

Design Elements: Shades of Gray

Chris A. Paschke, CPF, GCF, CMG

Sponsored by Presto Frame & Moulding

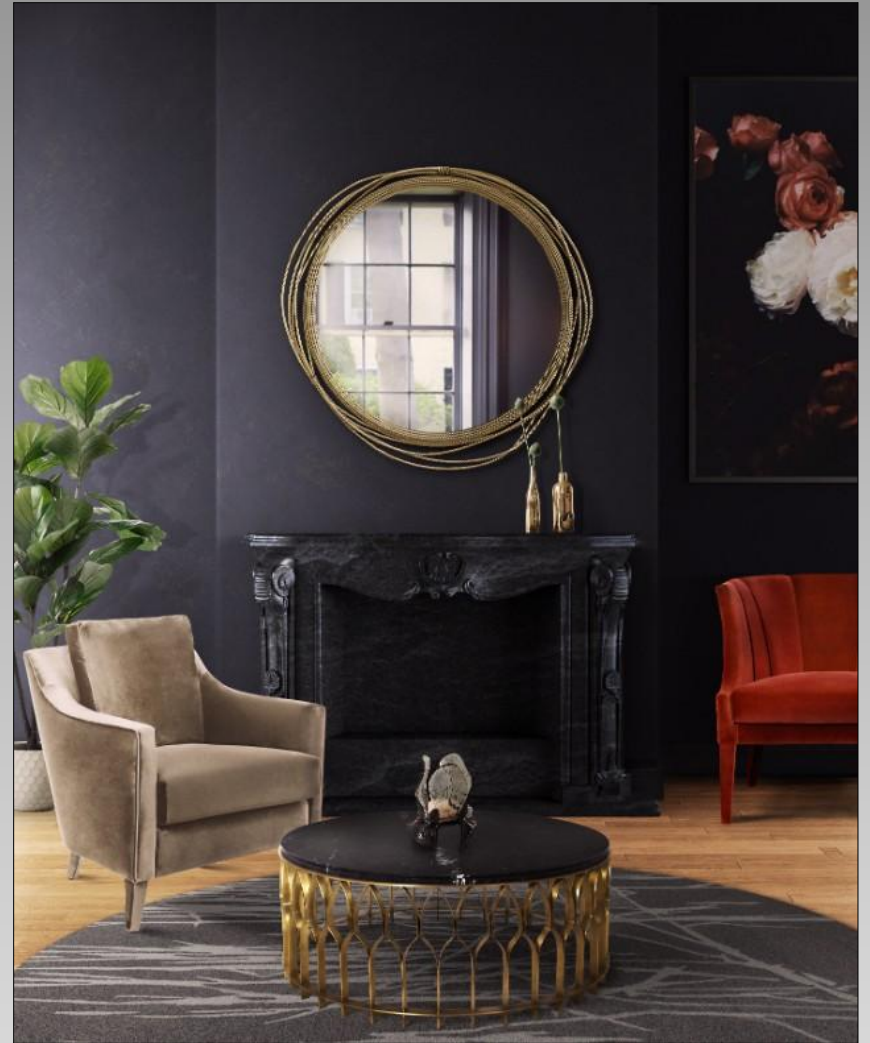
West Coast Art & Frame Expo, Las Vegas 2018

Larson-Juhl showcases a fabulous display of same format photos. Same frame, same mat with assorted sizes...using common line arrangement.





Black, gray, white
and metallics





Black and bright accents



*"Gray is the dominant shade of the decade
and today's default neutral."*

- Sue Kim

Valspar color strategist

Every color has a shade—a grayed color—in the color spectrum that may become a neutral.



PPG Paint




Black Flame

An undertone of deep indigo evoking privacy,
hope and modernism.

2018
COLOR OF THE YEAR

BLACK FLAME
PPG1043-7



BLACK FLAME PPG1043-7

THUNDERBIRD PPG1021-5

SPICED VINEGAR PPG1098-4

IT WORKS PPG1092-6

HEAVY CREAM PPG1098-2

Get these paint colors in these brands
Find More Color Inspiration at: ppgvoiceofcolor.com

PPG PITTSBURGH PAINTS PPG PAINTS PPG PORTER PAINTS



Glidden



Deep Onyx



Olympic

Black Magic



Dutch Boy

Sandstone



Behr



○ IN THE MOMENT
T18-15

In The Moment

Blue, soft gray and green
creates this tranquil spruce-
blue color.

Dunn-Edwards

The Green Hour



Sherwin Williams

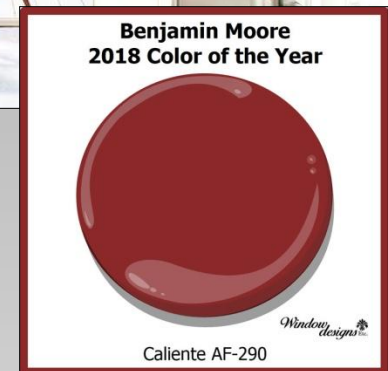


Oceanside

Opulent blue-green
reminiscent of wanderlust trends.



Benjamin Moore



Caliente

Vibrant, charismatic
shade of red that
feels passionate.

Pantone 2018



Ultra Violet

Purple tones are associated with unconventionality, mindfulness and mediation.

"Designers would be paralyzed without white."

- Andrea Magno
Benjamin Moore

Benjamin Moore offers more than 250 shades of white.



Neutral, neutral, neutral...and white.



Outdoors and
contrasting wall adds
the color (L)

Contrast doesn't
always require
a strong color **pop**
to add emphasis



Also neutral
warm gray,
taupe and
white soften
the look.





The hue of your walls
impacts on your psychology.

Red increases appetite and raises
blood pressure, so adversely white
and off-white calms and soothes.

2018 USE BAINBRIDGE TO COORDINATE WITH TODAY'S HOTTEST COLOR TRENDS!

Sherwin Williams has announced the Color forecast of the Year for 2018 with coordinating collections. Bainbridge has everything you need to help your customers update and refresh their art to complement these color stories!

Coordinating Collections

SINCERITY

Less is more as we're de-cluttering, moving more possessions into the cloud. Silence is no longer empty, but instead rare and rich with possibility. Our notions of what's authentic are being complicated. We're celebrating the unfiltered, yet captivated by the artfully processed. Blending in is the new standing out. Flaws are treasured. The hushed tones of this score play out in sand, complex grays and hazy botanicals.



INFLUENCES:

SILENCE
INSTAGRAM
MINIMALISM
HYGGE
NORMCORE



UNITY

Nationalism and globalism are in flux, challenging terrestrial boundaries. We're remapping our sense of community. Optimism persists in the form of boundary-breaking skyscrapers and commercial space travel. Even landlocked cities are becoming global hubs of crafts and gastronomy. We crave security and adventure in equal measure. Airbnb, car sharing and e-learning have created a culture of everyday nomadism. The bright folklore of this story is told in memorable pops of peacock color.



INFLUENCES:

ROAMING
TRANSCULTURALISM
COMMUNITY
ARTISANAL CRAFTS
INDIGENOUS PATTERNS



CONNECTIVITY

We're each moving to the beat of our own algorithm. From choosing a dry cleaner to choosing a college, data powers nearly every decision we make. In Silicon Valley, Austin, Berlin and Beijing, techies are the new hippies, full of breakthrough ideas and utopian ideals. A generation is waving the flag of color freedom, and Instagramming every moment. This high-tech palette is pixelated in orange, violets, digital greens and high-def yellow.



INFLUENCES:

CALIFORNIA POP/
YOUTH CULTURE
TECHIES
VIRTUAL REALITY
PRODUCTIVITY
ENVIRONMENTALISM



SHERWIN WILLIAMS

BAINBRIDGE MATS

Bainbridge 2018SW-NB_ColorTrends PDF

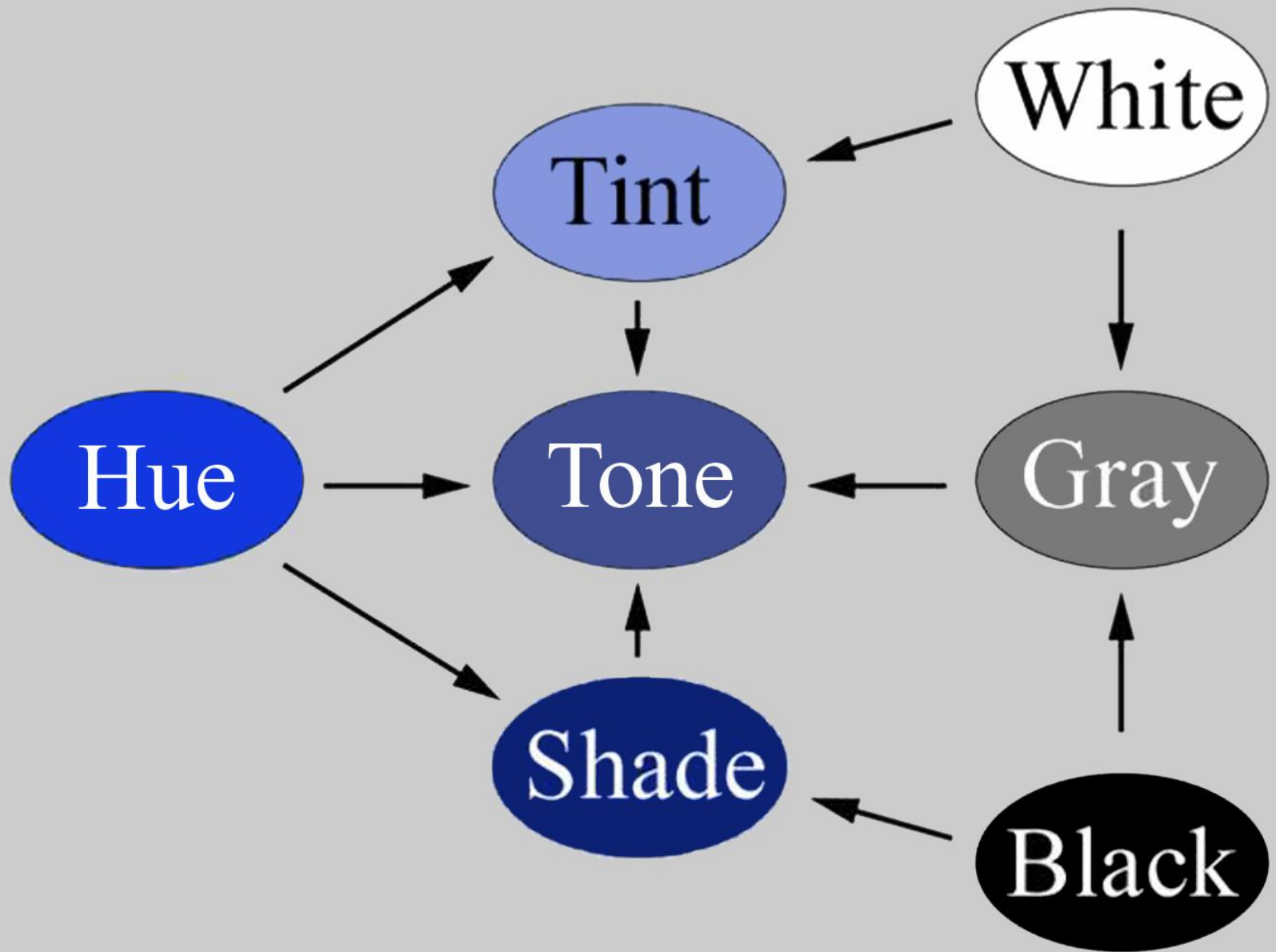
Neutral Color Theory

Basics Review

Black, white
and gray have
always been
considered
neutrals.

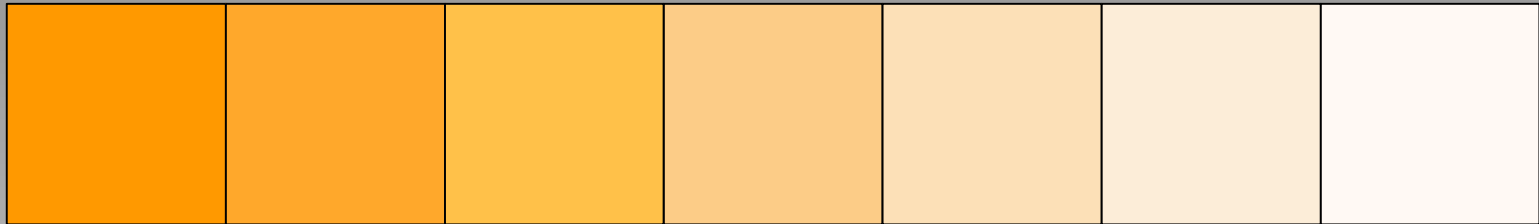
But all tinted,
toned and
shaded colors
are also
neutrals.





Tints, Tones and Shades of a Color

If white is added to a color it is a **tint**.



If gray is added the result is a **tone**.



If black is added it becomes a **shade**.



Bainbridge Alphamat Artcare Neutrals Specifier Card

Bainbridge's Neutrals Specifier for Shades of Gray 2018.

It features their 62 Neutrals broken into red, yellow, blue families categorizing the tints, tones and shades of each.

A color dot should be applied to your mat corner sample for easy reference when designing.

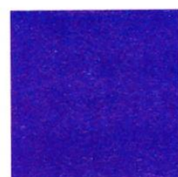


A

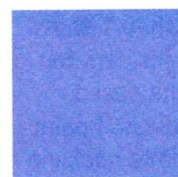
quinacridone
magenta



cadmium red



ultramarine
blue



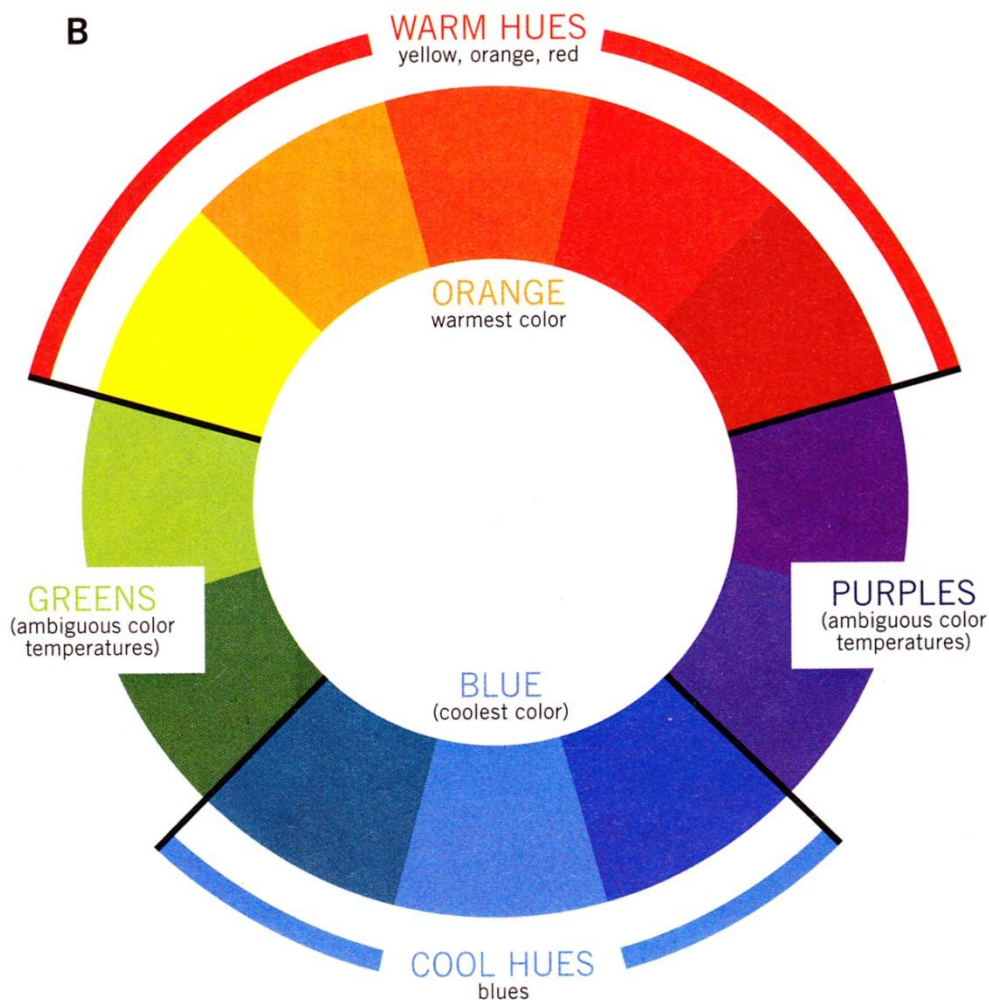
cobalt blue

A: Relative Versus Overall

Temperatures: A red pigment that has overtones of blue, such as quinacridone magenta, may be referred to as a cool red. Cadmium red, with its overtones of yellow, is considered a warm red. Despite these distinctions, each is a red hue and conveys an overall warm color temperature. Blues also have overtones of other colors. Ultramarine blue, with its hint of red, appears warmer than cobalt blue; nonetheless, when examining patterns in color temperature, both blues stand for cool colors within a painting.

B: Warm, Cool and Inbetween:

When determining color-temperature patterns, pay particular attention to the blues (cool colors) and the reds, oranges and yellows (warm colors). Purples and greens, though significant for other reasons, play an ambiguous role in temperature patterns.

B

Sherwin-Williams paint samplers



RED-TONED NEUTRALS IN NATURAL HARMONIES

Use neutrals as a complete scheme by themselves, as simple background for stronger colors, or to help define design features like doorways and windows. Ranging from a whisper of beige to deep, russet browns, these Red-Toned Neutrals are comfortable and traditional.

Our Color Studio has created three distinctive Red-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are typically selected to accent a Red-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Red-Toned Neutral. It's a classic palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Red-Toned Neutral, to give you quiet accents and interesting highlights.



BLUE-TONED NEUTRALS IN NATURAL HARMONIES

Neutrals are every color's friend, and offer an abundance of shades and nuances. Use neutrals to calm a colorful scheme, or use color to enliven a neutral scheme. Ranging from a hint of gray to smart charcoals to deep blue-blacks, these Blue-Toned Neutrals offer quiet, restrained elegance.

Our Color Studio has created three distinctive Blue-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Blue-Toned Neutral. It's a classic palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Blue-Toned Neutral, to give you quiet accents and interesting highlights.



YELLOW-TONED NEUTRALS IN NATURAL HARMONIES

Think of all the neutrals as very low intensity hues that will work well with all other colors. Experiment freely with different shades and tones and you will be amply rewarded. Ranging from subtle creams to deep golden browns, these Yellow-Toned Neutrals are fresh and quietly uplifting.

Our Color Studio has created three distinctive Yellow-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Yellow-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Yellow-Toned Neutral. It's a classic palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Yellow-Toned Neutral, to give you quiet accents and interesting highlights.

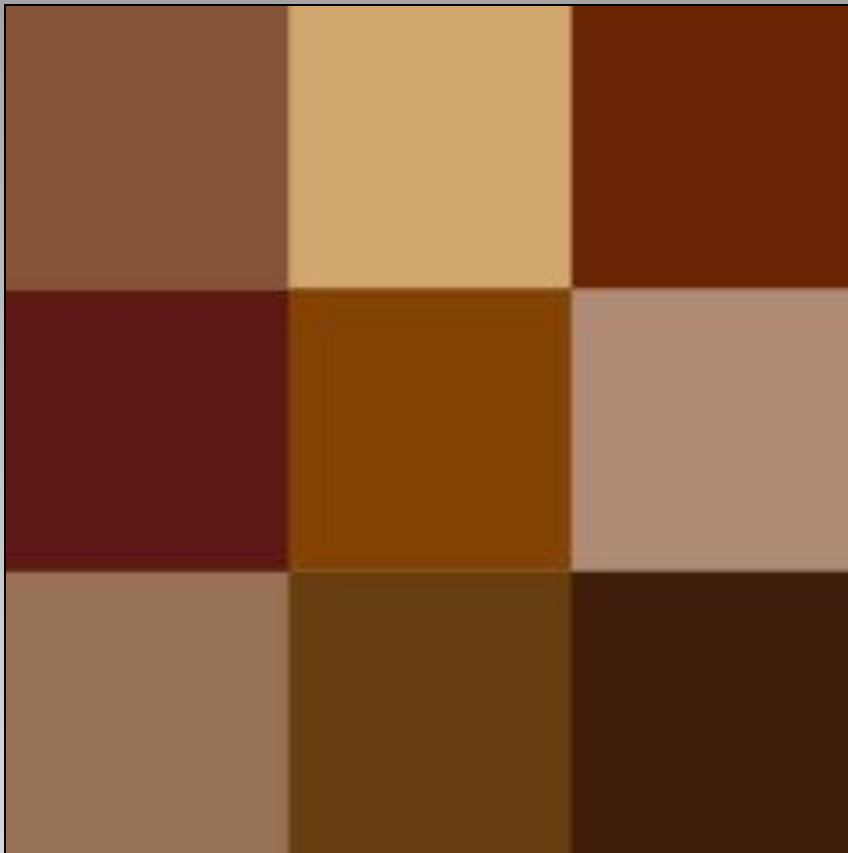


Color Based Neutral Tints, Tones, Shades

blue

yellow
to green

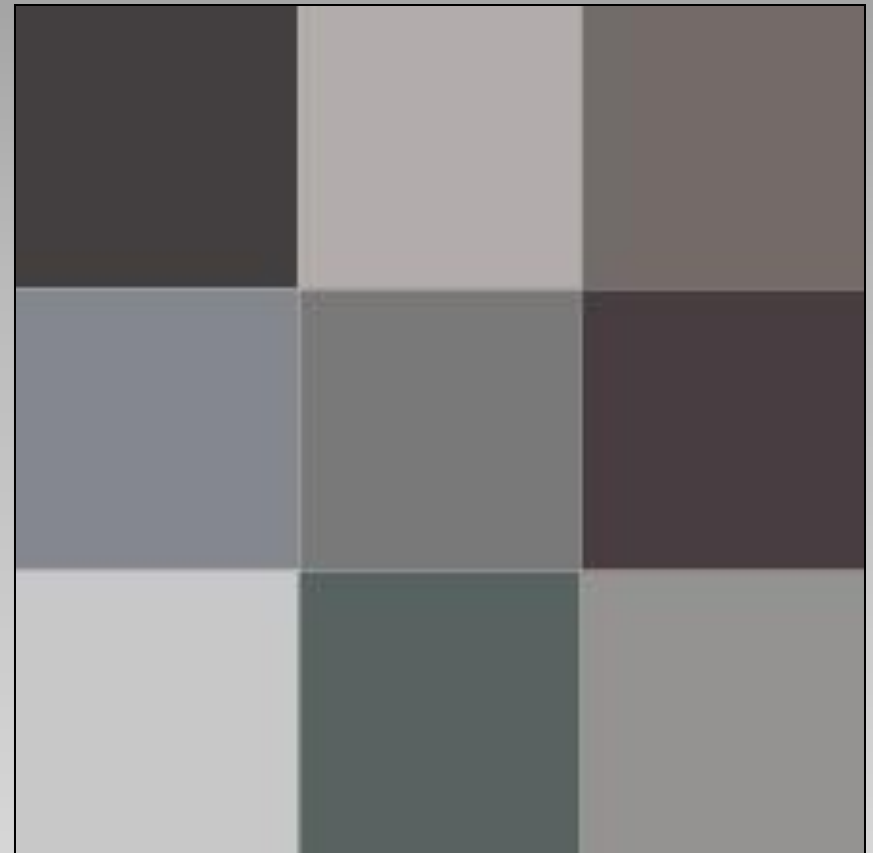
red



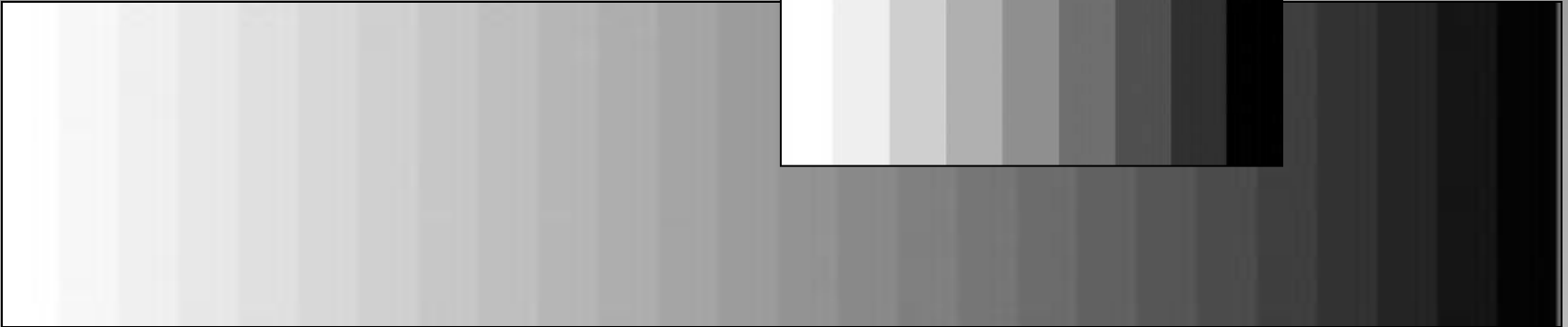
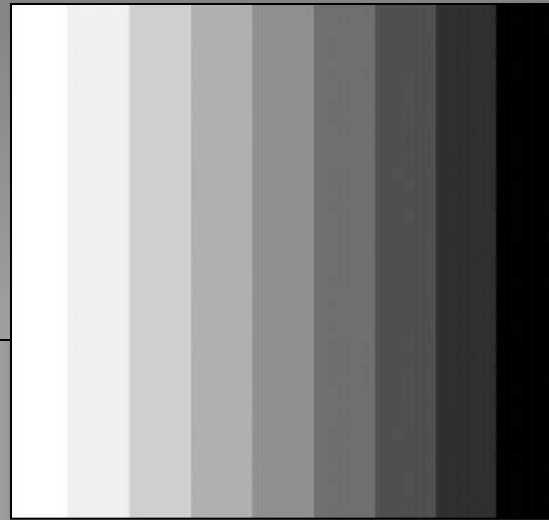
blue

yellow
to green

red



Gray Scale



A monochromatic palette is fine, but introducing a color or accent will control the eye and complete the picture



Cool neutral grays everywhere featuring gray on gray carpet and screen, tinted gray walls and headboard.

Accents of white, crystal, gold and a pop of red and its complement green complete the look.

Not unlike the top mat being gray, with liner mats of darker gray and red.



Cool grays, warm white and a pop of bright yellow.
Like a triple mat of Antique white, middle gray and 1/8" liner of yellow.



Similar palette but a white wall steps down the drama from the previous slide making this a softer look.

The same happens with framing by a lighter top mat.



By adding art and a single accent color among assorted shades of neutral browns and the bedroom pops.

Well placed accents make the visual experience richer, bolder and more interesting.





Neutrals in Framing

Original Chinese Watercolor



Subtle color
contrast, still
neutral

Florence, Italy

LE Etching

Pale blue gray,
warm white and warm
gray triple rag mat
with spacer



Original art – set of 3
Asian proportions elongate
Busy frames demand attention





Warm white expands image.
Spacer adds depth.
Top warm neutral ties
to browns in the horse.





Pearl white rag enlarges image.
Warm gray rag top brings the eye
into the gray of the horse. Dark
frame aligns with the ink.



Shitake silk top mat.
Tan rag second mat.
Gray deep bevel wrap third mat.
Pearl white rag liner mat.



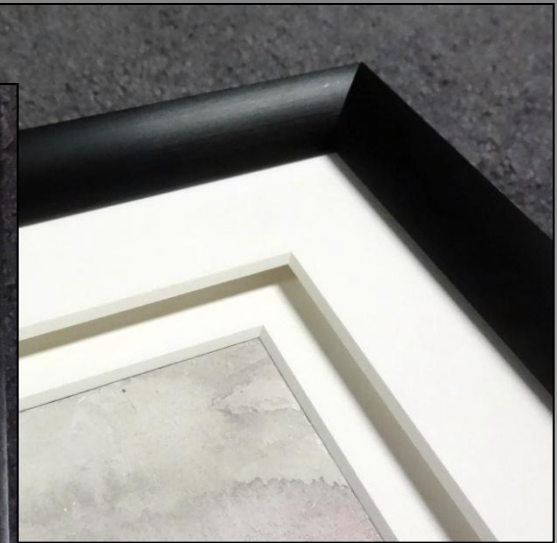
Traditionally framed with team colors, but think outside the box and try neutrals



White as a Neutral

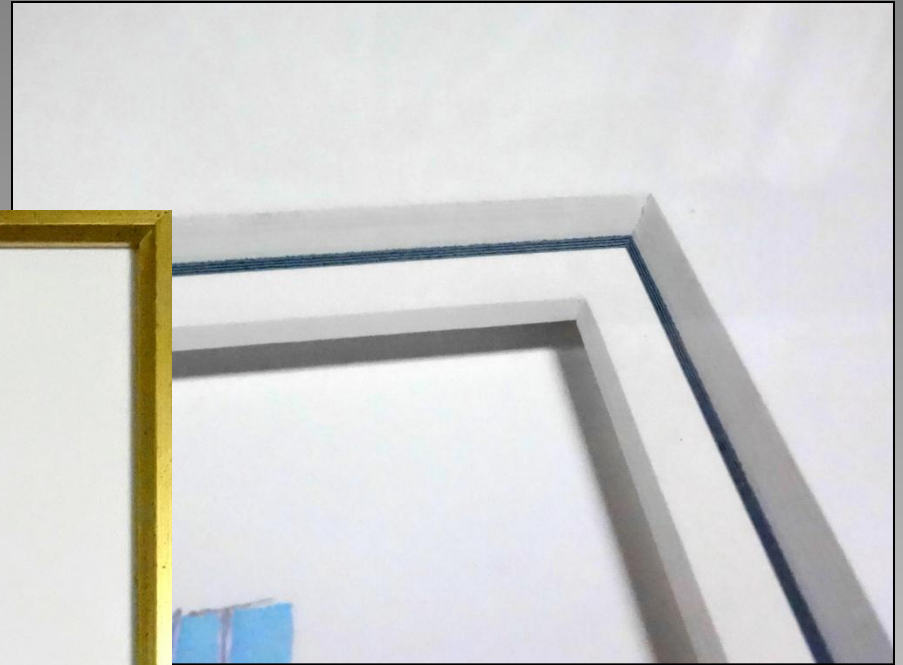
Color enriches and enlivens art, but there is nothing wrong with white on white.

Asian theory states the blank white page is already a completed work of art...so bright white or warm white rag mats can easily enhance fine art.



Creating dimension





LE calligraphy

Under tiered 8-ply
with whit liner,
spacer beneath



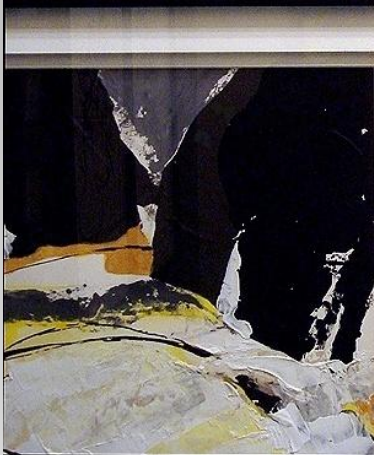
Italian Etching

Three white tints
(crème, white, warm white)
for four mats with spacer.
Top mat is used to break up
the negative space.



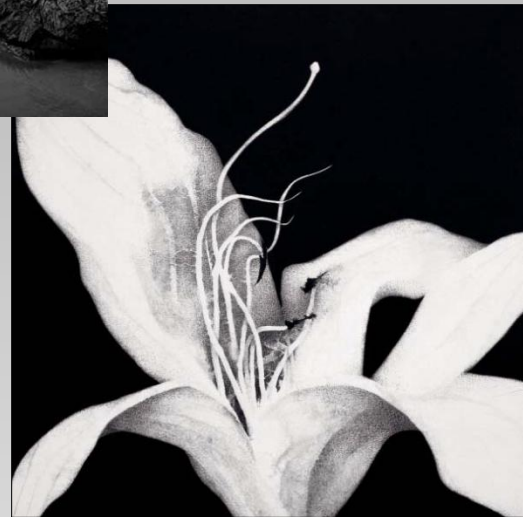
Contemporary

Narrower yet...double rag
white on white mat with spacer
in Nielsen #34-21 metal



Black as a Neutral





Black, gray and white
continues to trend



Black & white has been around for a very long time and remains the classical blend no matter how color trends vary.







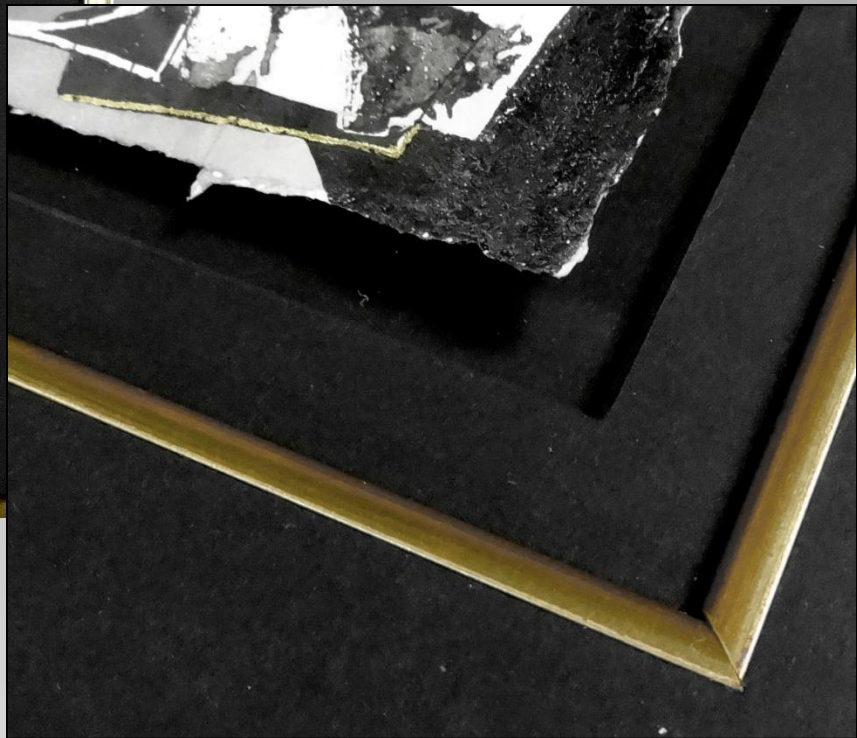


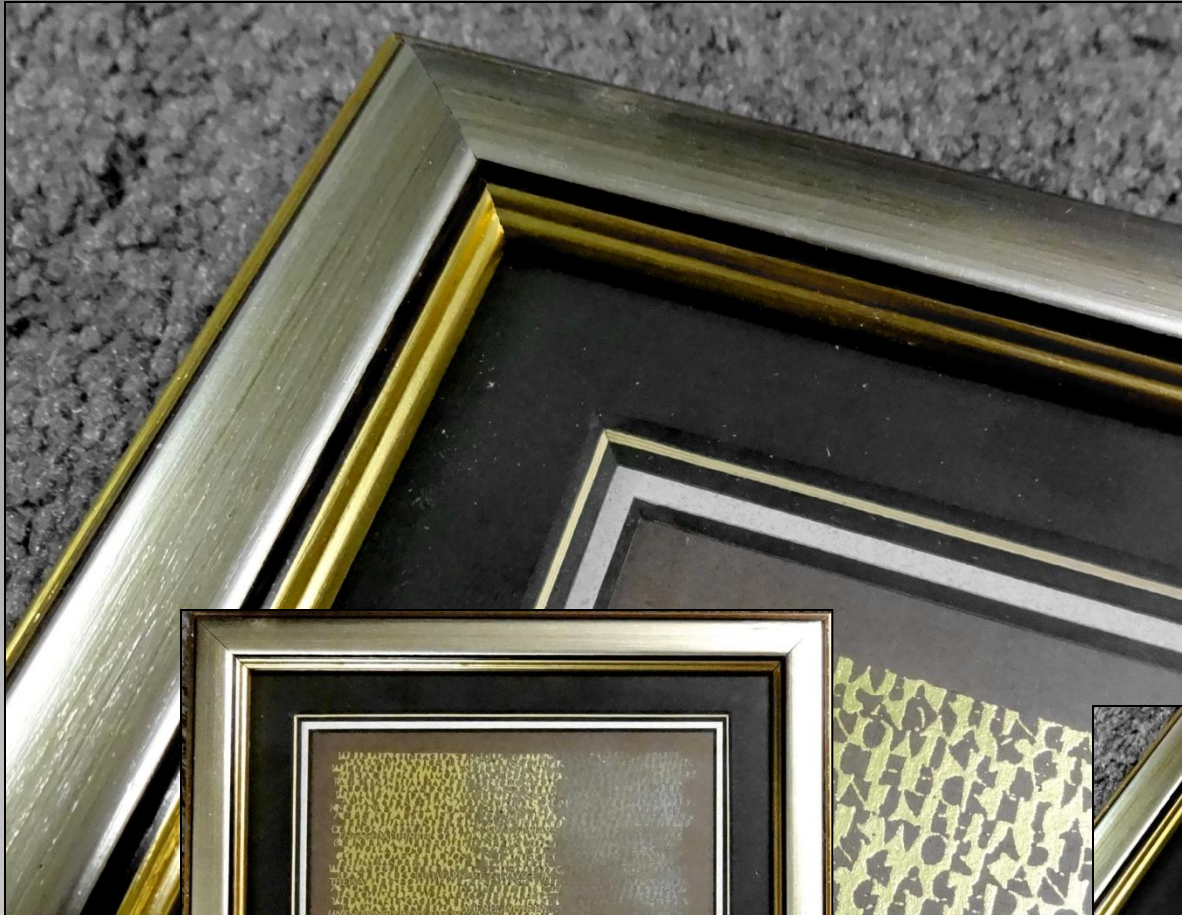
Eyvind Earle
high gloss serigraph
triple mat with fillet and
8-ply pin stripe at top



Original Gilded Calligraphy

floated art
black on black on black
with gold fillet





Metallics

Gold & silver are
also considered
neutrals



B/W 8x12" photo
double rag mat
with spacer

photo mounted by customer





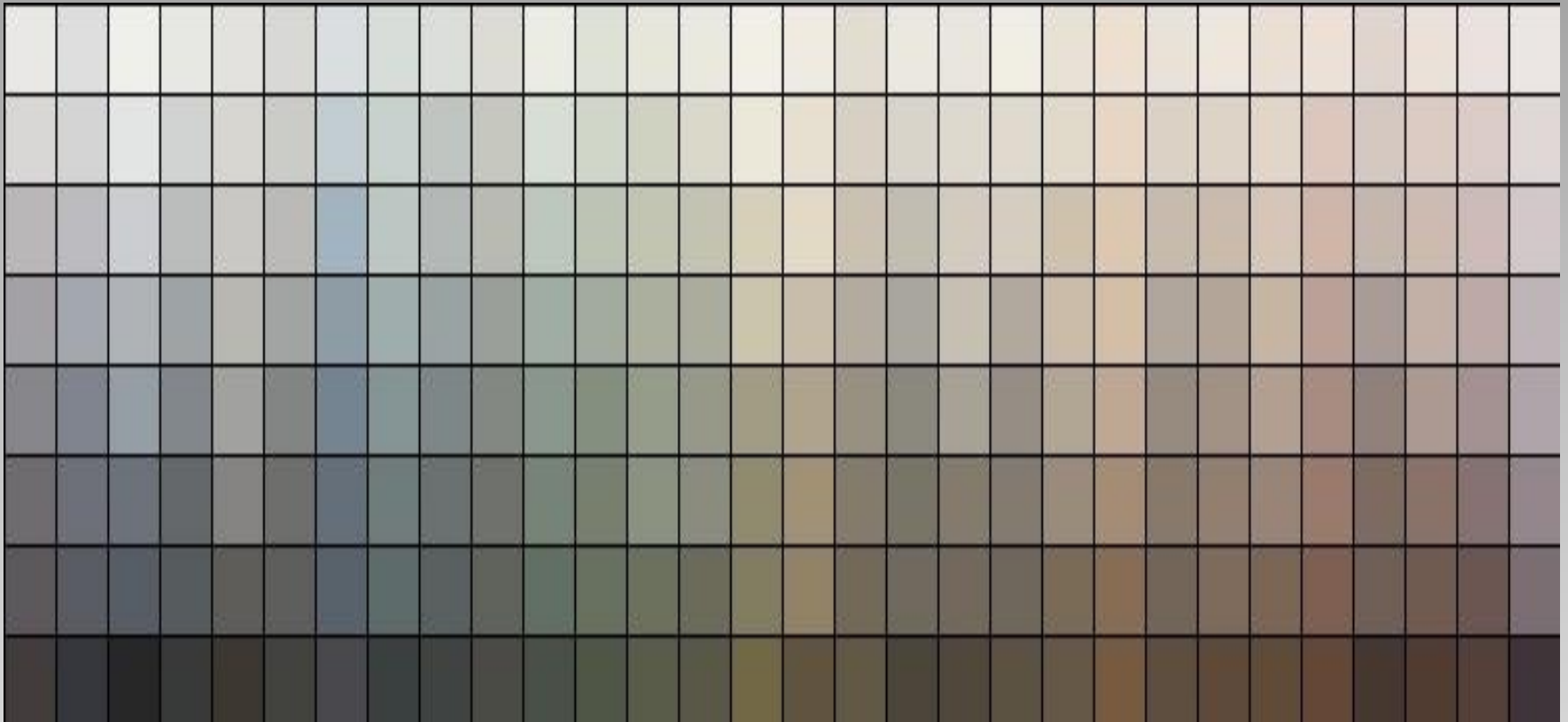
Modigliani

Soft neutral tones
to blend with grayed
paper, enhanced by
French pastel panel

Neutral
Monochromatic Palettes

What's a Neutral?

Every color on the color wheel has a tint and shade in the color spectrum that is a neutral.



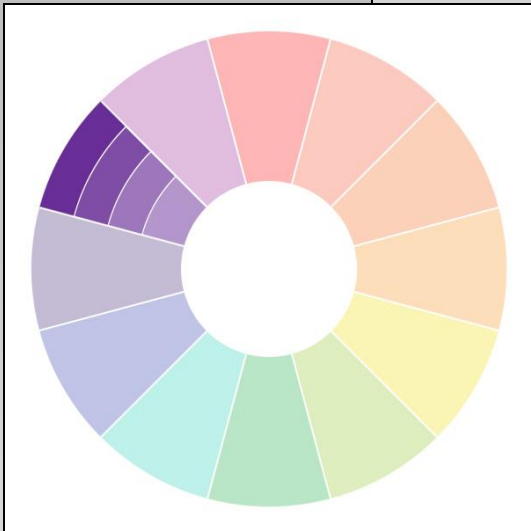
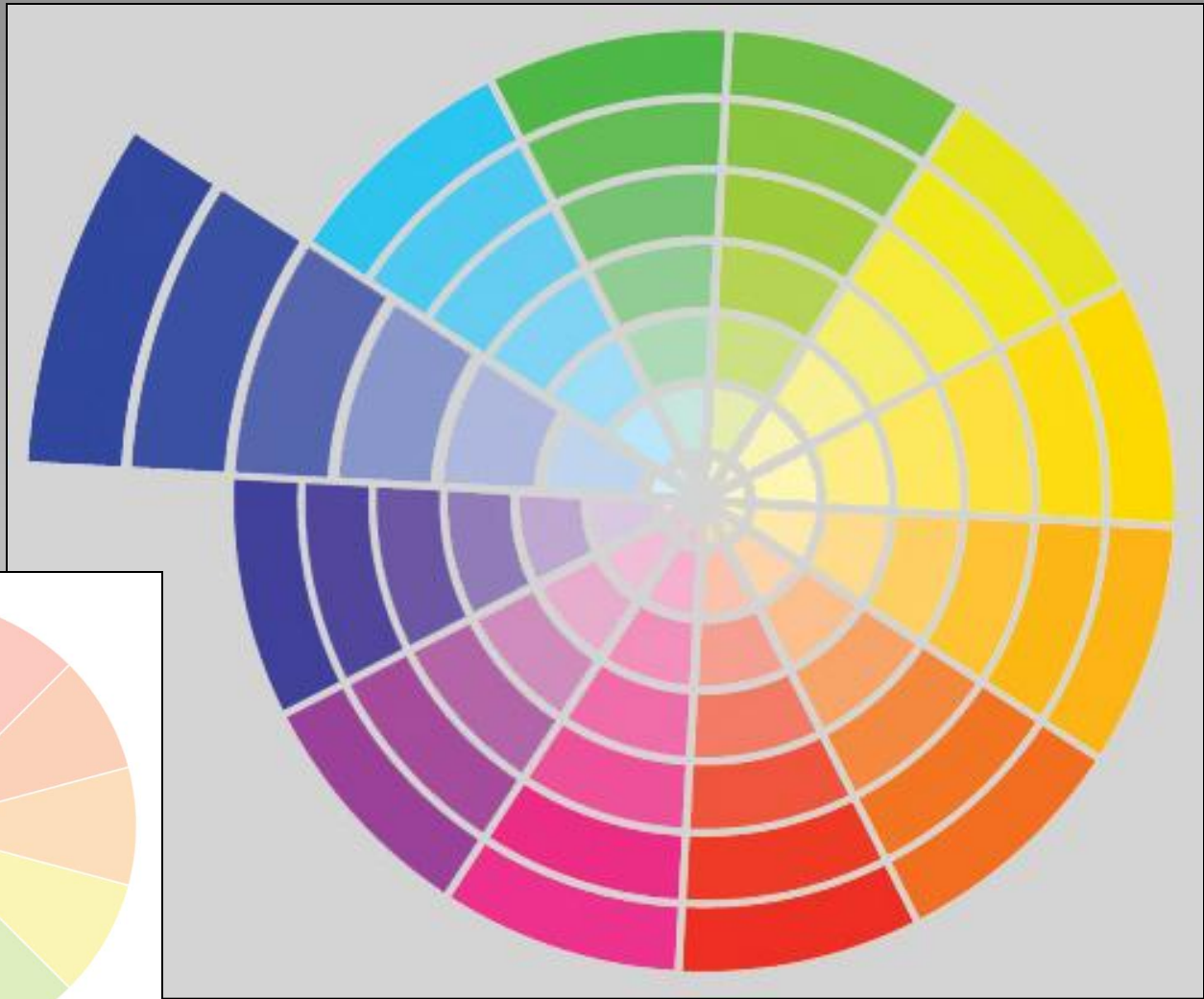
Pastel Tints &
Soothing Neutrals



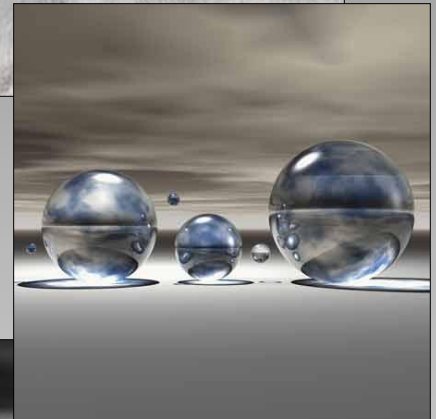
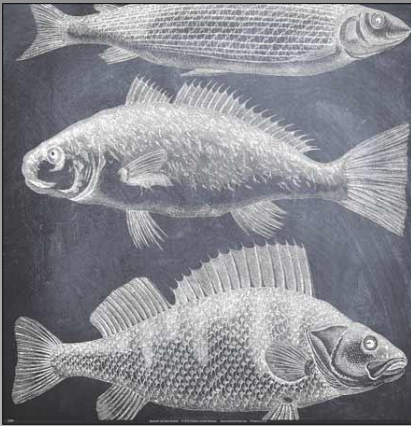
Grayed Tones and Tints



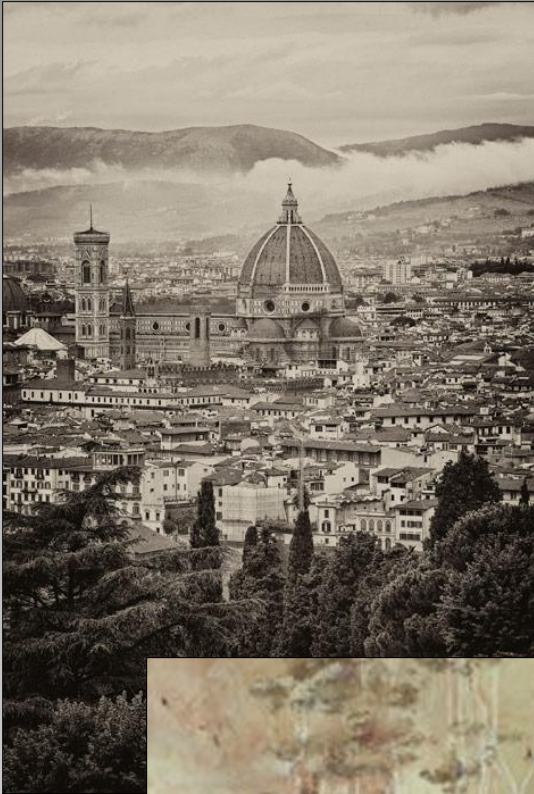
Monochromatic Palette



Gray Monochrome

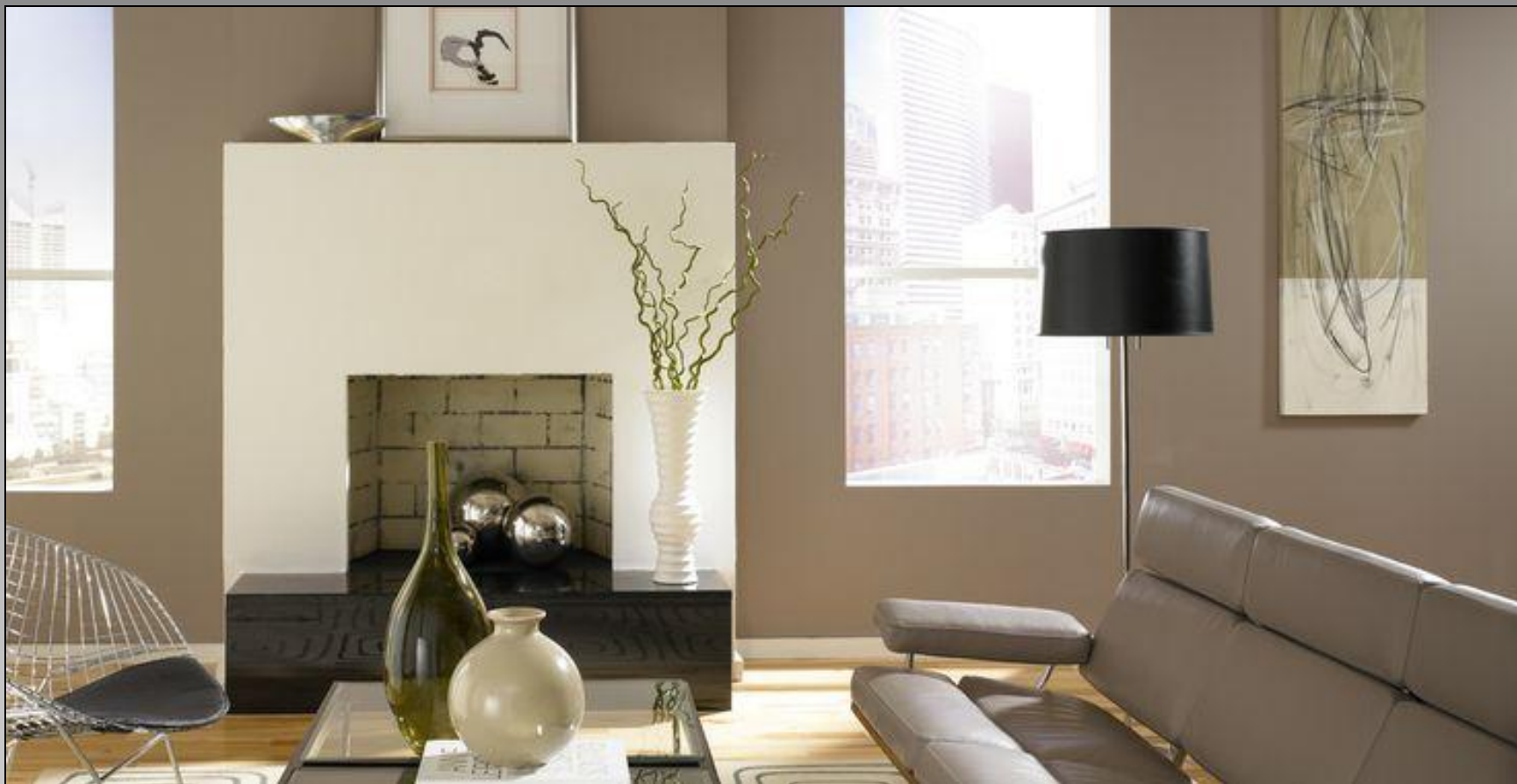


Brown Monochrome





When asking room colors and patterns think about contrast



The framing is minimal allowing the art and accents dominance

The art emulates the room,
the color pop on the fireplace is bracketed by visual textures.



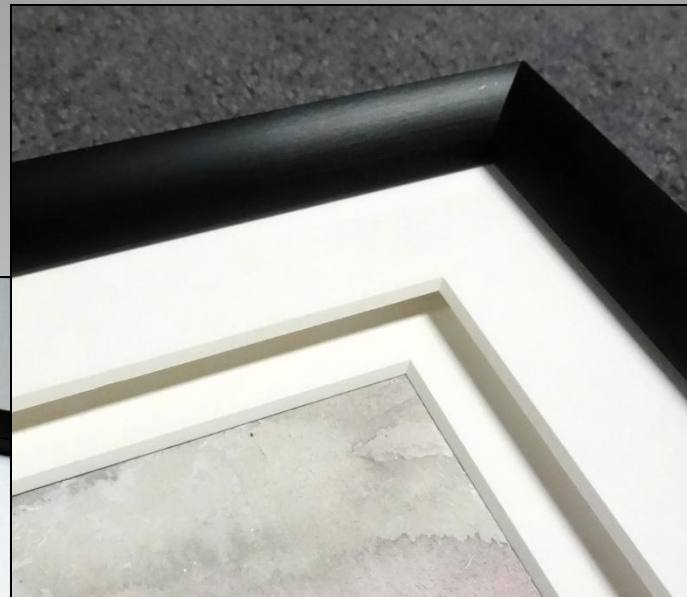
Neutral Emphasis

Visual emphasis
using neutral color...
it's all about the drama





Same concept, color and spacer using different proportions and metal mouldings results in different visual impact.



Pay attention to rabbet sight lines when deciding mat widths.

Triple rag with
decorative paper







Warm gray etching with
antique white mats



Neutral + Texture



Sometimes it's the addition of color...sometimes its the rhythm of pattern.
Warm yellow based gray walls are contrasted with cool gray furniture.
The big color accent is the neutral brown patterned flooring.



The LR is all tones and shades of neutral gray but the use of high contrast between the white accent wall and black fireplace and pastoral paintings with greenery and the small green plant create subtle accents.

Moorman suede and black
blackcore with spacer
on digital photograph



Original Calligraphy

Triple rag mat rouge and
tan (top and liner) with spacer
Frame picks up letter texture.







Italian Cathedral

Double mat, top panel with 1/4" space. Lifter below panel with contrast textured green strip.



Pastel Print

Antique white double rag
mat with wide inner reveal
and deep bevel wrap



Industry Trends 2018



Black, gray and metallics



Neutral Wood Mouldings



Presto **Tenerife**

Presto **Nashville**



Finn

by LARSON · JUHL

Product Pairings

Fantastic Fillet Combinations

Black Finish: Java, 110240
 Natural Finish: Mantilla, 120663
 Espresso Finish: Sofia, 100750
 Grey Finish: Foundry, 132902

Moulding Specifications

Substrate: IPPC Ayous
 Made In: Czech Republic
 Finish: Stained Finish

Coordinating Matboards

A4101 White	A4954 Powder	A4953 Dusky Pink
A4825 Balmoral	A4907 True Black	

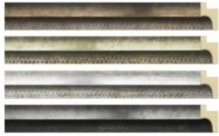
Putty Recommendations

	Putty	Marker
Grey:	23226	23700
Black:	23215	23701
Natural:	23231	23706
Espresso:	23232	23709

Metallic Mouldings

Eiffel

by LARSON·JUHL



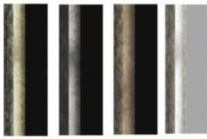
Moulding Specifications

Substrate: ASIP Ayous
Made In: Italy
Finish: Foiled Finish with a Spray Patina

Product Pairings

Fantastic Fillet Combinations

Silver Finish: Lucerne, 105794
Bronze Finish: Sofia, 100750
Pewter Finish: Foundry, 132902
Gold Finish: Foundry, 132900

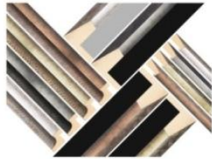


Coordinating Matboards

A4918 Snow White A4966 Muslin A4837 Birch
A4985 Mint Tea A4821 Forest

Putty Recommendations

	Putty	Marker
Silver:	23214	23700
Bronze:	23232	23710
Pewter:	23215	23701
Gold:	23212	23710




Framerica **Vault Collection**
Alloys Collection

International Moulding Distressed Metallics

INTRODUCING
DISTRESSED METALLICS from INTERNATIONAL


International Moulding's Distressed Metallics offer unique options for Contemporary and Transitional frame design. Three distinctive finishes on four versatile profiles.
Available at all 19 IM Locations - Ask for sample set CS-1111.

The Finishes



Gunmetal Graphite

The Profiles (Draw Approx. to Actual)



W 1-3/2"
H 1-5/8"
R 1-1/4"

W 1-3/2"
H 1"
R 5/8"

W 7/8"
H 1-1/4"
R 1"

W 7/8"
H 7/8"
R 5/8"

Item	Box	Qty	Length	Chop	Price**
25 1.5" Distress Soft Silver Block	3.09	369	6.18	10.50	14.70
30 1.5" Distress Gunmetal Block					
35 1.5" Distress Graphite Block					
40 1.5" Distress Soft Silver Flat	2.49	400	4.58	8.46	11.85
45 1.5" Distress Gunmetal Flat					
50 1.5" Distress Graphite Flat					
55 7/8" Distress Soft Silver Cap	2.59	365	4.58	7.44	10.42
60 7/8" Distress Gunmetal Cap					
65 7/8" Distress Graphite Cap					
70 7/8" Distress Soft Silver Cube	1.95	542	3.90	6.63	9.28
75 7/8" Distress Gunmetal Cube					
80 7/8" Distress Graphite Cube					

**Join Prices May Vary - Check Locally

Thank You! We Appreciate Your Business

INTERNATIONAL Moulding



Presto **Livingston**
as alumina, champagne,
piano black.

Presto **Elements**
aged hammered aluminum
applied to textural stained wood.



Matboard



PETERBORO MUSEUM

3 NEW COLORS

ALMOND
GREY
PERFECT WHITE

AVAILABLE IN
32"X40" & 40"X60" SIZES
AND IN 4 OR 8 PLY OPTIONS



Chris A Paschke, CPF GCF CMG

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Tehachapi, CA

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