

KELLY-MOORE[®]
PAINTS

Chasing the BLUES Indoors

Personalizing the Color of the Year



For sheer beauty and visual lift, nothing beats the fluid blue of the ocean or a sky high blue punctuated with gray-tinged clouds for bringing on a calming sense of well being. The most popular color choice for Americans, hands down, is blue. And it was from this classic color family that over 1,500 designers – all members of the American Society of Interior Designers (ASID) – made their choice for 2015 Color of the Year from Kelly-Moore Paints.

While Coastal Surf KM4967, a deep, saturated hue, reminiscent of Yves Klein Blue, won their hearts and votes, blue as a color choice came up as the place to go when bringing a color into your home mid decade.

“While Coastal Surf is a true statement color,” shared Mary Lawlor, head of Kelly-Moore’s Color Studio, “and ideal for an accent wall, there are two other lighter versions that will fulfill anyone’s ‘blue’ desire: Hazy Blue KM4975 and Birdie Num Num KM4978.”

According to Ms. Lawlor, for those with less color confidence, or seeking a “touch” of blue without making too big a commitment, Hazy Blue delivers that almost blue – vision-on-a-horizon hue. “This pastel version is ideal to achieve a soft, ethereal feel for any room – from a better-than-a-lullaby bedroom color to a sun flooded family room. Paired with

whites on ceiling, trim or painted floors, the affect is ‘heavenly,’ counseled Ms. Lawlor.

“Yes, Birdie Num Num is the correct name – enticing and a bit of a mystery – but a perfect mid-tone blue for any interior space,” continued Ms. Lawlor. “Finding mid-range hues that are perfect in expressing what their saturated siblings provide takes a bit of exploration and intuition while ensuring it complements or ‘plays well’ with everything in the room.”

When searching out the ideal mid-range tone or perfect pastel, Kelly-Moore offers fan decks with all their colors, by family, in “strips” with the lightest interpretation leading off on top, culminating with the deepest dramatic ones at the bottom of the strip. Ms. Lawlor advises an exploration of the entire color family that most appeals – visiting a Kelly-Moore store and viewing the fan deck with its color strips under the best possible lighting.

“When sourcing alternatives to Kelly-Moore’s Color of the Year,” shares Ms. Lawlor, “we viewed our fan deck (the designer color tool of choice)





and found Hazy Blue and Birdie Num Num sitting back-to-back on the same strip, with the COTY Coastal Blue residing two strips away. Best advice: look at a variety of strips side-by-side, in store and at home, and make your selection on their visual appeal in the space to be painted.

“A fan deck is a great color aid in the color selection process,” advised Ms. Lawlor. “Fan decks are available in each Kelly-Moore store to use in store or to purchase for our own. Designers depend on them for their portability. Kelly-Moore stores will also order 3x4 samples of any color not available on the in-store color display (which features about one half of the 1,721 colors in the Kelly-Moore fan deck) and they will be sent directly to the homeowner.

Or order your color samples online at kellymoore.com or by emailing colorsamples@kellymoore.com. Large 8.5x11 samples are also available for ordering. And when choices are narrowed down, painting sample swatches of your color finalists on the surface to be painted is the ideal ‘test’. Quart samples of any of the 1,721 colors are available for the low price of \$5.00.”

For initial viewing of colors and groupings of color families, visit kellymoore.com and browse the MyColorStudio™ collection, making selections which are easily saved and emailed to you and any other family or friend “color counselors.”

To download the images in this release, go to: bit.ly/16UJdpt

About Kelly-Moore Paint Company, Inc.

Headquartered in San Carlos, California Kelly-Moore is one of the largest employee-owned paint companies in the United States, where each employee-owner is committed to offering the exceptional customer service for which the company is renowned. When you call or visit a Kelly-Moore store you are speaking with an owner. A leader and innovator of waterborne-coating technology, Kelly-Moore was the first major paint company to offer recycled-reclaimed paints, 0-VOC waterborne colorants, and the industry’s largest selection of stock colors. Kelly-Moore is one of the few paint companies committed to continue providing stock colors for their superior color consistency. Introduced in 2013, its Studio Collection offers over 1700 custom hues inspired by the diverse landscapes and architecture of the western U.S.

Trusted and preferred by professionals since 1946 as the “Painter’s Paint Store” for its high quality, performance and consistency, Kelly-Moore’s paints are safe and easy to use for everyone. The company’s environmentally friendly paint factory in San Carlos is the recipient of four widely recognized and among the most stringent environmental awards. Kelly-Moore is dedicated to giving back to the communities it serves. This ethos is reflected in its corporate giving program and its numerous industry-leading green business accolades.

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