

# color trends 2012



curb appeal: canin cottages

**One of the most crucial home design decisions is color and it should not be left as an afterthought. Choosing the right colors for your home will compliment the architectural style and enhance its features. The wrong choice can make a house appear flat and featureless.**

Color has impact – it can evoke an emotional response. Even on homes, color can add character and value rather than diminish it. Well-chosen vibrant house colors can animate and add life to a neighborhood.

Conversely, neighborhood blocks with too many homes painted with similar neutral colors such as beige, cream and tan tend to be monotonous and dull. Streets of indistinguishable homes actually reduce a home's value. While some homeowners still prefer neutral colors, they should be selected

carefully to avoid sameness with neighboring homes. On the other end of the spectrum, colors that are too bright may be offensive or cause neighborly discord. Garish colors will overwhelm a home's architecture.

buyers the freedom to express their individuality, especially with younger buyers.

## Color trends for today's homes:

**1** Select a harmony of house paint colors with richer tones that are compatible with the architectural style of the home and in context with the neighborhood. For instance, Craftsman style homes may have earth tones such as olive greens, tans, browns and mustard yellows while Victorian style homes will have stronger, richer hues with many accent colors. Mediterranean homes are usually painted with light reflective colors such as peach or white.

**2** Darker colors tend to make homes look smaller. They can also absorb the sun's heat, are prone to more moisture problems and they are much harder to touch up than lighter shades.

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## about the author

**Tony Weremeichik, CPBD, AIBD, CGP**

*Tony Weremeichik is the Principal of the Architectural Design Studio at Canin Associates - an urban planning, landscape architecture and architectural design firm in Orlando, Florida. His wide-ranging expertise in housing design includes innovating and advancing design trends in new home, custom home and remodeling design. Tony has over 20 years of experience designing residential, mixed-use and community buildings in master planned communities and resorts throughout the United States, Europe and the Caribbean. Tony can be reached at [tweremeichik@canin.com](mailto:tweremeichik@canin.com).*

“The streets come alive when each home's identity is expressed by its own distinctive architectural style and complimented with compatible paint colors, that together, make the home so delightful.”

Today's consumers say they want more color choices when shopping for a new home. Color choices give



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*cottage homes in white appear larger*

**3** Lighter colors (especially white) make houses appear larger. White or off-white is ideal for smaller homes. Use white to make your home stand out on the block.

**4** Richer colors add value to your home. But be careful to choose colors with the right shade - the more intense the color, the more likely it is to fade.

**5** Choose a bold color to draw attention to your front door. It's the focal point of the house.

**6** Tie the overall color scheme together with a choice of colors that will coordinate with the doors, stone, brick, roofing, windows and exterior light fixtures.

**7** Consider using at least three different hues in your color scheme - one for the main body of the house and two or more for the trim and the accents such as doors, shutters and windows.

**8** Columns, and the beams they support, are traditionally white. Some new homebuilders overlook this important detail.



*white columns and beams, sky blue ceiling*

**9** Historically, Sky Blue was used on porch ceilings to mimic a sunny sky - it keeps mud daubers, spiders and other insects from nesting on your ceiling.

**10** When choosing colors from color swatches, select them outdoors in the sun. Colors look different under artificial light, depending on the bulb type.

The effective use of color will add curb appeal, value and overall enjoyment to your home. If you are unsure about the right colors for you, consult with a design professional. They can help you choose the right colors for your new home, remodeling or repainting project. Decide on your own style and focus in order to determine your color preferences. Whether you choose contemporary and bold, traditional or elegant, you enhance your home's appearance with your own color choices. ●



*a color scheme with 3 hues adds curb appeal to this transitional styled home*

**about our firm** Canin Associates believes great ideas and great placemaking merge when connections are made to the regional context, vernacular architecture and the cultural heritage of a region. Our 31-year old interdisciplinary firm of idea-based professionals is committed to creating sustainable resort and mixed-use communities that enrich the quality of life and are wonderful places to live, work or visit.



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**CANIN ASSOCIATES**  
urban planning • landscape architecture • architectural design  
500 delaney avenue orlando, florida 32801 407.422.4040  
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