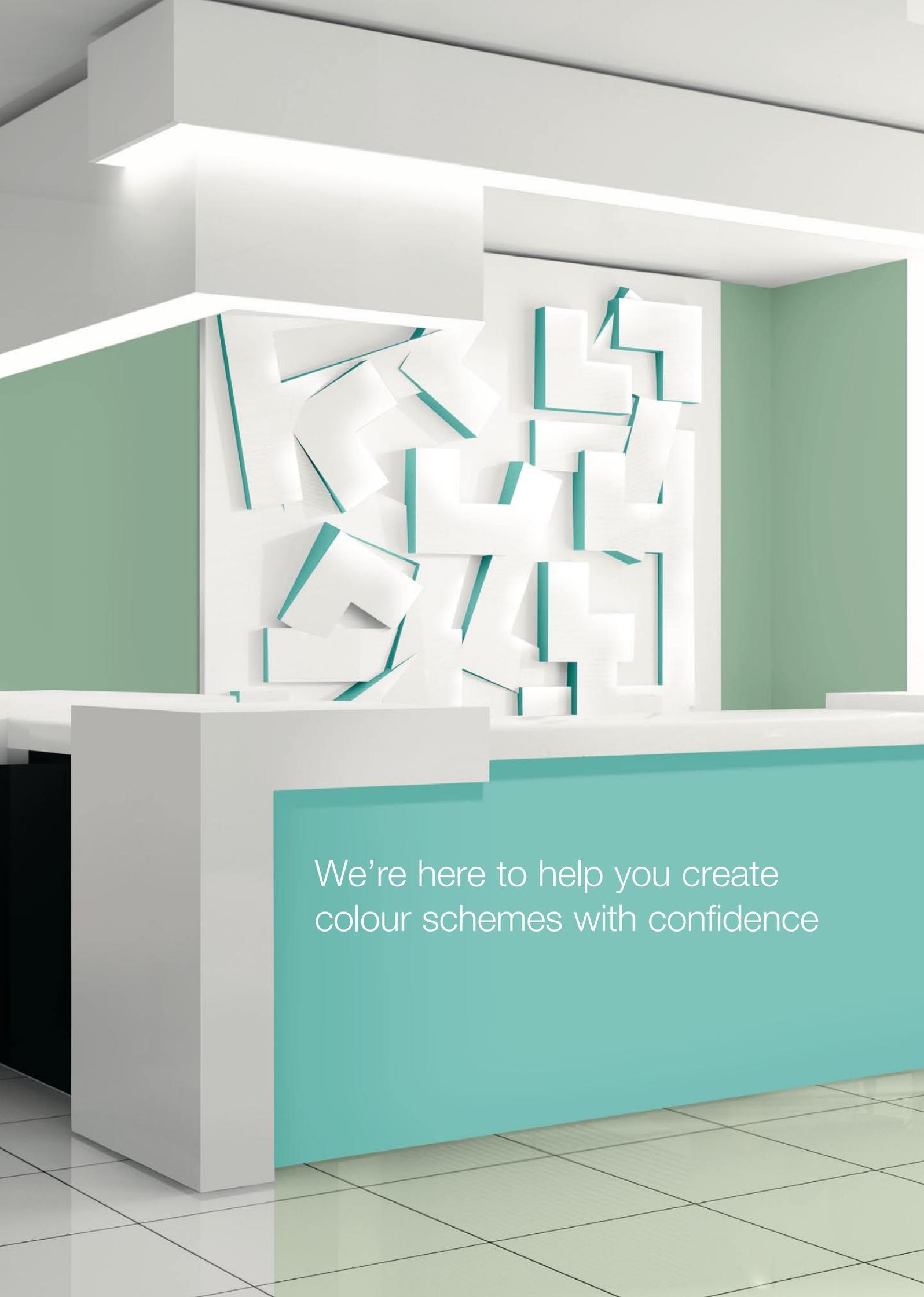




Bespoke colour solutions

Harness the power of
colour with our expert help



We're here to help you create
colour schemes with confidence



A new colour scheme is the simplest, **most effective way to transform a space** in any building. But with so many colours and a host of other factors to consider, choosing can be a daunting process.

It's easy to be tempted by uninspiring, "safe" colours, but **Dulux Trade** can help you make the most of the true transformational power of colour.

Leave it all to the expert Dulux Trade Colour Team

After discussing the project with you in depth, we will create an exciting bespoke colour scheme tailored to the precise needs of the space, its function and the people who use it.

Our expert team will also take into account legislation and design best practice guidelines such as colour and contrast as referred to in Part M of Building Regulations which influence colour choices.

We will present you with a proposal package containing the most appropriate mix of elements such as digital imagery, mood boards and bespoke colour cards – enabling everyone involved to consider and discuss the scheme before the final decision is made.

To get the Dulux Trade Colour Service working for you, simply contact your Dulux Trade representative.

Colour is crucial to the way spaces work

The way we engage with a building can be **decisively influenced by the use of colour within and around it**. According to research commissioned by **Dulux Trade** with The Architect's Journal: "when colour is correctly fused with quality design, environments are created in which humans can prosper".*

The design of the schools has been shown to promote pupil performance, staff retention and a more creative approach to learning, for example.†

In short, choosing a colour scheme is about much more than just making a place look attractive. You are making decisions that affect how people work and feel: all the more reason to involve the **Dulux Trade** colour team, with their expert understanding of which colours will be most effective and how colours work together.

Where to start?

There is rarely the complete spectrum to choose from because the options are usually narrowed down by existing furnishings, a carpet perhaps, or by the relevant organisation's logo, livery or uniform colour. These can provide the start or foundation colours.

What do you want to achieve?

Key factors to be considered when creating a colour scheme include the style and age of the building, the function of the space and the way colour will flow through the whole building. Above all, the needs of the end user will dictate the final atmosphere you wish to create.

The start colour can be used to create very different colour schemes, ranging from dramatic to relaxing. With the help of our colour experts, you can get the right balance and ensure that even very simple environments have their own distinctive character.



*Source - The Architects Journal "Colour in Architecture" †Better Public Building



“Using the right colour, in the right proportion in the right place can transform an area and create a striking environment”.

Tiffany Hall, **Dulux Trade** Senior Colour Designer

Creating inclusive environments as recommended by The Equality Act

Building Regulation approved document Part M and BS8300:2009 is a set of guidelines **designed to make public buildings as accessible as possible** for people with disabilities, including visual impairment.

Part M recommends that specifiers can deliver this by ensuring that neighbouring critical surfaces are clearly distinguishable through the use of differentiating colours.

LRV and visual contrast

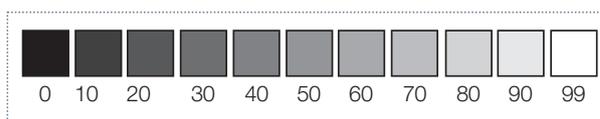
Dulux Trade carried out research with the RNIB, Guide Dogs for the Blind and the University of Reading to investigate the importance of visual contrast. It was established that over 80% of visually impaired people are able to discern between lighter and darker colours – and therefore the use of such colours can make their movement around the building much easier and safer.

Approved Document Part M and BS8300:2009 advise that colours used to differentiate adjoining critical surfaces should vary by a Light Reflectance Value (LRV) 30 points.



What is LRV?

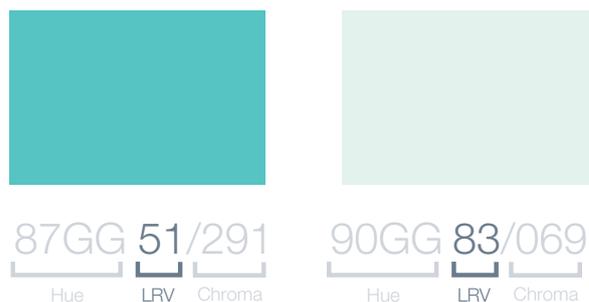
LRV is a 99-point index used to measure the degree to which a colour reflects light. The higher the LRV, the more light the colour reflects and therefore the paler it appears.



LRV values range from darkest 0 to 99 maximum possible light

The LRV for each **Dulux Trade** colour is clearly indicated in its **Colour Palette** notation.

For example the colours below have an LRV of 51 and 83 respectively and this equates to an LRV difference of 32 points.



Working with LRV need not be as difficult or daunting as it sounds, because the **Dulux Trade** Colour Service can incorporate the required colour contrast in any proposal covered by Building Regulations Part M or BS8300.

For in-depth guidance on colour contrast issues, please contact your Dulux Trade representative.



“As well as providing an attractive appearance, good colour design can help people with a visual impairment to confidently and independently navigate a building.”

Colin McDermid, **Dulux Trade** Senior Colour Designer

How our bespoke colour service works

Our team will begin by discussing the project with you and gathering as much information as possible about the function of the space, who uses it and how they interact with it - plus key factors such as lighting, building style, personal preferences and corporate colours.

An array of skills at your service

The **Dulux Trade** team of colour experts includes people from a variety of backgrounds and disciplines, ranging from fine artists to building industry professionals. Whether you are looking for strikingly decorative, strictly functional or somewhere in between, we'll put the people with the most appropriate skills onto your project.

A choice of ways to present your scheme

We will help you visualise how the scheme will look by digitally enhancing photography of similar buildings to feature the colours we are proposing. You will be able to see the results in three to five working days.

Alternatively for large complex projects we can digitally enhance pictures of the space being designed to show the proposed colour scheme in situ. This takes up to two weeks.



The process, step by step

STEP 1

Contact your **Dulux Trade** representative. They will gather all the necessary information about the space in question, take digital photographs if necessary, and pass the information to the **Dulux Trade** Colour Services team.



STEP 2

The brief will then be handed over to the most suitable designers from the Colour Services team. They will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience and flair to create an original yet appropriate colour scheme.



STEP 3

The Colour Services team will present the scheme, using advanced digital technology, only available with **Dulux Trade**, to bring it vividly and realistically to life.



STEP 4

We will provide a bespoke presentation folder containing references suitable for your project such as digitally enhanced photographs, mood boards or colour cards to enable the stakeholders to consider the proposal.



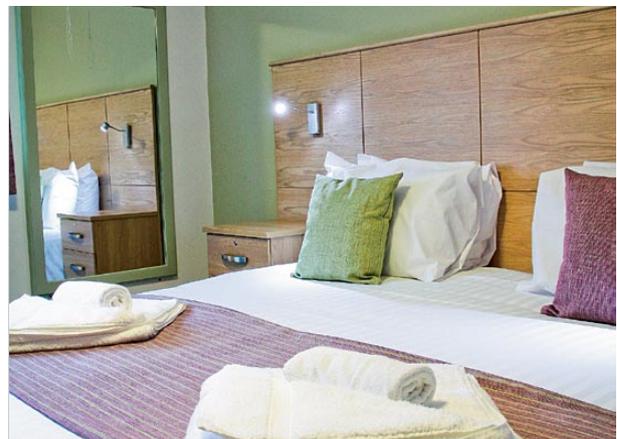
Case Study: Two functions, one colour scheme

Creating a hotel ambience and professional offices for start-up businesses within the same building was the challenge the **Dulux Trade Colour Services** team faced at Portland College, a specialist residential college for young adults with physical disabilities in Mansfield.

Dulux Trade Senior Colour Designer Lisa Pilley decided to create a single scheme for The Beeches: one that flowed throughout the entire building, yet provided distinctive looks to distinguish the hotel rooms and the business units.

A palette of colours for the building was created by combining shades from the inspirational woodland setting.

“Harmonious feature colours, used alongside a carefully selected single neutral shade ensures the colour scheme flows throughout the whole building.” says Senior Colour Designer Lisa.



How the result was achieved

The Beeches at Portland College is a single-storey 1940s building. Internally there is a single central corridor with rooms to the right and left. The objective was to create 6 hotel rooms for business on one side, and on the other side an Enterprise Zone, with spaces from which graduating students and others could run start-up businesses.

Options and considerations

The Colour Team saw that it was necessary to create a colour scheme that flowed through the building, yet provided different and appropriate looks for the hotel and Enterprise Zone. The scheme also needed to include all flooring and furnishings – and of course to cater to the needs of the students.

Creating the colour scheme

Lisa took her inspiration from the tranquil rustic setting of the college, which lies in a woodland dell with deciduous trees all around. She chose a contemporary carpet tile incorporating earthy shades of lavenders and olive, and a neutral as the main wall colour that worked with two different door colours: one for the hotel side and one for the enterprise units.

In order to stay within the college maintenance budget, Lisa created three different schemes covering both decor and furnishing fabrics. Inside the hotel rooms, turquoise, pink and lavender kept things fresh. Trim was kept gentle and warm on the hotel side, but made fresher and brighter for the business units – with carefully chosen flooring holding all the disparate elements together.

For more case histories, please visit the case studies area of our website www.duluxtrade-decorating.co.uk/case-studies or contact your Dulux Trade representative.



Case Study: Sensitivity shines at Grade II-listed Newton Building

Refurbishing a listed building brings unique challenges and the **Dulux Trade** Colour Services team passed the test with flying colours at the University of Northampton's historic Newton Building: now converted into a new home for the School of Science and Technology.

The brief was to create an up-to-the-minute feel while remaining faithful to the original decorative features. The ingenious solution the **Dulux Trade** Colour Services team developed uses colour seamlessly to unite the original features with newly installed contemporary fixtures, preventing fragmentation of the building's appearance.

An authentically historic colour palette was chosen from the **Dulux Trade Heritage** range, with the period flavour tempered by more modern flooring and fittings.

"I devised bespoke schemes for the three main areas" says **Dulux Trade** Senior Colour Designer Lisa Pilley, "making sure the designs integrated with each other thanks to clever colour proportion and connection."

"Colour can be a very powerful tool in incorporating traditional elements of a building with more modern touches" adds Lisa.



How the result was achieved

Dulux Trade Senior Colour Designer Lisa Pilley surveyed the site prior to the refurbishment. Her primary consideration was that this was a Grade II-listed building but that it was mainly going to be used by young adults. She initially designed one of the four storeys, presenting the proposal as a mood board. Once this was accepted, the full design was completed.

Considerations

The building's traditional and contemporary features needed colour to hold everything together. To complement the traditional feel, muted **Dulux Trade Heritage** colours were selected.

Creating the colour scheme

Lisa devised bespoke schemes for the three main areas, integrating them with clever use of colour, proportion and connection.

In the main reception and at other key points, colour from the **Dulux Trade Heritage** range were used to subliminally link each area, contrasted with modern furniture to create the balance of old and new.

In the learning areas bolder colour elements such as **Dulux Trade** 64RR 12/436 (deep red) added a young, dynamic feel. In the postgraduate areas the building's impressive original features such as chimneys and roof beams were given precedence, with the use of strong yet muted Quartz Grey used to emphasise these assets.

For more case histories please visit the case studies area of our website www.duluxtrade-decorating.co.uk/case-studies or contact your Dulux Trade representative.



Creating a colour scheme: the main considerations

Before putting a colour scheme together for a particular project, the **Dulux Trade Colour Team** need to consider a number of factors. Here are just a few factors to think about for your project:

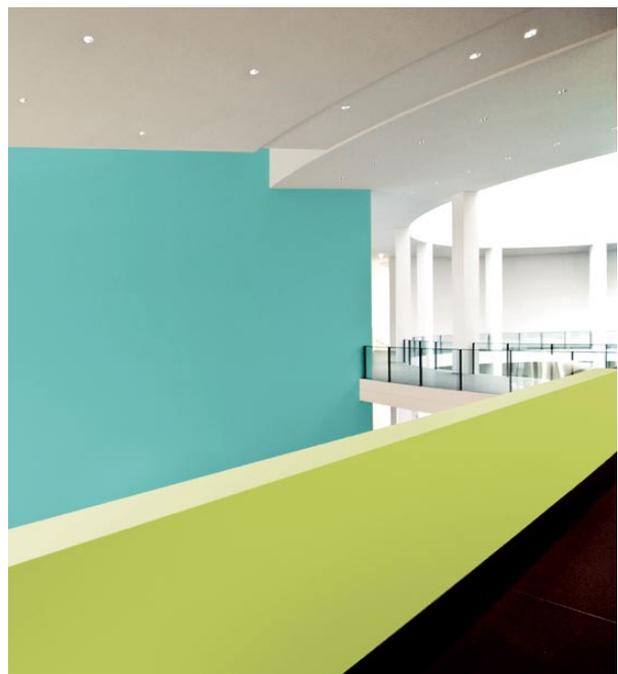
- Its future function or functions: is it residential or a public building such as an educational or medical facility?
- Who will be the main users and will traffic through the building be heavy or light?
- Internal conditions: is it rich in natural light?
- External setting: the building's surroundings may inspire colour choices
- The desired ambience: calming with complementary colours, or vibrant with dramatic contrasts?
- Are there any existing furnishings or features such as corporate or uniform colours that may influence the choice of start colour?
- The type and style of the building: is it a period property or contemporary?

Nothing is more inspiring than colour

In the meantime, why not explore the limitless possibilities? Visit www.duluxtrade.co.uk where you can:

- Download a software plug-in to use with your CAD system
- Order colour cards and samples
- Order the Colour and Contrast CD to see how government guidelines and best practice considerations can influence colour schemes

If you have a particular project in mind, contact your Dulux Trade representative, who will be delighted to get the Colour Team involved.





Providing all the support you need

Particularly challenging or groundbreaking projects can call on the support of a complete suite of technical specification services which can be selected to match the size and needs of your project.

Site Surveys

Dulux Trade Specifier Account Managers can carry out a full site inspection. This will include assessment of the current condition of surface coatings, help with identification of difficult substrates and advice on extending maintenance cycles.

Specification Writing

Dulux Trade can offer full specification support tailored to your individual requirements. This will ensure that correct preparation is highlighted and the products specified are the most appropriate for the location, environment and substrate type.

Contract Meetings

Dulux Trade Specifier Account Managers can attend pre-contract, tenant liaison, project review and post-contract assessment meetings, ensuring collaboration and clear communication from concept to completion.

Health and Safety

We can help and advise on Health and Safety issues relevant to the use of **Dulux Trade** products.

To discuss further the specifics of your project and how **Dulux Trade** can help you, contact your local **Dulux Trade** Specifier Account Manager or email us at transforming@akzonobel.com

Site Visits

During the course of the work, if required, site visits can be made to ensure that work is being carried out correctly and in accordance with the specification.

Reporting to Project Owners

A critical element of any project is minimising down time. Knowing the status of the work in progress and thus keeping control of events is equally important. The **Dulux Trade** Specifier Account Managers will ensure that Property Managers are kept closely informed about the status of all work in progress.

Waste Management

Waste from completed work can be disposed of safely and quickly with our wash systems and recycling services.

Dulux Trade can advise on the best solution for your needs.



Dulux Trade Contract Partnership is an exclusive membership scheme of independently assessed, quality assured painting contractors. It was the first, and is the only, scheme in the industry to assess and approve painting contractors for commercial projects.

Members are committed to demonstrating industry leading sustainability best practice and are well placed in helping clients meet their specific environmental, social and economic objectives.

By joining the scheme, contractors are demonstrating their commitment to providing an outstanding professional service to their clients.

A **Dulux Trade Contract Partner** is committed to:

- Quality workmanship
- Providing value for money
- Delivering a professional service
- Being reliable and trustworthy
- Continual improvement

The on-going assessment programme and Code of Practice demonstrate how **Dulux Trade Contract Partners** are working to a consistently high standard of workmanship and professionalism. When you need a project completed right first time, on time and there is no room for error – you can rely on a **Dulux Trade Contract Partner**.

For more information visit www.contractpartnership.co.uk

Contact Us

For product/Health and Safety data sheets please visit our website www.duluxtrade.co.uk

For more information or technical advice please contact **Dulux Trade** Technical Advice Centre on **08444 817 818**

ICI, the ICI roundel, Dulux, Dulux Trade, the Dulux Trade logo, Heritage, AkzoNobel and the AkzoNobel logo are trade marks of The AkzoNobel Group of Companies © AkzoNobel 2012.

70% recycled
When you have finished with this brochure please recycle it

