

DESIGNERS GUILD PERFECTLY PLAIN PAINT



CONTENTS

DESIGNERS GUILD PAINT

4. Our Colours
5. The Blues
6. The Greys
7. The Whites
8. The Aquas
9. The Neutrals
10. The Yellows
11. The Mauves
12. The Pinks and Reds
13. The Greens
14. Choosing the right tones
15. Why Designers Guild Paints?
16. Colour Choices
23. Paint Finishes
26. Choosing the right finish. Quick reference guide
27. Choosing the right colours. Tips and advice



DESIGNERS GUILD PERFECTLY PLAIN. PAINT

INTRODUCING OUR BEAUTIFUL PAINT RANGE
ESSENCE OF COLOUR

NOBODY KNOWS COLOUR LIKE WE DO. LIVING WITH COLOURS YOU LOVE CAN ENHANCE YOUR LIFE AND CREATE SPACES THAT YOU NEVER WANT TO LEAVE. OUR PERFECT PAINT IS A GREAT WAY OF USING COLOUR- 154 BEAUTIFUL SHADES FROM WHITES AND NEUTRALS TO RICHER TONES AND LOTS IN BETWEEN. YOU WILL FIND THE PERFECT SHADE IN OUR COLLECTION



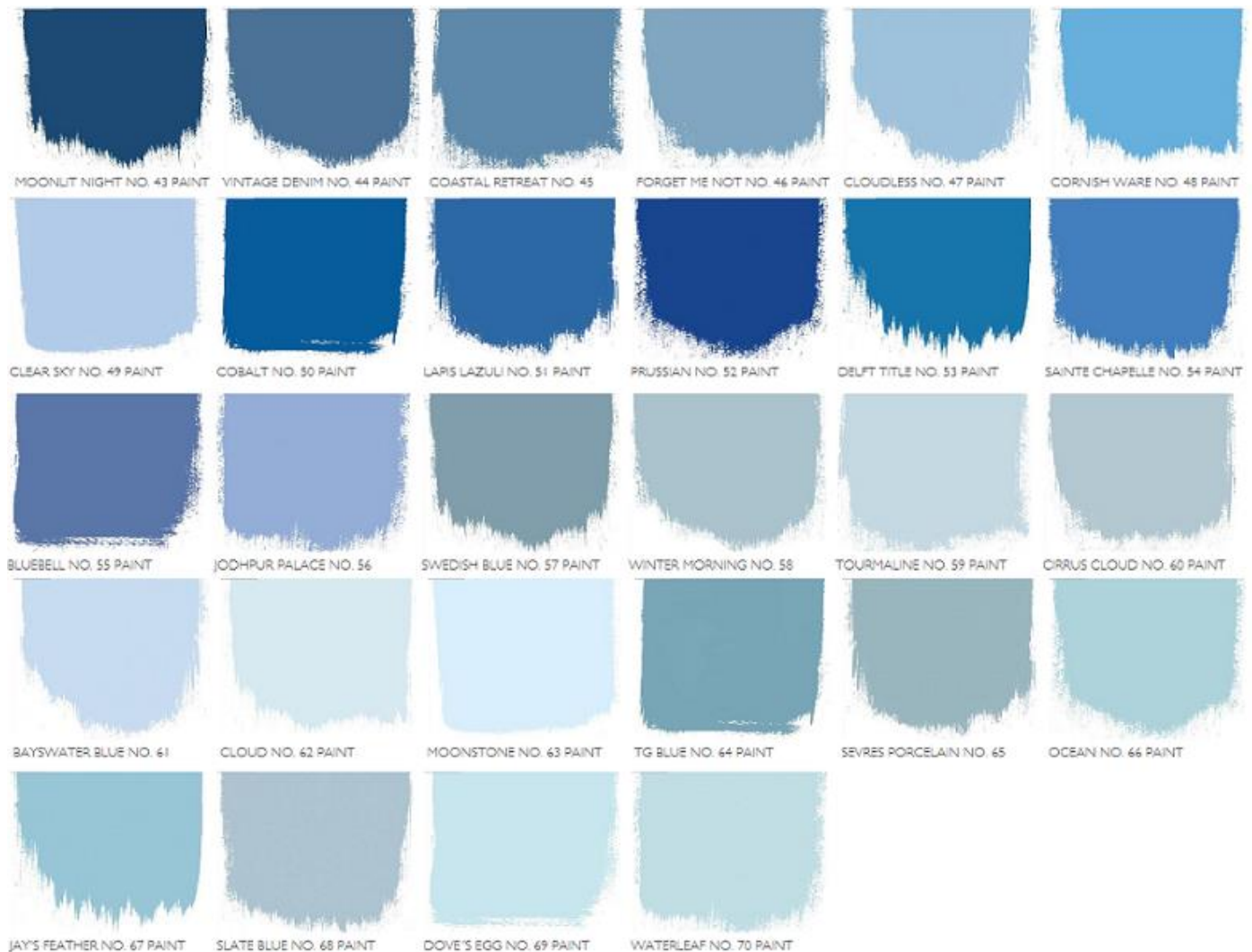
“Creating rooms that feel good was my vision when I started Designers Guild and remains at the heart of our ethos today”
Tricia Guild



THE BLUES

Blue skies and endless oceans- 28 perfect different shades

More people claim blue as their favourite colour than any other. Maybe it is the sheer optimism of endless blue skies or the freedom of the ocean. Either way – blue is a wonderful colour to decorate with and used with crisp white it's a timeless classic. Of course each of our shades has a different personality and make sure you are using the right tone to complement your particular room and the light within.



THE GREYS

Cool dove through to rich charcoal – 21 perfect different shades

Grey is a favourite of ours when you want a neutral feeling. It works brilliantly with stronger colour, looks amazing with paler shades and is the perfect backdrop when used with white and other neutrals. It can also make a serious and refined statement too. It need not be just a background colour. And don't forget, other colours and light will have an affect on how the grey you choose is perceived so make sure you are using the right tone to get the affect you are after.



THE WHITES

Pure and simple - 10 perfect different shades

White is so much more than just an easy, default neutral. It is a colour in its own right and can open up a space, hide architectural quirks and at a stroke adds a purity and simplicity that is timeless. It provides the perfect backdrop to strong, bright colours and adds a crisp graphic finish to softer shades. However beware, whites can clash and appear cold or sterile. Ensure you are using the right tone of white to work in your space and palette. And don't forget, other colours and light will have an affect on how the white you choose is perceived so make sure you are using the right tone to get the affect you are after.



PURE WHITE NO. 1 PAINT



WHITEWASH NO. 2 PAINT



ALABASTER NO. 3 PAINT



CHALK NO. 4 PAINT



TAJ MAHAL NO. 5 PAINT



SNOWDRIFT NO. 6 PAINT



COOL MARBLE NO. 7 PAINT



QUARTZ GREY NO. 29 PAINT



WINTER SURF NO. 30 PAINT



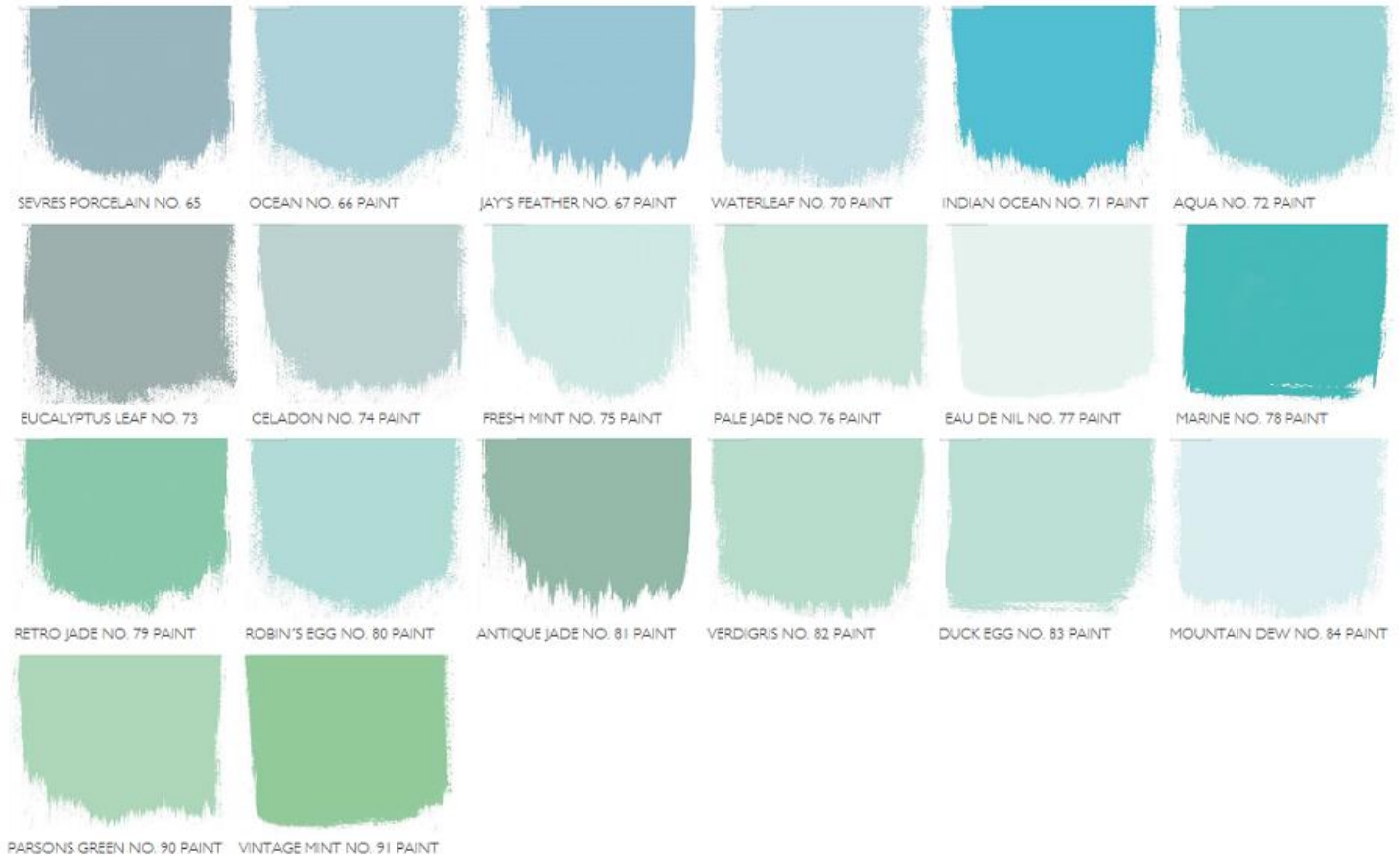
GULL'S WING NO. 31 PAINT



THE AQUAS

Uplifting and calm- 20 perfect different shades

Somewhere between blue and green you will find the shades of aqua and turquoise- uplifting, enduring and calm or bold and dynamic. These shades are wonderful to live with and can be incredibly versatile; used with the appropriate white, they are crisp and contemporary, or use them with the right shade of grey or neutral and they can project a classic timelessness. They too can be used as a neutral and are a wonderful foil to both warm and cool shades. And don't forget, other colours and light will have an affect on how the aqua you choose is perceived so make sure you are using the right tone to get the affect you are after.



THE NEUTRALS

Relaxing and easy- 31 perfect different shades

Quiet, calm, relaxing and easy – our neutrals can be all of these things and the right one can make a space feel dreamily elegant but they can also make a statement in their own right. Pair our ‘perfect taupe’ with ‘deepest plum’ and you have a classic combination that is far from dull. Add the right white for timeless style. Or use as a base for stronger shades - the choice is yours. Finding the right tone is everything with the neutral group – subtle nuances can make a creamy sandstone look green in different lights and don’t forget, other colours and light will have an affect on how the neutral you choose is perceived so make sure you are using the right group to get the affect you are after.

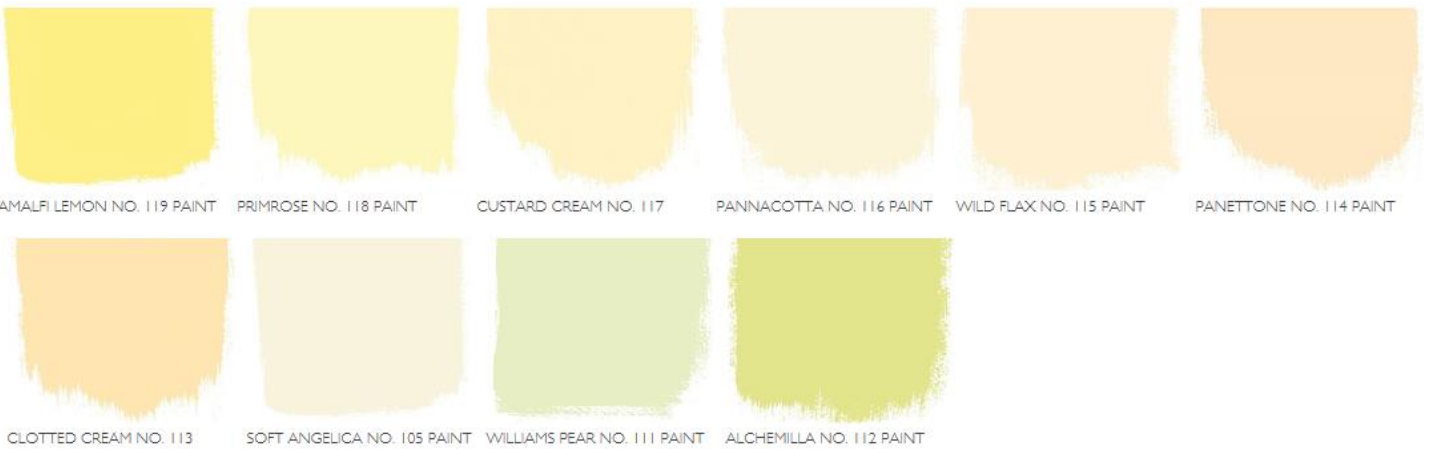




THE YELLOWS

Lively and vibrant or soft and poetic – 10 perfect different shades

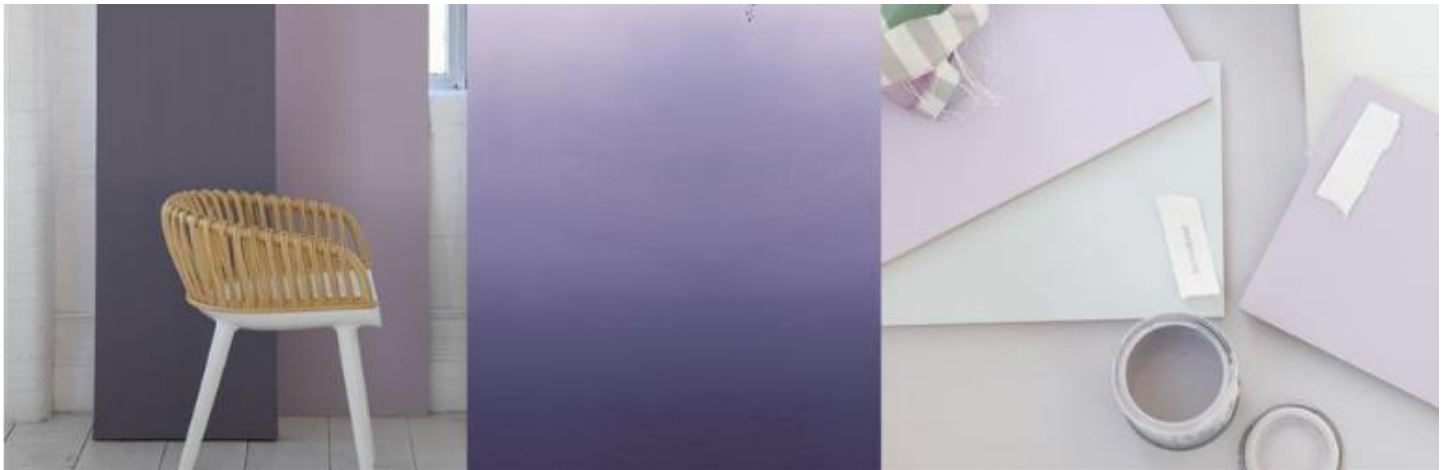
Delicate, poetic or vibrantly zingy – decorating with yellow can deliver a dash of optimism and joy to your space. We especially love the sharp green- yellow of 'Alchemilla' that looks wonderful with the greys for a sophisticated, contemporary look. Used with the right white, yellow can be comforting, uplifting and warm. Or use a stroke of a more citric shade like 'Amalfi lemon' for a dose of vivid vitality. And don't forget , other colours and light will have an affect on how the grey you choose is perceived so make sure you are using the right tone to get the affect you are after.



THE MAUVES

Dreamy and romantic - 21 perfect different shades

Between the primary colours of blue and red on the colour spectrum, the shades of mauve, lilac and purple blur edges and walk the line between masculinity and femininity. Generally speaking the more pink tinged tones will feel more romantic while those greyer shades of lilac can add contemporary sophisticated air to your space and the bluer shades feel mores crisp. Grey is a natural neutral partner as is white but don't ignore the true neutral shades of pale ash and washed linen for a softer, more informal feeling. And don't forget , other colours and light will have an affect on how mauve you choose is perceived so make sure you are using the right tone to get the affect you are after.



THE PINKS AND REDS

Dramatic and sassy or soft and pretty – 20 perfect different shades

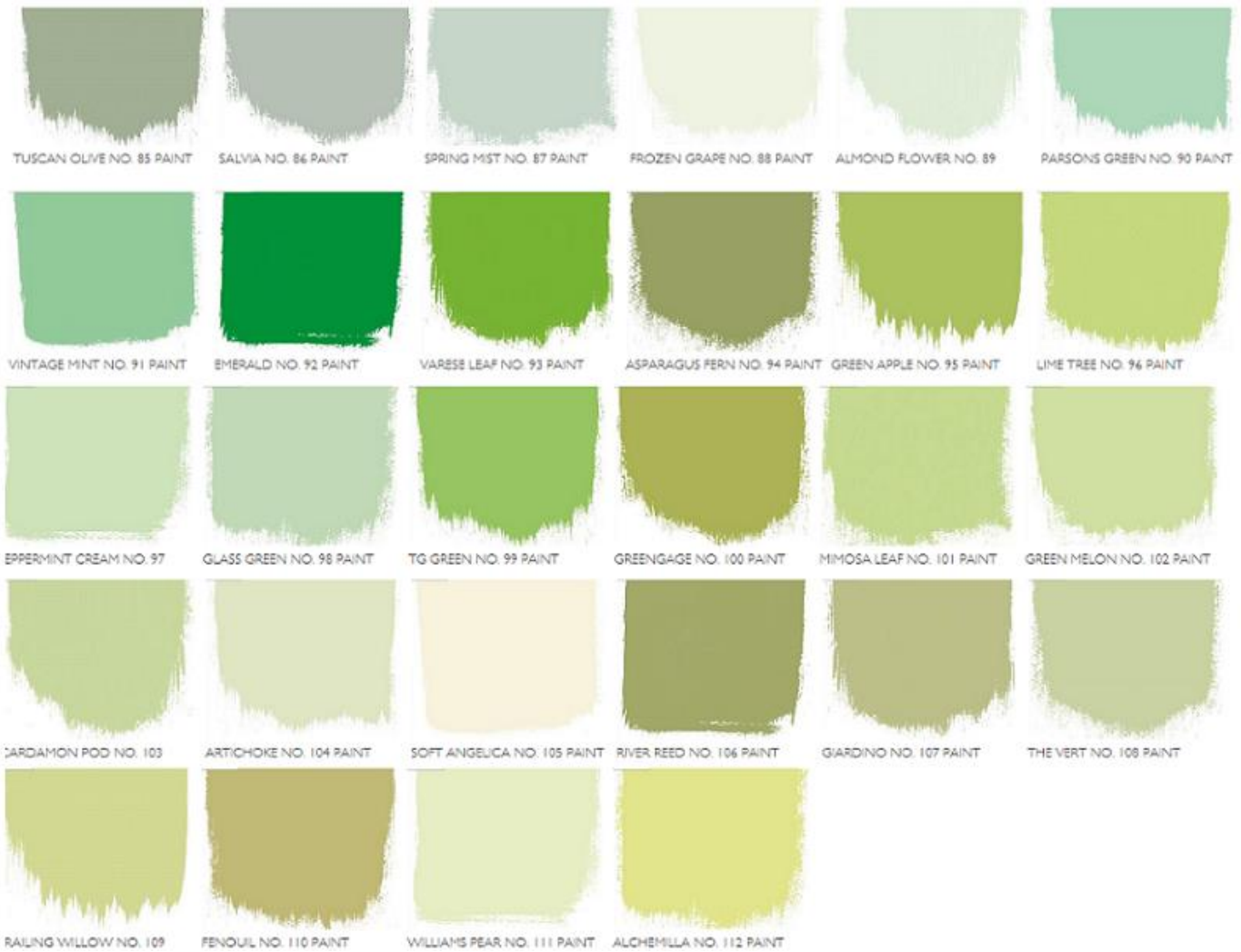
Nothing says drama like the colour red – bold and beautiful, it is as timeless as it is modern – Our best selling 'Red Velvet' works best in a more classical setting while 'Flame Red' and 'Strawberry Jam' pack a more contemporary punch. We are well known for our use of pink at Designers Guild, Don't just think of them as prim and pretty, they can be sassy and strong like "Vreeland Pink" or delicate and almost neutral as in "Mother of Pearl". A hint of grey as in "Leaden Pink" and the shade becomes smart and sophisticated. Grey is a natural neutral partner as is white but don't ignore the true neutral shades of 'Travertine' and 'Washed Linen' for a softer, more informal feeling. And don't forget, other colours and light will have an affect on how the pink or red you choose is perceived so make sure you are using the right tone to get the affect you are after.



THE GREENS

Vibrant and relaxing – 28 perfect different shades

Lush, vibrant relaxing and hopeful, green is the colour that is the most prevalent in the world around us and the colour to which our human eye is most attuned. It is the colour of nature, of growth and vitality and spring. It has been used in decorating for many years for its relaxing qualities but can also be used as a neutral. Think of the green in a garden... the sharper more yellow shades of lime tree, mimosa and green melon give a fresher feeling whereas asparagus fern and river reed will lend your space a more traditional air. Green looks wonderful as a foil for stronger colour, crisp and is elegant with the right white or neutral. And don't forget, other colours and light will have an affect on how the green you choose is perceived so make sure you are using the right tone to get the affect you are after.



CHOOSING THE RIGHT TONES

Work with the light in your space.

We believe that using the colours you love in your home can genuinely make life feel better and whilst there are no hard and fast rules as to which colours to use, there are ways that we can help you avoid some of the most common pitfalls. Light can seriously affect the way colours are perceived. What looks like blue in one room can look grey in another where the natural light is different. The most important thing to do when selecting colours is to paint up 2- 3 large samples and fix them around your room. Watch how the colour changes as the light moves through the room, consider how additional lighting can change it and assess if you love it in all its guises. To help you make the right choice, we have categorised all our colours into one of three tonal groups: Warm, Cool and Clear. Follow our guidelines below for the perfect finish.



COLOUR RULES

There really are no hard and fast rules when it comes to using colour and we believe that confidence is the key ingredient that you need when creating beautiful rooms. Here are a few of Tricia Guild's top tips.

1. Keep floors and ceilings neutral where possible and especially when using brighter tones. We have over ten shades of white that will work with any shade.
2. Neutral doesn't have to mean white - the flatter shades of blue grey and grey green can work brilliantly with all colours especially on woodwork where white could be too cold.
3. Do consider the way that natural light moves through your rooms, if necessary you can consider additional lighting to either warm or cool a room.
4. Painted floors are timeless but don't just think of them in white - a darker tone can look amazing with cool grey or white walls.
5. Use colour in unexpected places - the inside of cupboards as opposed to the doors provides an interesting and unexpected pop of colour.

THE WARM TONES

These colours have a rich red base. You can use them anywhere but they will help cool north facing rooms or make darker spaces feel warmer. They have a classical, timeless quality and will balance harsh northern lights.



THE COOL TONES

These shades have a blue grey base and while you can use them anywhere, they will balance light filled, south facing rooms where the light can bleach the colour. They have a sharper, more minimal feeling.



THE CLEAR TONES

These shades have a crisp yellow / green base. They will work beautifully everywhere and have a natural, singing clarity to them.



DESIGNERS GUILD IS SYNONYMOUS WITH QUALITY AND OUR RANGE OF PERFECT PAINT IS NO EXCEPTION TO THIS RULE.

OUR PAINT IS MANUFACTURED IN THE UNITED KINGDOM TO EXACTING STANDARDS AND OUR PRODUCER WAS ONE OF THE FIRST TO CONFORM TO EUROPEAN STANDARDS BS ISO 1400.

PACKED FULL OF PIGMENTS, IT HAS THE WONDERFUL CONSISTENCY OF MELTED CHOCOLATE AND PERFORMS LIKE A DREAM. IT HAS VERY HIGH OPACITY AND SUPERB COVERAGE; A SINGLE LITRE OF OUR MATT EMULSION WILL COVER 14 SQUARE METRES.



WHY DESIGNERS GUILD PERFECTLY PLAIN PAINT

- 154 Colours available in all 4 qualities. Perfect to scheme your room
- High content of pigments – only 2 coats needed
- Colours come out the same under different types of lightning
- Environmentally Friendly Paint. Our Matt Emulsion & Water Eggshell have the best possible eco-ratings. Our oil based paint made to environmentally friendly standards.
- Creamy texture for smooth and easy application
- Scuff Resistant
- High solid contents (less water) = better value for your money
- Great opacity due to high Titanium content.
- The colours are exactly the same as on the paint card
- Express delivery is available on everything except oil-based paint

154 BEAUTIFUL MODERN COLOUR CHOICES

1	Pure White	The definitive white for your home
2	Whitewash	An easy to use hue, softer and without the reflection of pure white
3	Alabaster	The most serene shade of white, bringing a sense of freshness to a space
4	Chalk	A soft base of white with a chalky look. Our favourite shade of white
5	Taj Mahal	A serene rendition of India's famous pearly white monument to love
6	Snowdrift	An almost blue-white great for painted floors
7	Cool Marble	The purest white and the perfect counterbalance to any colour
8	Sandstone	A natural organic shade that can temper brighter shades
9	Travertine	A creamy neutral with yellow undertones
10	Venetian Lace	A romantic rendition of creamy white
11	Washed Linen	A flat neutral that works well with all of our shades
12	Pale Ash	The perfect neutral that works with grey or cream tones
13	Silver Birch	Evocative of the bark of the elegant silver birch tree
14	Doeskin	A warmer, deeper version of pale ash
15	Cocoa Bean	A dark flat shade of rich brown to use with all warm colours
16	London Roof	The colour of London tiles – a flat slate grey
17	Grey Pearl	A delicate warm grey with cream undertones
18	Pale Graphite	A clear grey that brings a sense of balance to all schemes
19	Perfect Taupe	Versatile neutral with a smoky tinge
20	Portobello Grey	A smart evocative enduring grey
21	Polished Cement	A clear yet soft whitened grey. Use it to balance brights
22	Moleskin	Warm and sensuous with a rich depth of colour
23	Pebble	A warm matt grey with violet undertones. Works well with warm brights
24	Pale Birch	A rich neutral with subtle pink tones
25	Cotswold Stone	A mid tone neutral and a great base to add colour
26	Poivre Blanc	A true clear neutral
27	Morning Frost	A cool light grey. Perfect as a counterpoint to a strong warm colour
28	London Dove	An elegant grey with soft lilac hints adding richness
29	Quartz Grey	White with the tiniest dash of lead grey
30	Winter Surf	Is it grey or is it blue? The merest hint of colour
31	Gull's Wing	A bright yet delicate blue grey
32	Dawn Mist	A warm clay colour with creamy undertones
33	Cold Embers	A light grey with the merest hint of green undertones
34	Steel	A vivacious grey with a touch of pale blue
35	Concrete	A perfect neutral – works well as a floor paint
36	Notting Hill Slate	A moody urban graphite. Darkly glamorous
37	Iron Ore	A smart rich grey – with indigo tones
38	Appleton Grey	A quintessential grey. Rich in tone and depth of colour.
39	Cheviot Flannel	The exact colour of grey flannel. Our cheviot is one of the best
40	Moody Grey	The ubiquitous neutral grey

41	Patrician	A mid grey – works with warmer colours due to rose tints
42	Battleship Grey	A mix of blue and grey, can be manipulated to go either way
43	Moonlit Night	A warm inky and atmospheric blue, reminiscent of ancient indigo dyes
44	Vintage Denim	A soft mid blue that works with everything like well-loved jeans
45	Coastal Retreat	A gentle hue and great with whites – your favourite seaside shade
46	Forget Me Not	A spirited and invigorating blue with a warm depth
47	Cloudless	An endless cloudless spring sky, nature’s neutral
48	Cornish Ware	Endlessly cheerful, reminiscent of Cornwall’s famous pottery
49	Clear Sky	A wonderfully cool blue. Works well in sunlit rooms
50	Cobalt	A warm rendition of our favourite shade of blue
51	Lapis Lazuli	Strong and with character – a timeless take on the precious stone
52	Prussian	A deep characterful rich shade
53	Delft Tile	A warm hue that works beautifully with all shades of white
54	Sainte Chapelle	Like the stained glass windows of the famous Parisian chapel
55	Bluebell	Touches of mauve give this blue a subtle warmth and depth
56	Jodhpur Palace	Inspired by India’s famous blue city – an ethereal and delicate blue
57	Swedish Blue	Clear and timeless blue – works well as a base for brights and neutrals
58	Winter Morning	A crisp clear shade with platinum undertones
59	Tourmaline	A whiter shade of blue with great clarity
60	Cirrus Cloud	A grey tone gives Cirrus a sophisticated edge
61	Bayswater Blue	Capturing the pale essence and hopefulness of a new dawn
62	Cloud	More grey than blue, works well with all types of brights and neutrals
63	Moonstone	Reflecting the translucency of watery moonstones
64	TG Blue	A fantastic go-to blue grey that works brilliantly as a foil for brights
65	Sevres Porcelain	Capturing the delicacy and formality of the finest porcelain
66	Ocean	A soothing shade of cool blue with aqua undertones
67	Jay’s Feather	A classic true blue shade
68	Slate Blue	With lead undertones, a neutral grey shade of blue
69	Dove’s Egg	A delightful fresh hint of blue with a chalky finish
70	Waterleaf	Blue in certain lights, grey in others, a soft adaptable shade
71	Indian Ocean	As refreshing as the vivid turquoise waters of the Indian Ocean
72	Aqua	Clear and crisp aquamarine. Looks great with flat greys and cool whites
73	Eucalyptus Leaf	Touches of grey-green mixed with blue produce this redefined classic
74	Celadon	Restfull and relaxing – a great bedroom colour
75	Fresh Mint	As clear and invigorating as its namesake
76	Pale Jade	A great neutral base to add strong colours. Will work practically anyw
77	Eau De Nil	The softest hint of palest grey green. Effortlessly elegant
78	Marine	Strong and confident, a dazzling Caribbean sea
79	Retro Jade	Strong and vibrant – great for woodwork
80	Robin’s Egg	Bright, vibrant and fresh, the perfect foil to other cool brights
81	Antique Jade	A dreamy and serene, slightly greyed rendition of jade
82	Verdigris	Tranquil, minty green tempered with a touch of grey
83	Duck Egg	A cool subtle watery wash of aqua. Looks great with our creamy natur
84	Mountain Dew	As fresh as the morning dew , a barely there whisper of mint
85	Tuscan Olive	Works brilliantly with more earthy colours on doors and woodwork
86	Salvia	A warm and intense blue green tempered with a touch of graphite
87	Spring Mist	Light, fresh and delicate – plenty of white with a drop of mint
88	Frozen Grape	The merest hint of grape green in a creamy white base
89	Almond Flower	Palest green with subtle yellow tones
90	Parsons Green	A strident green equally at home in modern and classic interiors

91	Vintage Mint	An intense retro inspired minty green. Looks great with whites
92	Emerald	A lush emerald green. Make a dramatic statement
93	Varese Leaf	As joyful as the first leaves of spring. Confident and bold
94	Asparagus Fern	A mid tone true green with earthy undertones
95	Green Apple	A crisp relaxing shade of apple green
96	Lime Tree	A vivid shade of green – the very essence of nature
97	Peppermint Cream	A pale spearmint – use in sun-filled rooms as a cool counterpoint
98	Glass Green	A mid toned pale green with grey undertones
99	TG Green	Intense and dazzling, a lively shade of pure spring green
100	Greengage	A rich and dramatic punchy green
101	Mimosa Leaf	A lively and spirited leaf green
102	Green Melon	A sharper citrus based green with creamy natural undertones
103	Cardamon Pod	A pale earthy green with woody undertones
104	Artichoke	A flat grey green with a neutral base
105	Soft Angelica	A delicate wash of barely there grey green
106	River Reed	An earthy yellow based mid tone of green
107	Giardino	Capturing the timelessness of an Italianate garden
108	Thé Vert	A truly organic shade with ochre undertones
109	Trailing Willow	A soft dreamy shade of yellow green
110	Fenouil	A rich mid green with an earthy base
111	William's Pear	Palest yellow with hints of grey green
112	Alchemilla	Sophisticated lively yellow. Adds brightness and vivacity
113	Clotted Cream	Great to add warmth to cool spaces
114	Panettone	A yellowed neutral with soft green undertones
115	Wild Flax	A creamy gold toned neutral
116	Pannacotta	The softest yellow with a touch of green
117	Custard Cream	Warm and gentle with yellow tones
118	Primrose	A citrus based neutral or the softest yellow like the first primroses
119	Amalfi Lemon	A sharp, citrus yellow with green undertones
120	Red Velvet	Dark and velvety, this rich red adds formal drama
121	Flame Red	A rich dramatic daring shade
122	Strawberry Jam	Confident and bold, a classic red
123	Damask Rose	A slightly smoky rouge red. Looks fantastic with earthy neutrals
124	Island Hibiscus	A warm and exotic pink
125	Sugared Almond	Soft and quite creamy
126	Mother of Pearl	A clear creamy shell pink
127	Vreeland Pink	An exotic pink. As the great lady said – "Pink is the navy blue of India"
128	First Blush	A dynamic lilac tinged pink
129	Jaipur Dusk	A pretty pink with blue grey tones
130	Kyoto Blossom	Unashamedly pretty and romantic the perfect soft pink
131	Madame Butterfly	A vibrant sassy shade of pink
132	Dianthus Pink	A classic feminine rose pink. The perfect partner to any DG fabrics
133	Palest Pink	A neutral base with a wash of pinky mauve
134	Star Sapphire	A hazy blue mauve. Looks gorgeous with all greys
135	Allium	A greyed out lilac. Can look quite blue in light filled rooms

136	French Lavender	The quintessential lavender blue – warm and delicate
137	Wild Violet	Celebrating the first wild violets, a clear pinky mauve
138	First Wisteria	Is it blue, is it grey or mauve? Somewhere in the middle is this
139	Dressing Table	A chalky blue pink. Quintessentially feminine
140	Lilac Bud	A cool pale blue mauve – works well with the cool neutrals
141	Mulberry Crush	A rich berry with hints of grey
142	Autumn Hydrangea	Capturing the earthy intensity of late summer hydrangeas
143	Mauve Roses	The exact colour romantic lilac roses
144	New Mauve	The classic DG colour first introduced to our collections in 1993
145	Faded Blossom	A chalky pink. Use it with our selection of clear or cool greys
146	Leaden Pink	Pink in a less feminine guise. This works with earth and grey tones
147	Pink Porcelain	Light and delicate an uplifting dainty pink
148	Deepest Plum	Like the whitened bloom on a ripe plum. Darkly dramatic
149	Melanzane	Rich and sensuous aubergine
150	Purple Basil	Moody and mysterious. Use it with clear or cool neutrals
151	Autumn Moor	The misty grey of a heathery moor
152	Leaded Mauve	A pinky mauve with a dose of lead greys. Adds warmth to cold rooms
153	Highland Heather	A cool wash of greyed out lilac. Smart and almost neutral
154	Chiffon Grey	Grey with the merest suggestion of lilac



The Designers Guild Paint collection consists of 154 beautiful contemporary colours, from chalky neutrals through to vibrant hues for which we are famous. All colours are available in 4 finishes:

- MATT EMULSION
- WATER BASED EGGSHELL
- OIL BASED EGGSHELL
- FLOOR PAINT

MATT EMULSION

- Represent 85% of all Paint sales
- Recommended for living and bedroom walls: All common internal wall surfaces including old plaster, plasterboard, cement render and suitably primed interior wood and metal surfaces subject to low traffic. Not suitable for lime plaster or radiators.
- Sheen level: matt
- Very high opacity, due to high levels of Titanium (34% solids by volume)
- Dries to a wipeable chalky matt finish with excellent covering power – only requires 2 coats
- Coverage is approximately 14m² per litre
- Surface dry in 1 hour, recommended overcoating interval 4 hours
- Very low odour during application
- 24 months storage life
- Low in toxins, good environmental choice! VOC (Volatile Organic Compound) content has been reduced to just 2 grams per litre.
- Available Sizes:

	1 litre tin	2.5 litres tin	Sample Pot
Matt Emulsion	No	YES	YES

WATER BASED EGGSHELL

- Recommended for kitchen and bathroom walls, as well as finishing radiators: Gypsum plaster walls. Suitably primed woodwork, ferrous & non ferrous surfaces
- Sheen level: 15-20%
- Very high opacity and resistance (34% solids by volume)
- Dries to a smooth eggshell finish with outstanding water resistance and excellent adhesion
- Coverage is approximately 14m² per litre
- Surface dry in 1 hour, recommended overcoating interval 4 hours
- Very low odour during application
- 24 months storage life
- Low in toxins, good environmental choice! VOC content has been reduced to just 2 grams per litre.
- Available Sizes:

	1 litre tin	2.5 litres tin	Sample Pot
Perfect Water Based Eggshell	YES	YES	NO

OIL BASED EGGSHELL

- Recommended for all interior and exterior trim decoration, as well as radiators. Suitable primed, or previously painted, woodwork, ferrous and non ferrous metals.
-
- Sheen level: 10-20%
- Very high opacity and resistance (63% solids by volume)
- Dries to a tough low sheen finish, resistant to repeated washing and condensation
- Coverage is approximately 16m² per litre
- Surface dry in 2 hours, recommended overcoating interval 16 hours
- 24 months storage life
- Made to environmentally friendly standards: European Standard BS ISO 14001
- VOC: 300 grams per litre
- Formulated to use natural, vegetable oils
- Available Sizes:

	1 litre tin	2.5 litres tin	Sample Pot
Perfect Oil Based Eggshell	YES	YES	NO

FLOOR PAINT

- Recommended for concrete and wooden floors, subject to light to medium traffic. Steel, non ferrous metals and wood properly prepared and primed. Concrete free of contamination, dust, efflorescence, and properly prepared and primed. Not recommended for bitumen, asphalt, highly alkaline substrates, or chemically or mechanically hardened concrete.
- Sheen level: semi-gloss
- Excellent flow and opacity (52% solids by volume)
- Tough and hard wearing, resistant to spillage of mild chemicals, detergents, oils and water.
- Prevents dusting of concrete floors.
- Coverage is approximately 13m² per litre
- Surface dry in 2 hours, recommended overcoating interval 16 hours
- 24 months storage life
- Made to environmentally friendly standards: European Standard BS ISO 14001
- VOC: 500 grams per litre
- Formulated to use natural, vegetable oils
- Available Sizes:

	1 litre tin	2.5 litres tin	Sample Pot
Perfect Floor Paint	NO	YES	NO

PRIMERS

Designers Guild doesn't offer at the moment primers as part of our paint range. A good quality primer is recommended when required. As an alternative to a primer, we offer the following suggestions:

When using our Perfect Matt & Perfect Eggshell Water based paint

- If porous surface, apply a coat of the paint selected diluted with water up to a 5%
- If very porous surface, apply a coat of the paint selected diluted with water up to a 25%

When using our Perfect Eggshell oil based paint

- This type of paint always requires a primer

When using our Perfect Floor paint















































- If used over an untreated surface, apply a coat of the paint selected diluted with water at 10%-20%



CHOOSING THE RIGHT FINISH

QUICK REFERENCE GUIDE

	Highly Recommended
	Recommended

		Perfect Matt Emulsion	Perfect Water Based Eggshell	Perfect Oil Based Eggshell	Perfect Floor Paint
Interiors	Walls				
	Ceilings				
	Woodwork				
	Metals (Primed)				
	Floors				
Kitchen & Bathrooms	Walls				
	Woodwork				
	Metals (Primed)				
Exteriors	Woodwork				
Application	Natural bristle brush				
	Synthetic brush				
	Foam Roller				
	Short Pile Roller				
	Sheepskin Roller				
	Conventional Spray				
	Airless Spray				
Availability	2.5 litre				
	1 litre				
	Sample Pot				
Coverage mts ² /ltr		14	14	16	14
Gloss %		3	20	20	50



CHOOSING THE RIGHT COLOURS

TIPS & ADVICE

Designers Guild is synonymous with colour. For us it is a way of life and colour is quite simply what we do, it's our second nature. However we know that it is not second nature to everyone and when faced with a multitude of colours and options it can feel daunting as to where to start.

Remember there are no hard and fast rules as to which colour to choose because it is an emotive and personal choice – at Designers Guild we believe confidence in your own instinctive reaction is the key to creating your own beautiful space.

Before you begin poring over the paint cards, step back and look at the space you are decorating:

Step 1.- How much light does the room have?

This is the most important factor that will affect the overall finish, as some colours are naturally suited to lighter or darker spaces. We have helpfully divided our range into 6 categories to help focus your selection based on this:

- Cool Neutrals – These colours have blue or grey tones and are perfect when painting a space that is light-filled.
- Warm Neutrals – These have a creamy yellow-tinged base and add depth and warmth to a room. Good to use in north facing rooms, which have less light and may be darker than other rooms.
- Clear Neutrals – These provide a flat wash of true colour, use them anywhere for a crisp finish; they can be used in light or darker room.
- Cool Brights – These provide a lively vibrant finish and work well in light-filled rooms.

- Warm Brights - These are richer in their base tone and have a warm depth and strength of colour, good for light or darker rooms.
- Clear Brights – The easiest colour to use bringing a crisp and well defined clarity – they work well everywhere.

Step 2.- Which colours are you drawn to?

When you know what colours will enhance a space, the next step is to be instinctive and follow your own response to colour. Be conscious of the colours that you are drawn to. Decorating your own home is very personal. It has to reflect your personality. Whatever colour suits your personality, or the personality of your own home, here you have some tips of how to select the perfect shade within Designers Guild Perfectly Plain Paint.

Shades of White & Grey

'I can't think of a single room that wouldn't benefit from a dash of white. Its acts as a 'breathing space', while also allowing brighter colours and pattern to shine'.

'A bluish white gives a crisp finish, particularly in a light-filled, south facing rooms, but avoid using it in cooler spaces as it will make a room feel colder. Use red or yellow tinted whites to lend warmth and brightness'.

'If you are decorating solely with white, texture is vital. Stay within the same tone, but then play with Juxtaposition-shiny with matt etc. Each texture adds a new layer of interest as light bounces from one surface to the next, lending the space energy and tactility. I love the way the hint of metallic in some Designers Guild wallpapers lends an unexpected lightness of touch'. Tricia Guild

Grey and natural shades work well with white, bringing cooler or warmer accents to the room. Grey has become the 'go-to' neutral for a sleek modern look but it can also be much more than that. Used carefully it can look lively and exciting whilst still exuding a quiet glamour that we all seem to love.

Shades of Marine

Marine is a colour that evokes warm, tropical sea, the very epitome of escapism and relaxation.

Why not create these emotions in your own home and embrace a palette of dreamy blues - try painting walls in shades such as Prussian, Lapis Lazuli, Cobalt, Delft Tile, Sainte Chapelle, Bluebell or Jodphur Palace

Shades of Spring Green

Lush, verdant, relaxing and hopeful, green is the colour that is most prevalent in the world around us and the colour to which the human eye is most attuned. It is the colour of nature, of growth and vitality and of course most linked to the emergence of spring.

At Designers Guild we use green almost as if it were a neutral, because it is the colour of nature and surrounds us in so many ways. For your walls why not evoke a feeling of freshness and vitality with one of the many green shades : Salvia, cool and elegant, Green Apple, vibrant or a more muted Asparagus Fern

Shades of Scarlet

A colour that is halfway between orange and red – the colour of flame, it stops traffic, is the embodiment of rebellion, and evokes the spirit of fire and passion.

It is a shade that is striking when used with other hot shades – such as fuchsia pink or orange, or, when combined with black and white it is a classic combination – where the red pops against a monochromatic background.

Shades of Mauve

Halfway between blue and red lies the colour purple. Warm, rich, luxurious and powerful, purple has a magical, mysterious quality, in all its corresponding shades. Historically, it has been seen as the colour of wealth, wisdom and spirituality.

Purple retain its air of nobility and splendour, but has also gained a following among modernists, who use it for its impact and depth. Yet it is the softer shades of this family that have been used most in interiors.

Purple has a nostalgic prettiness and we tend to use it with grey or black and white to rein in the sweetness. Purple adds drama and depth and just a little touch of glamour to any room.

Step 3.- Get your sample pots to test and try

This is what sample pots are great for – allowing you to experiment and have fun!

Step 4.- Choose your finish.

Choose any of our 154 beautiful colours in 4 qualities to suit all your needs. You can refer to our quick reference guide to learn the most suitable quality.

Step 5.- Enjoy your beautiful newly decorated room.

Name	Pot size	RRP
Perfect Matt Emulsion	2.5 Litre	
Perfect Matt Emulsion	5 Litre*	
Water Based Eggshell	1 Litre	
Water Based Eggshell	2.5 Litre	
Water Based Eggshell	5 Litre*	
Oil Based Eggshell	1 Litre	
Oil Based Eggshell	2.5 Litre	
Oil Based Eggshell	5 Litre*	
Floor Paint	2.5 Litre	
Floor Paint	5 Litre*	
Perfect Matt Emulsion	Sample Pot	

