

# Ideal Home's COMPLETE GUIDE TO

# COLOUR

Pick your  
perfect palette

**122**  
PAGES OF  
COLOUR  
INSPO

DISCOVER THE FAILSAFE COLOUR PAIRINGS,  
AS WELL AS WHERE (AND HOW) TO USE THEM

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◆ FABRIC ◆ WALLPAPER ◆ PAINT ◆ ACCESSORIES ◆

## What the experts say...

### Colour consultants share their views

'Sage is made by adding blue to green, making it a fresh and cool colour. Most rooms will benefit from it, as it is neither too bold nor too light, and is a great base to add stronger shades to. It pairs really well with pink, a combination found naturally in flowers.'

**FRANCESCA WEZEL**, FOUNDER,  
FRANCESCA'S PAINTS

'Neutrals with a hint of colour, like a pale sage or olive green, are both subtle and powerful. Try choosing two harmonious colours, such as our Gray Mirage and Misted Green. Paint the lower part of the wall using the darker tone and the top in the paler colour to create an understated simplicity.'

**HELEN SHAW**, DIRECTOR OF MARKETING,  
BENJAMIN MOORE UK

'With its calm, earthy feel, sage green works beautifully in any room of the house. Its versatility means you can be brave and fully embrace it across all four walls or just use a splash as an accent colour to complement a more neutral paint.'

**ANNA HILL**, BRAND DIRECTOR,  
FENWICK & TILBROOK

'For a living room or home office, sage green is a great choice as our eyes don't have to adjust to green, creating an instantly restful environment.'

**TASH BRADLEY**, HEAD OF INTERIOR DESIGN, LICK

'Sage green has previously been paired with similar muted tones, such as taupes and light creams, but we have recently seen a bright bold trend coming through. To create a more dramatic space, try pairing a dark sage green with a burnt orange or brick to bring this new trend to life.'

**KELLY COLLINS**, INTERIOR DESIGN EXPERT  
AND HEAD OF CREATIVE, SWYFT

'Sage is a pale, soft green colour that works beautifully with natural timber and whiter tones for a fresh look that's effortlessly classic.'

**SIMON TEMPRELL**,  
INTERIOR DESIGN MANAGER, NEPTUNE



Bring a sense of calm and comfort. Sir Lutyens' Sage absolute matt emulsion, Little Greene

“Soft grey-green **SHADES** are **TIMELESS** and work beautifully with **NATURAL** materials, such as stone, wood, rattan and jute”

**RUTH MOTTERSHEAD**, CREATIVE DIRECTOR, LITTLE GREENE

## the edit SAGE GREEN



### BEST FOR USE AS A NEUTRAL

Trailing Plant flat matt emulsion, Crown



### BEST FOR EXTERIOR WOODWORK

Ball Green exterior eggshell, Farrow & Ball



### BEST FOR FRESHENING UP

Cuttings pure matt emulsion, Fenwick & Tilbrook



### BEST FOR KITCHEN UNITS

Ice House Blue acrylic eggshell, Francesca's Paints



### BEST FOR ULTIMATE CALM

Green 02 matt emulsion, Lick



## What the experts say...

### Designers and stylists share their views

'This is a vivacious shade of coral tinged with pink – the kind of colour that fills the room with exuberance and delight. If you want to be brave, combine with a pale pink or a nutty cinnamon. Alternatively, pair it with a neutral shade to allow Raspberry Blush to take centre stage as an accent.'

**HELEN SHAW**, MARKETING DIRECTOR,  
BENJAMIN MOORE UK

'Using raspberry is a bold decorating move, and gives the room an instant injection of vibrancy, energy and a sense of playfulness. For a classic scheme, perhaps for a dining room with rich woods like walnut, pair raspberry with a muted neutral. Injecting a colour pop doesn't have to be full on floor-to-ceiling; consider just painting the woodwork in raspberry – or perhaps just the ceiling.'

**ANNA HILL**, BRAND DIRECTOR,  
FENWICK & TILBROOK

'While berry red may feel like a nostalgic trip to the dining rooms of the 1980s, used judiciously it can feel modern and vibrant and add a splash of exuberant warmth. This allows it to become a consideration even for the smallest of spaces, such as a powder room, where walls drenched in full gloss will deliver some Hollywood glamour.'

**PATRICK O'DONNELL**, INTERNATIONAL BRAND  
AMBASSADOR, FARROW & BALL

'For a cohesive, contemporary approach, consider colour drenching. Move away from white skirting boards and create a dynamic interior by painting walls, woodwork, radiators, the ceiling and doors using the same rich colour.'

**RUTH MOTTERSHEAD**, CREATIVE DIRECTOR,  
LITTLE GREENE

'Try shades with a pink undertone for rooms that have a lot of natural light, or for a more dramatic, darker feel, try ones with red and purple undertones to create a luxurious atmosphere.'

**FIONA MCGRATH**, MARKETING EXECUTIVE,  
COLOURTREND



Raspberry Blush  
2008-30 matte,  
Benjamin Moore

“Combine these bright  
**RASPBERRY REDS** with **COBALT  
BLUES**, or **OCHRE YELLOWS**, for  
a modern approach”

**NICKY PHILLIPS**, INTERIOR STYLIST & DESIGNER

## the edit **BERRY BLUSH**



### BEST FOR ADDING DRAMA

Thorned Rose chalky  
matt emulsion,  
William Morris



### BEST FOR A COSY SNUG

Can Can pure matt  
emulsion, Fenwick &  
Tilbrook



### BEST FOR AN ENTERTAINING SPACE

Delilah claypaint,  
Earthborn



### BEST FOR PAIRING WITH GREY

Raspberry Blush, from  
Benjamin Moore



### BEST FOR TEAMING WITH PINKS

Indica Berry matt,  
Francesca's Paints



## What the experts say...

### Designers and stylists share their views

'Nothing says warm and inviting like caramel. It's a versatile colour that bathes rooms in luxurious warmth. It works perfectly in living rooms to create a Scandinavian-inspired look. For a classic combination, pair it with a soft, creamy off-white.'

**HELEN SHAW**, DIRECTOR OF MARKETING,  
BENJAMIN MOORE UK

'Caramel hues are a brilliant choice where you want to inject warmth, such as in north-facing spaces that feel a little cold from lack of sunlight. Combine with tonal neutrals with yellow base or add impact and energy with a wall in earthy red.'

**RUTH MOTTERSHEAD**, CREATIVE DIRECTOR,  
LITTLE GREENE

'Made with yellow ochre, burnt and raw umber, and a touch of red, caramel is a luminous tone ideal for living areas and hallways because it radiates light without being too yellow or bright.'

**FRANCESCA WEZEL**, FOUNDER,  
FRANCESCA'S PAINTS

'As a neutral with a bit more character, caramel is incredibly useful as it will co-ordinate with pretty much every colour, in both a light or a dark shade.'

**EDWARD BULMER**, FOUNDER,  
EDWARD BULMER NATURAL PAINT

'Caramel is melt-in-the-mouth and irresistible, a colour we can trust to work alongside all other shades. We see it naturally in wood, stone, fleece and leather - the raw ingredients of our homes.'

**MARIANNE SHILLINGFORD**,  
CREATIVE DIRECTOR, DULUX

'Similar to neutral nude or beige but slightly richer, caramel looks especially good with off-white, grey, orange, brown and blush pink. Try it with black accents, on coffee tables or picture frames.'

**SARAH LLOYD**, INTERIORS AND PAINT  
EXPERT, VALSPAR

Millionaire  
lustrous  
metallic  
emulsion,  
Crafted by  
Crown



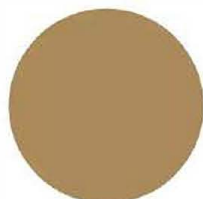
“Caramel is a **BRILLIANT** mid-weight colour, adding **WARMTH** to any **SPACE** and any surface”

**PATRICK O'DONNELL**, BRAND AMBASSADOR, FARROW & BALL

## the edit CAMEL



**BEST FOR NORTH-FACING ROOMS**  
Bassoon absolute  
matt emulsion,  
Little Greene



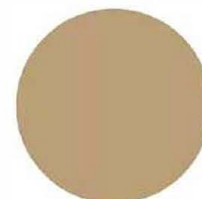
**BEST FOR BEDROOMS**  
Tyler Taupe  
interior matt,  
Benjamin Moore



**BEST FOR CREATING CALM**  
Cinnamon matt  
emulsion,  
Edward Bulmer



**BEST FOR ADDING A TOUCH OF DRAMA**  
Sand estate emulsion,  
Farrow & Ball



**BEST FOR PAIRING WITH PASTELS**  
Caramel Cream  
mixing matt,  
Dulux