

What is a neutral color?

Neutral usually means without color. Technically speaking, color purists list neutral colors (or non-colors) as white, gray and black, but in decorating, neutral colors have a wider definition and encompass a large range of colors. Neutral colors such as *beige, ivory, taupe, black, gray, and white* appear to be without color, and yet in many applications these hues often have undertones of color.

Contemporary neutrals have moved beyond tan and beige which is considered so 1989 and dated. Exterior neutral paint color now include variations of traditional neutrals which provide wonderfully rich, earthy, or mineral tones like warm gray-greens, cool stone [grays](#), milky warm [whites](#) and creams.

Be aware that many contemporary neutrals have underlying tones which might emerge when a large side of your home is exposed to morning, mid-day or evening light. For example, beige might have an undertone of pink or tan or gold. White might be slightly ivory, yellow, bluish, or peachy.

Adapted from About.com

What Does “Neutral Light” Mean?

There are two properties of color which make an enormous difference in selecting an appropriate color scheme for the outside of your home. The lightness or darkness of a color is considered its value. For instance, navy is a dark value of blue. Sky blue is a light value of blue. Kelly green is a dark value of green. Seaspray green is a light value of green. Chocolate is a dark value of brown. Beige and taupe are light values of brown. Lighter value colors feel softer and richer. Darker values feel harder and bolder.

Another important property which is considered when you submit a paint sample for approval is the brightness, **intensity** or saturation of a color . The intensity of a color can act like a force, almost like an actual force-field which dispels and pushes away or magnet which draws in and attracts. For example, for most people, a full force red or a full intensity pink, purple or any other primary or secondary color can be hard to live with or have nearby you.

Do Colors Have Temperatures?

You bet. Color temperature is the perceived warmth or coolness of the color. Cool colors (with a more blue base) tend to recede, are considered calm and quiet while warm color temperatures (in the red and orange families) are perceived as advancing, tend to excite and are considered loud and loud.

Using Neutral Colors Outside

Neutral colors can be a decorator’s (and a home owner’s) best friend. Nothing can calm and balance a space as well as neutrals. However, many homeowners, afraid of a color disaster, overuse a neutral color scheme to the point of being bland.

Decorating with neutrals was never meant to be boring. Neutral colors are supposed to enhance a space and allow the natural beauty of a room show through – not take over it.

The Message and Meaning of Color

Colors are actually non-verbal communication. They send subtle or not-so-subtle messages. They have meaning to the sender and create physical and emotional reactions in others. We see colors and we perceive meaning by interpreting the tone and intensity or softness of the color.

Though scientists don't completely understand the link between color and mood, it is a scientific fact that color affects mood. And since the colors we choose for our dwellings can definitely affect how we act, think and feel, we should certainly consider the personality of color when choosing outdoor and inside colors.

That is why our outdoor house color choices matter to our neighborhoods and the homeowners association.

Pioneer Trails homeowners have the freedom to choose colors which reflect their personality and individual moods inside our homes. However, when we chose to join our community, we committed to one another that we will choose colors for the outside of our homes which maintain a calm, quiet and elegant tone in our neighborhoods and community.

The Meaning of Cool Color

Cool colors tend to have a calming effect. At one end of the spectrum they are cold, impersonal, antispectic colors. At the other end the cool colors are comforting and nurturing. Blue, green, and the neutrals white, gray, and silver are examples of [cool colors](#).

[Meaning of the Color Blue](#) - strong, important, peaceful, intelligent

[Meaning of the Color Green](#) - growth, health, environment, harmony

The Meaning of Warm Color

Warm colors convey energy, emotions and passion ranging from simple optimism to strong violence. The warmth of red, yellow, pink, or orange can create excitement or even anger. The neutrals of black and brown also carry attributes of [warm colors](#).

[Meaning of the Color Yellow](#) - happy, joy, cheeful, remembrance

[Meaning of the Color Red](#) - love, passion, heat, joy, power

[Meaning of the Color Orange](#) - energy, warmth change, health

The Meaning of Mixed Warm and Cool Color:

Colors with attributes from both the [warm and cool colors](#) can calm and excite. These are colors derived from a mix of a cool and warm color such as blue and red or blue and yellow. Typically considered cool, green is really more of a mixed warm and cool color.

[Meaning of the Color Beige](#) - conservative, relaxing

The Meaning of Neutral Color:

[Neutral colors](#) help to put the focus on other colors or serve to tone down colors that might otherwise be overpowering on their own. To some extent blacks, browns, tans, golds, and beige colors are considered warm. While white, ivory, silver, and gray are somewhat cooler colors. Yet these warm and cool attributes are flexible and more subtle than that of reds or blues.

Positive Attributes of Neutral Colors:

- ⤴ [Meaning of the Color Black](#) - conservative, mysterious, sophisticated
- ⤴ [Meaning of the Color Gray](#) - formal, conservative, sophisticated
- ⤴ [Meaning of the Color Silver](#) - sleek, glamorous, rich
- ⤴ [Meaning of the Color White](#) - purity, innocence, softness
- ⤴ [Meaning of the Color Ivory](#) - quiet, pleasant, understated elegance
- ⤴ [Meaning of the Color Brown](#) - earthiness, wholesomeness, simplicity, friendliness
- ⤴ [Meaning of the Color Beige](#) - conservative, relaxing

Exterior Paint Colors That Sell

Adapted from article by [Carrie N. Culpepper](#), AoL Real Estate

| Posted Mar 28th 2011 3:30PM The exterior paint colors you choose should also be appropriate for your market. Some colors work better in certain regions of the country, whether they be historical, classical, colorful, etc. In Florida, for instance, pastel colors like peach are the norm, but shades of peach would be out of place in the Pacific northwest, where greens, browns and gray earth-tones are prevalent.

"In our market, we have mostly brick and don't generally paint it," says [Karen Otto](#) a home stager in Plano, Texas. "Drive your neighborhood and look at what the 'Jones's' are doing, and what the local home or city board is approving."

Universal Exterior Paint Color Rules

Neutral colors are always safe and usually look best with any architectural style, says Denver home stager [Jamie DeBartolomeis](#). A nice contrast between trim and the home's main surface, whether it be siding, brick or stone is a good idea. "Colors like blue, certain shades of green and pink are not embraced by the general public," she warns.

Painting to Sell: What Color Homes Sell Best

Adapted from an article by [Christopher Moore](#), AoL Real Estate

Posted Jul 16th 2010 3:10PM

Call it exterior painting to sell. Horner's basic rule, one underscored repeatedly by others with firsthand knowledge of what's selling, is to go mainstream. Try to appeal to the widest possible swath of buyers. This is no time to be idiosyncratic.

Or as Jackie Jordan, the director of color marketing for [Sherwin-Williams](#), puts it: "Get rid of anything that's kind of obnoxious."

After all, Jordan is not just a color expert at one of the world's most famous paint companies. She's also a Dallas-based professional who has [bought](#) and [sold](#) many homes over the years. She always looked to make sure the color of the home she was selling had broad appeal. "Anything I thought would not appeal to the masses ... I painted over it," Jordan said.

Aaron Hart, a RE/MAX broker in Colorado, championed cream and light green and light brown for exterior paint color schemes. As someone who invests with others in properties, Brown has seen how brash colors can turn off his business partners. "They're typically more hesitant to look at the house and sometimes even skip it," he said.

Other tips on exterior painting to sell:

- "Drive around your neighborhood," suggests Sherwin-Williams' Jordan. "Get inspiration that way."
- Think about your part of the country, but don't get too stuck in that mindset. "
- Earth tones abound. They should, according to Ainslie Dougherty, a RE/MAX Realtor in Colorado. "What I suggest to all my sellers is that they start with earth tones, nothing too bold and nothing too taste-specific." No lime greens. No oranges. "No pink unless you have an old Victorian and you are fixing it up," Dougherty says.
- Look at [new home construction](#), Dougherty suggests. Copy what the builders of new construction are doing in your area.

If you're stuck on colors which reflect your personality, be brave inside if you know you are going to stay for a while. Then plan to repaint it with neutral colors when you intend to sell.

Or as many realtors put it: "After the house is yours, do what you want, until you don't want it anymore."

In the meantime, Horner insisted that it's all about [curb appeal](#). Too often sellers think about what they would want, the Texas broker says. "If it's a bright person, they think about that bright color." Her suggestion: Don't.

Think about painting the exterior to please others, not yourself. After all, as Horner has learned about selling homes: "It's a business, not an emotion."