

PRESS RELEASE

Of interest to editors and journalists covering:
Home/Garden, Real Estate, Paint/Hardware, Home Improvement

Exterior Home Painting Season Begins - The Color People Offer Tips to Find the Perfect Color Scheme

DENVER, CO - May 17, 2004 /Send2Press Newswire/ -- People planning to paint their home's exterior are often overwhelmed by the color options available today. "But the process shouldn't be daunting if you take a systematic approach," says James Martin, president of the architectural color consulting firm The Color People.

To create a color scheme for a home's exterior, Martin recommends that one first take into account the architectural elements that cannot be changed. These include the roof, and any brick, stone or window trim that is not to be painted. "Any color that conflicts with these elements will be noticeable and unsightly," warns Martin.

In addition, Martin, whose firm works with homeowners across the country, offers these suggestions for creating the perfect exterior color scheme:

- * Unify the whole look by choosing a body color that blends with the elements that can't be changed. For example, if the roof is brown and the brick on the home's bottom is red-brown, the best color for the home's middle will tend toward yellow, red or brown. Otherwise, the house will look like a layer cake -- three stripes of color that chop up the overall appearance.
- * Blend the trim with its surrounding colors. In the above red/brown scenario, white trim should be more creamy than bluish to create a pleasing look.
- * Use a satin or low-sheen semi-gloss finish paint for the body of the house. Either will make the colors richer and give the home more character. A flat finish looks dull and lifeless, and its "toothy grain" holds dirt. A glossier finish is tougher and repels dirt. And Martin says not to worry -- the house won't look shiny.
- * Add personality to the project by painting the door and trim a "punch" color with a high-gloss paint. The sheen adds a depth to the color which really brings it to life.
- * Before painting, test desired colors on a large area and view the colors over the course of a few days. Changing light dramatically impacts a color's appearance.

Picking a successful look for a home is much like pulling together an attractive ensemble of clothing, says Martin. "Homeowners should pick colors that blend and complement each other. One part can be darker or lighter than another but not so much that it grabs all the attention," he says. "After all, the goal is to create a cohesive look where all the parts work together."

For a look at how color can transform a home, visit the photo gallery at <http://www.colorpeople.com/>.

About the Color People

The Color People, founded in 1979, is a specialized architectural consulting firm that provides color design services to architects, developers, builders, and homeowners. Its president, James Martin, is also a board member of the national Color Marketing Group.

Media Contact:
Mindy Kaufman
of Kaufman Public Relations
for The Color People
kaufmanpr@comcast.net
+1-303-691-9279

#

[source of news = The Color People]
ref: <http://www.send2press.com/2archive/2004/04-051702-colorp.txt>
<http://www.send2press.com/2archivePDF/04-051702-colorp.pdf>

*IMPORTANT NOTE TO MEDIA:
to reach the organization releasing this news, please contact:
kaufmanpr@comcast.net (media only)

If used for publication, please send specimen copy.

S2PRN-NS/5c/ CO / Denver, Colorado / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization,
who is solely responsible for accuracy of content,
by Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com>