

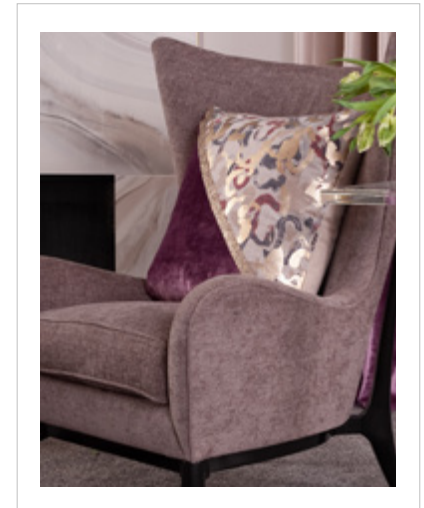
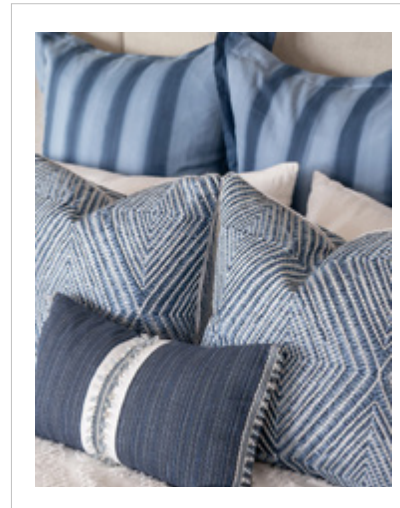
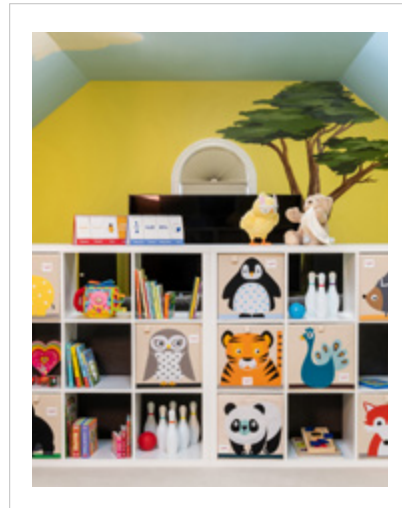
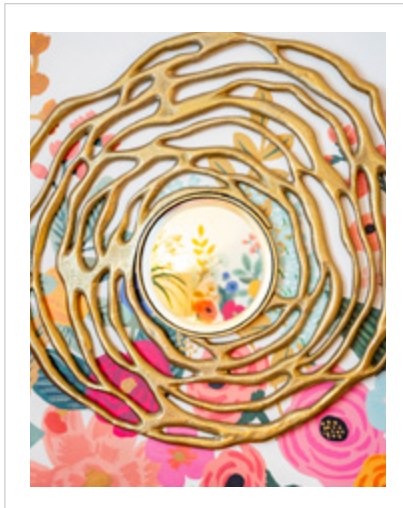
# THE IMPORTANCE OF COLOR IN INTERIOR DESIGN:

*How To Use Hues To Transform a Space*



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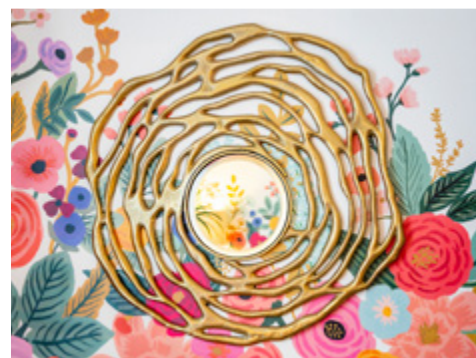
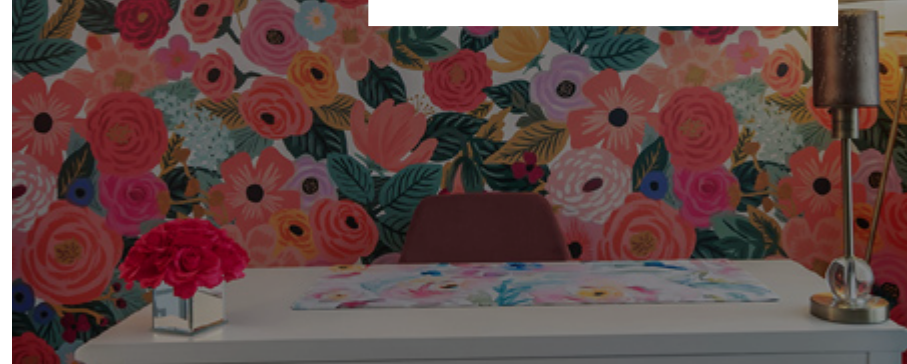
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# Color in Interior Design

Your personal style is defined by your home's decor, furnishings and layout. How you create your space speaks volumes about who you are and what you like. But, these elements of interior design can't stand **without color**.

Color in interior design has the power to make a room feel comfortable and cozy, chic and formal, and even dark and cold — all with a simple paint selection. A color palette can create a certain mood or atmosphere in a space, evoking emotions and influencing behavior. It can also unify furnishings and finishes to produce a beautiful, cohesive space that feels harmonious and inviting. You've most likely been in someone's home that felt super relaxing where all the furniture seemed to be in the perfect place. While this was achieved through layout and design, they couldn't have gotten that look without the colors working together.

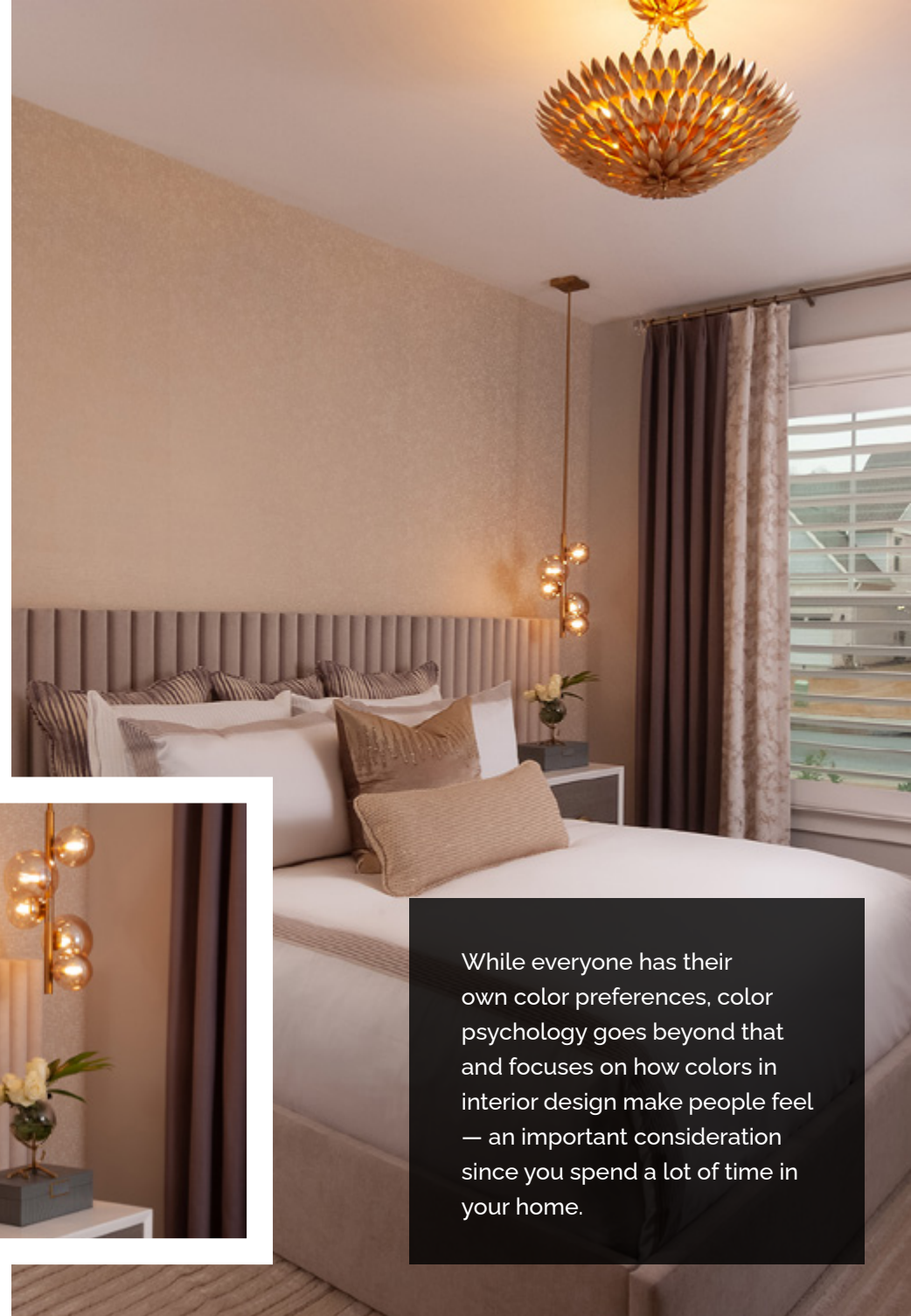


# What Is Color Psychology?

Color psychology is the study of how colors affect perceptions and behaviors.<sup>1</sup> It's used in marketing to influence people to make certain decisions, and interior design is no different. Interior designers utilize this theory to make homes feel exactly how clients want them to feel, focusing on finding a shade that will deliver the right emotional response.

For example, red is a bold, warm color that denotes power, sensuality and energy while yellow induces happy, calming feelings. By mixing and matching the right colors — dependent on what you want to feel in your home, of course — you can create a personal oasis that's rejuvenating, fresh, bold or elegant.

1. <https://bootcamp.uxdesign.cc/color-psychology-of-design-3087ace48435>



While everyone has their own color preferences, color psychology goes beyond that and focuses on how colors in interior design make people feel — an important consideration since you spend a lot of time in your home.

# The Power of Choosing the Right Hues

On top of evoking emotions or feelings, color can also make a room feel more spacious or more intimate without the time and expense of moving walls. Lighter wall colors like neutrals and pastels can make a room appear less crowded or condensed. It can take a small room like a closet or micro kitchen and make it be perceived as bright and airy. On the other hand, a big room can feel less vacant by using darker colors like maroon, navy blue, dark gray or sage green.



Carefully selecting colors that achieve the look and feel that you're going for is an art form; it plays a vital role in creating atmospheres and influencing the perception of spaces. When you get it right, the room can truly sing, turning your blank canvas into a masterpiece.



# Building the Proper Palette

To put together the perfect color palette, choose a color scheme that complements your style and creates a cohesive look. First, select the main color that will appear most dominant in your home. Then, using that main color as inspiration, choose a few complementary or contrasting colors that can tie the space together.

Generally, a good rule of thumb is to use the color wheel. There are a few ways to do this:

- ▶ **Analogous colors:** Three colors right next to each other on the color wheel. Think shades of red, orange and yellow.
- ▶ **Complementary colors:** Two shades located directly across each other, like purple and yellow.
- ▶ **Triadic colors:** Three colors spaced evenly apart from one another. A cool triadic scheme is pink, orange and teal.
- ▶ **Split complementary colors:** Look at the main color you selected, then find the color directly across from it. Rather than choose that color, pick the two colors on either side of the complementary color.



# Using Color

When building your colorful space, it's okay to take risks and create a unique look. However, to ensure your home ends up exactly how you want it to, it's helpful to follow these tips for using color in interior design:



## **LOOK AT THE EXISTING SPACE**

What main color pops out at you in your existing design? That's the color you want to base your home off of. Choose the complementary colors based on that element for the most cohesive look.

## **DON'T BE AFRAID OF COLOR**

When done correctly, any color can look good in a space. It just takes a special eye for detail and design to get it right.

## **USE THE 60-30-10 RULE**

Decorate 60% of the room using the dominant colors — like on the walls — 30% for the secondary color and 10% as an accent color.

# Color Trends To Pay Attention to

While you don't have to stay on top of color fads that fall in and out of style, it doesn't hurt to know the ins and outs of color trends and find ways to incorporate them into your home.

One question you're probably wondering is what the most popular color in interior design is. While different hues may take control for a season, blue is always a consistent top choice because it delivers a calming look that many people desire in their homes — and this isn't changing anytime soon. Another color that's grown in popularity is green. Typically any colors and design choices related to nature are long-lasting and work great in any room.



Additionally, gray has reigned supreme for years, but beige may soon take the crown. It's increasingly popular as many people decide to swap out the modern, minimalist shade for a warmer one.

# Why Partner With an Interior Decorator

Designers are professionals with many more abilities than simply picking the right lighting fixtures. In a way, they're also psychologists. To help you pick out the right colors for your home, interior decorators get to know you, gaining a better understanding of your likes and dislikes, your mood, and what colors you appreciate most. This information aids their work and provides them with a jumping-off point for the palette they pick.

An interior designer's role is to enhance the aesthetic and functionality of interior spaces, making them more visually appealing and well-suited to your needs and preferences. This takes years of practice and a special eye for detail that only someone in this profession has. If you have a vision for your home, an interior decorator can execute it to perfection, providing a dreamy look that works for you and your family's lifestyle.



# Color Questions To Consider

When discussing colors with your interior designer, here are some helpful questions to think about:

- ▶ What colors do you feel would make this space look the best?
- ▶ In what ways could your existing art and decor aid in the color-selection process?
- ▶ Are there any shades you want to stay away from given how big/small the rooms are?
- ▶ Do you want to use a monochromatic or multi-color scheme?
- ▶ What do you want to feel when you enter your home? What do you want your guests to feel when they come over?
- ▶ How much natural light do your rooms have?



# Get Help From the Color Experts

At Decorating Den Interiors, we know color — and we love to help our clients find the right shades for their space every chance we get. We have seen every hue under the sun, and we've worked with just as many colors in our design projects, making spaces that show off our clients' personal styles — no matter their design preferences.

We'll learn from your personal style and design choices to pinpoint the perfect tints that can completely transform your space. Then, we'll work our magic to create a cohesive look and feel that takes your dreams and turns them into a brightly decorated reality.

Ready to create a truly orange-inal (sorry, we just had to) space? **Get in touch with Kris Miller today.**



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