The Historic Lifestyles of the West collection features some classic architectural styles of the 19th century along with several more uniquely American styles of the 20th century. These homes were built during an era when America’s population was rapidly shifting into cities and suburbs of the West. The early decades of the 20th century saw the economy booming and income levels rising.

**VICTORIAN** 1850 - 1900

**ENGLISH REVIVAL** 1890 - 1950

**SPANISH REVIVAL** 1890 - 1940

**VICTORIAN** - Encompasses an expansive number of ornately decorated larger homes usually with wide verandahs. Houses often had several siding types and roof gables displaying elaborate wooden decorations. Painting schemes were intricate to show off all the wooden bric-a-brac. Some examples show a dozen colors on one building!

Colors Shown
Exterior: Trim: HLS4273-2 Trail Dust • Body: HLS4271-3 Grant Dust • Accent: HLS4272-5 Frontier Shingle
Interior: Trim HLS4275-3 San Francisco Mauve • Walls: HLS4274-4 Whistler Rose • Ceilings: HLS4276-3 Clermont Silver

**ENGLISH REVIVAL** - When America assumed its role in world affairs, toward the end of the 19th century, we looked to Britain as the model nation. In cities and towns we built half-timber homes and cottages that looked like those in the English countryside. Interiors had large fireplaces and dining rooms straight from a castle. The objective was to make your house look as old and rustic as possible.

Colors Shown
Exterior: Trim: HLS4278-5 Nantucket Forest • Body: HLS4277-1 Cotswold Dill • Accent: HLS4279-3 British Khaki
Interior: Walls: HLS4280-2 Norwich Green • Background Walls: HLS4282-1 Salisbury Stone

**SPANISH REVIVAL** - As part of a nostalgic movement begun in the late 19th century, the architecture of colonial Spain came into vogue. The rich heritage of the Mediterranean homes with tile roofs, stucco finishes and ironwork grills was popular nationwide. Softly colored stucco was often framed in bright trim and accent shades. The style has a romantic look to it that captivated the suburban home owner.

Colors Shown
Exterior: Window Trim: HLS4285-3 Cereus Chocolate • Body: HLS4283-1 Toledo Cocoa
Interior: Walls: HLS4286-1 Alhambra Cremo
The lifestyle of these times was one of simplicity and every American family had a desire to own their own home. There was a strong desire for homes that reflected this lifestyle and away went elaborate designs in favor of more useful and simpler architecture. This collection provides details, photos and colors of wonderful architectural styles that emerged as the West sprang to life.

**ARTS & CRAFTS**
1910 - 1940

- Born out of the English movement of the same name, in America its hallmarks are the simple Bungalow and Craftsman homes of the early 20th century. The color palette was decidedly "autumnal." Two-color bodies were popular while interiors were warm and inviting. This was the era of the kit house and the cozy cottage.

Colors Shown
- Exterior: Trim: HLS/0202-1 Frank Lloyd White • Body: HLS/4229-3 Ellis Mist • Brick & Door: HLS/4217-3 Limber Leather
- Interior: Walls: HLS/4291-2 Bungalow Maple

**JAZZ AGE**
1915 - 1940

- The period between the two World Wars produced a number of fine architectural styles with a mixture of Colonial, English and Arts and Crafts influences. House colors were typically lighter than previous decades with off-whites, grays and greens, while interiors were often striking in color usage.

Colors Shown
- Exterior: Trim: HLS/4293-1 Daisy White • Body: HLS/4297-1 Fitzgerald Smoke • Accent: HLS/4296-5 Gatsby Brick
- Interior: Wall 1: HLS/4309-3 Saxophone Gold • Wall 2: HLS/4366-5 Red Hot Jazz

Colors Shown on the Cover Image
- Exterior: Body: HLS/4227-1 Champagne • Accent: HLS/4227-5 Swirl Light Fog

**RETRO**
1930 - 1960

- Home styles changed rapidly after the Roaring Twenties. Modern designs with streamlined looks and bolder colors became popular. The Ranch house with all the modern amenities like an attached garage was desired by nearly every American family. Exteriors were simple and interiors showed vibrant color as well as chrome and glass.

Colors Shown
- Interior: Walls: HLS/4306-5 Pumpkin Pie • Ceiling: HLS/4304-1 Snow Globe
This Historic Lifestyles of the West color palette is a collection of 106 livable colors adapted from authentic colors used on homes built in the West during the mid to late 19th century and early to mid 20th century. The colors of these eras are a reflection of the lifestyles that emerged due to the political, economic and technological influences of the times and they offer stylistic cues to assist you in recreating the lifestyles of past times.

Kelly-Moore Paints would like to thank noted Architectural Historian Rob Schweitzer for his valued contribution to this collection of styles and colors.
Whether your desire is to restore your historic home or you just want to impart an authentic flavor to your modern home, this palette offers the warmth and charm of traditional design. Find the colors that best represent your home’s architectural design era in the Architectural Style Index on the back panel and bring your home to life with style!

To view colors in authentic application or modern adaptation, please visit the color selector at any Kelly-Moore Paint store or view them at our Online Color Center at www.kellymoore.com.
**HISTORIC LIFESTYLES™ OF THE WEST ARCHITECTURAL STYLE INDEX**

<table>
<thead>
<tr>
<th>ARCHITECTURAL STYLE</th>
<th>PERIOD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VICTORIAN</strong></td>
<td>1850 - 1900</td>
</tr>
<tr>
<td></td>
<td>HS54201-3 California Charm, HS42124-5 English Tudor, HS54222-3 Gold Rush, HS42229-3 Albert Green, HS42231-5 Olympic Ivy, HS42324-5 Victorian Red, HS42493-3 Gold Leaf, HS42464-3 English Limestone, HS42503-3 Slate Blue, HS42535-3 Terra Cotta, HS4257-2 Lead Rush Base, HS42611-5 Tiffany Amber, HS42629-7 Geranium Red, HS4267-5 Westminster Rust, HS4271-8 Grand Oak, HS4272-5 Frontier Sandle, HS42723-2 Trail Dust, HS42724-2 Western Rose, HS4273-3 San Francisco Faint, HS42716-0 Clipper Ship Toll</td>
</tr>
</tbody>
</table>

| **ENGLISH REVIVAL** | 1890 - 1950 |
|                     | HS42724-2 Windsor Coffin, HS42725-5 Cambridge Leather, HS4273-3 Stratford Sage, HS4273-5 Buckingham Princess, HS42733-3 Green Gold, HS42734-5 White Iris, HS42736-1 Windsor Cream, HS42742-1 Jacobean Green, HS42743-2 Tudor Tan, HS42745-3 Eton Gold, HS42748-3 Honeymoon Pewter, HS42769-5 Oxford Blue, HS42782-2 Trail Dust, HS4277-1 Forsythia Gold, HS4278-5 Nottingham Teal, HS4278-9 British Khaki, HS42780-2 Norwalk Green, HS4281-2 Canterbury Cathedral, HS42821-1 Salisbury Stone |

| **SPANISH REVIVAL** | 1890 - 1940 |
|                     | HS42801-1 Alabaster White, HS4278-2 Conchasero Moss, HS42820-2 Del Sol Pimera, HS4283-1 Tolulita Casita, HS4284-5 Sessile Scarlet, HS4285-3 Desert Chocolate, HS4286-1 Artesian Green, HS42867-2 Sonora Apricot, HS42908-3 Golden Blue |

| **ARTS & CRAFTS**   | 1910 - 1940 |
|                     | HS42902-1 Frank Lloyd Wright, HS42913-3 Bungalow Brown, HS42921-3 Limbert Lichen, HS42922-3 Rustic Raven, HS42924-2 Baltic Sage, HS42928-3 Rustic Red, HS42929-3 Ellis Olive, HS42930-3 Autumn Leaf, HS42932-3 Topaz Green, HS42939-2 Hampton Shale, HS42945-1 Morris Leaf, HS42954-1 Mayflower Mauve, HS42958-2 Olmstead Ash, HS42960-3 Hammered Pewter, HS42966-0 Tobacco Brown, HS42970-3 Rustic Blue, HS42973-3 Verdant Green, HS42975-3 Greene & Greene, HS42979-2 Bungalow Maple, HS42979-3 Tuscan Terracotta, HS42980-1 Indian Red, HS42983-3 Highland Olive |

| **JAZZ AGE**        | 1915 - 1940 |
|                     | HS42984-5 Leather Charm, HS42997-2 Champagne, HS43013-1 Winter Smoke, HS43043-9 Speckled Ash, HS43072-2 Great Wood Ivy, HS43076-5 Taffy Page, HS43092-0 Roadside Rose, HS4313-3 Striking White, HS43144-3 Unfinished Cappuccino, HS43145-2 Top Hat Tan, HS43265-3 Sunset Blue, HS43480-1 Red Hot, HS43495-1 Devil White, HS43496-5 Gerdy Brick, HS43527-1 Fitzgerald Smoke, HS43616-2 Swing Sage, HS43549-3 Trumpet Teal, HS43603-3 Sphinxstone Gold |

| **RETRO**           | 1930 - 1960 |
|                     | HS43001-1 Moon Doggie, HS43004-3 Mariel Olive, HS4311-2 Ingriding, HS43211-6 Bubble Gore, HS43215-1 Driven Cherry, HS43289-5 Grounded Grape, HS43237-1 Green Olive, HS43426-2 Glory Smoke, HS43428-2 Tripoli Taupe, HS43429-3 Tuscan Rose, HS43515-1 Butterscotch Sundae, HS43587-2 Dusty Rose, HS43614-3 Indigo Silver, HS43626-1 Gerdy Brick, HS43631-3 Field Turquoise, HS43600-2 Poodleskin Suede, HS43601-1 Bittersweet, HS43604-1 Indian Flame, HS43605-2 Silver Satin, HS43606-5 Pumpkin Pie |

For over 60 years, the Kelly-Moore Paint Company has built a reputation as a premier architectural paint manufacturer by offering customers quality paints and great services. Historic Lifestyles of the West colors should be paired with premium performance paints to achieve the long-lasting beauty expected when your project is completed. For this reason, please consider using these Kelly-Moore best Quality paint families.

**ACRY-PLEX** - Kelly-Moore’s premium 100% acrylic interior line of designer flat wall paint, luxuriously enamels and coordinated primers.

**ACRY-SHIELD** - Kelly-Moore’s premium 100% acrylic exterior line of weather resistant flat paint, enamels and coordinated primers.

**DURA-POXY** - Kelly-Moore’s premium 100% acrylic interior/exterior enamels provide higher performance in residential and commercial settings.

---

Kelly-Moore Paints 987 Commercial Street • San Carlos, California • 94070 • (650) 592-3337 • 1-888-AIR-PAINT • www.kellymoore.com

© 2012 Kelly-Moore Paint Co. Printed in U.S.A. MAO-216-4-12-400/CCI-SKU-5826-053