- Easy to clean, resistance to dirt, stains and mildew, highlights any imperfections.
- Good for millwork in areas with moisture - bathrooms/laundry rooms or as a decorative statement. Could even be used on ceilings for a reflective "wow" factor.
- NOTE: high-gloss is extremely durable but it does take a long time to cure and dry.



CH tools & supplies checklist:

- ☐ Paint brush for cutting along trim: Our go-to is a 2" firm and angled brush for sleek lines
- ☐ Paint sprayer: Ideal for larger rooms, check out video tutorials to master the technique.
- ☐ Paint stick: Effortlessly stores and applies paint without constant re-dipping
- ☐ Primer for lime paint: A tried and true primer that we use every time for optimal results
- ☐ Plastic roller wrap: Comes already pre-taped, perfect for taping off areas and windows

OTHER COMMON SUPPLIES:

- Painter's tape- Frog Tape is our fave
- Drop cloths
- Paint trays and liners
- Sandpaper or sanding sponge
- Paint mixer
- Paint can opener
- Cleaning supplies



THANK YOU

FOR READING ALONG

Want to begin your next
renovation project?
Reach out on our website
to talk with our team!

clouzhouz.com
