

Design Elements: Shades of Gray

Chris A. Paschke, CPF, GCF

Sponsored by Crescent Brands

West Coast Art & Frame Expo, Las Vegas 2024

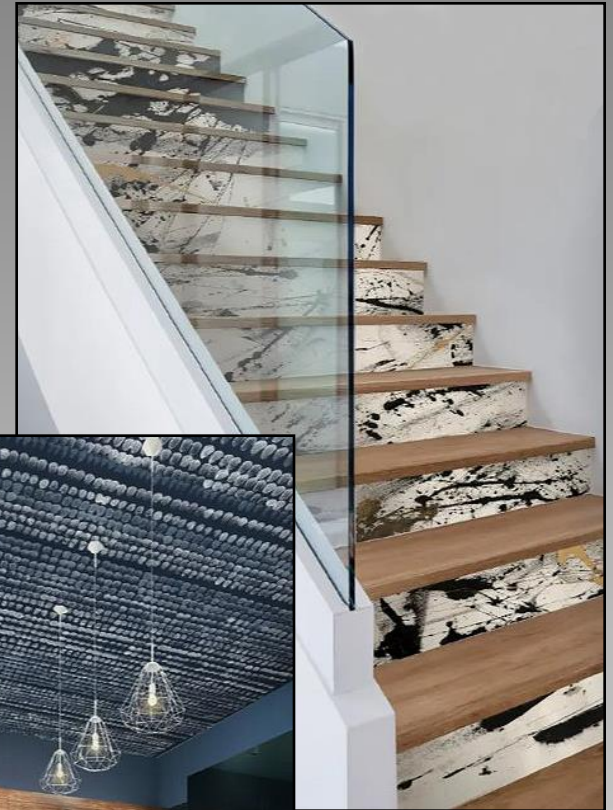


Lots of texture and lots of tints, tones and shades remain popular for 2024, in both gray and brown.

Wallpaper is everywhere!



West Elm
Feather Palm



Leftbank Art
Changes VII



Leftbank Art
Continuous Dots



Andrea Rugg Photographer



Marc Mauldin Photographer



Chuck Collier Photographer

White is still popular though features more brown woods, naturals, and stone.



Welcome to Greige, a color between gray and beige.
Any warm gray or cool beige could be labeled as greige.



When using neutrals, add natural elements and texture. Materials including weathered wood, nubby linen, and art all add interest.

Image credit: Albion Nord



Ashley Montgomery Design

The biggest color trend is brown everything, from mushroom brown to taupe, mocha, and espresso.



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



Greige/taupe base monochrome with purple accent.



Brown neutrals, black, and patterns with neon accents.
Love the framing.

Neutral Color Theory

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

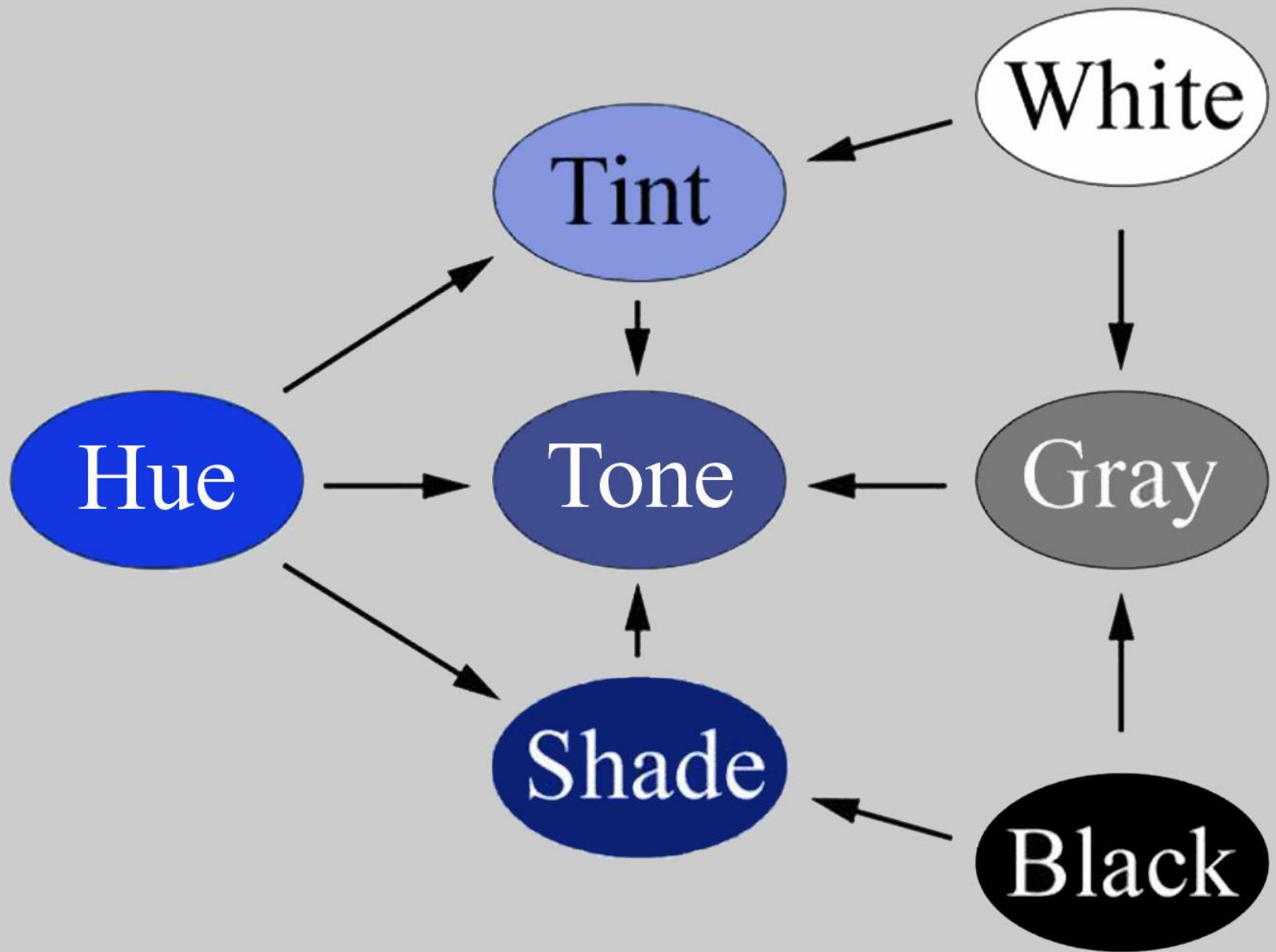


Basics Review

Black, white
and gray have
always been
considered
neutrals.

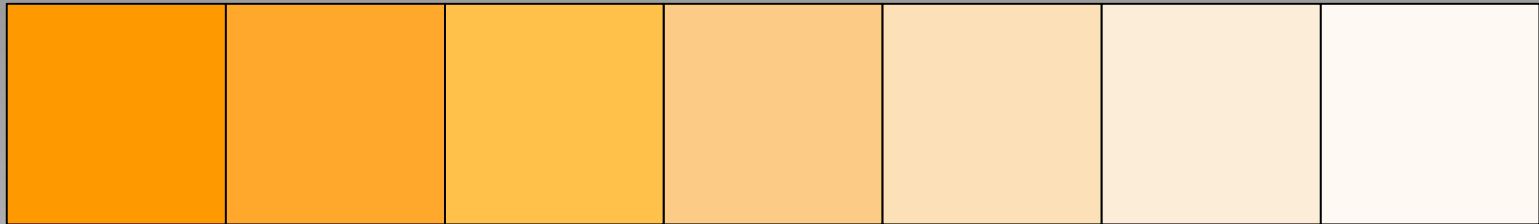
But all tinted,
toned and
shaded colors
are also
considered
neutrals.



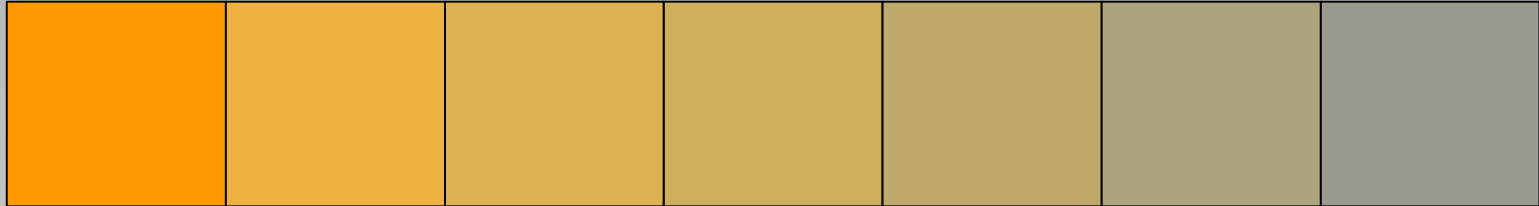


Tints, Tones and Shades of a Color

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



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

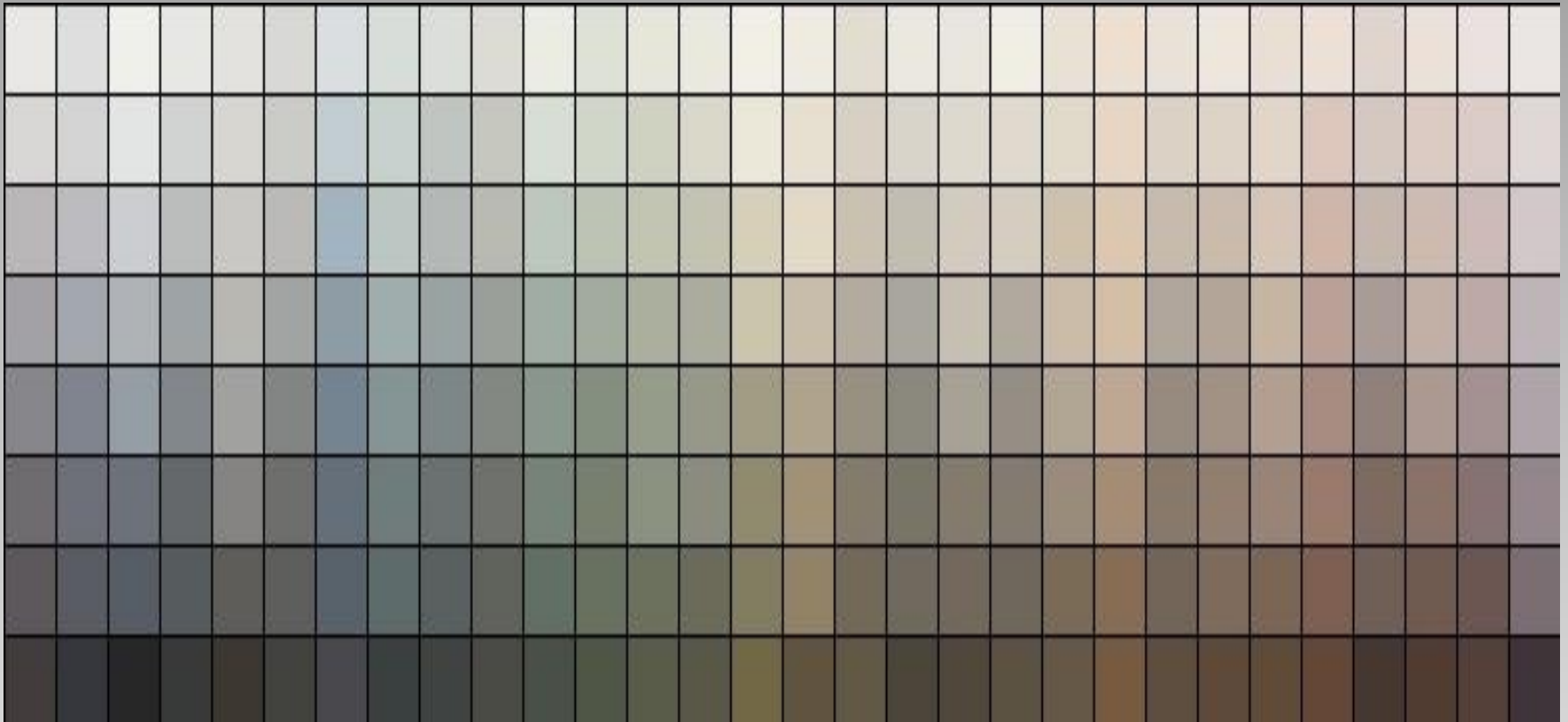


If black is added it becomes a **shade**.



What's a Neutral?

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



A



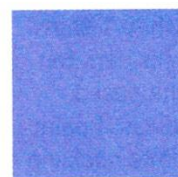
quinacridone
magenta



cadmium red



ultramarine
blue



cobalt blue

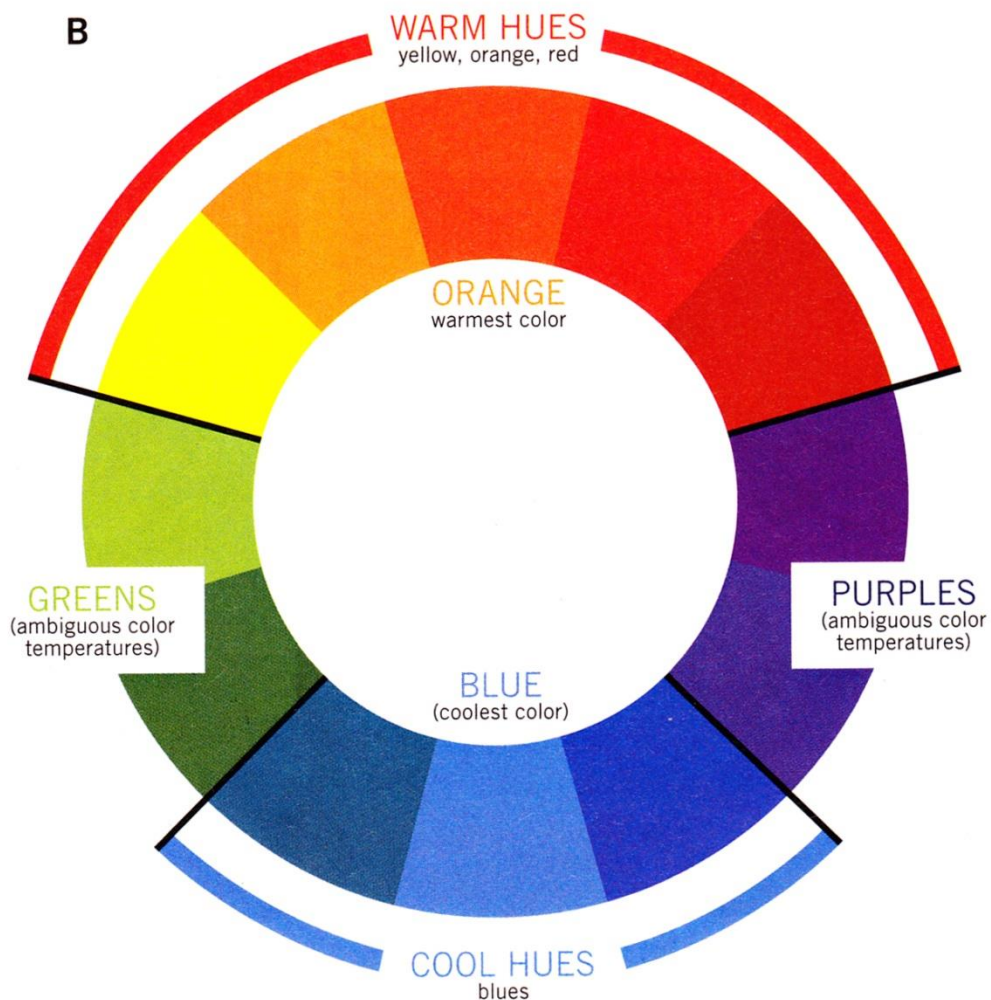
A: Relative Versus Overall

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 a 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 specifically 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

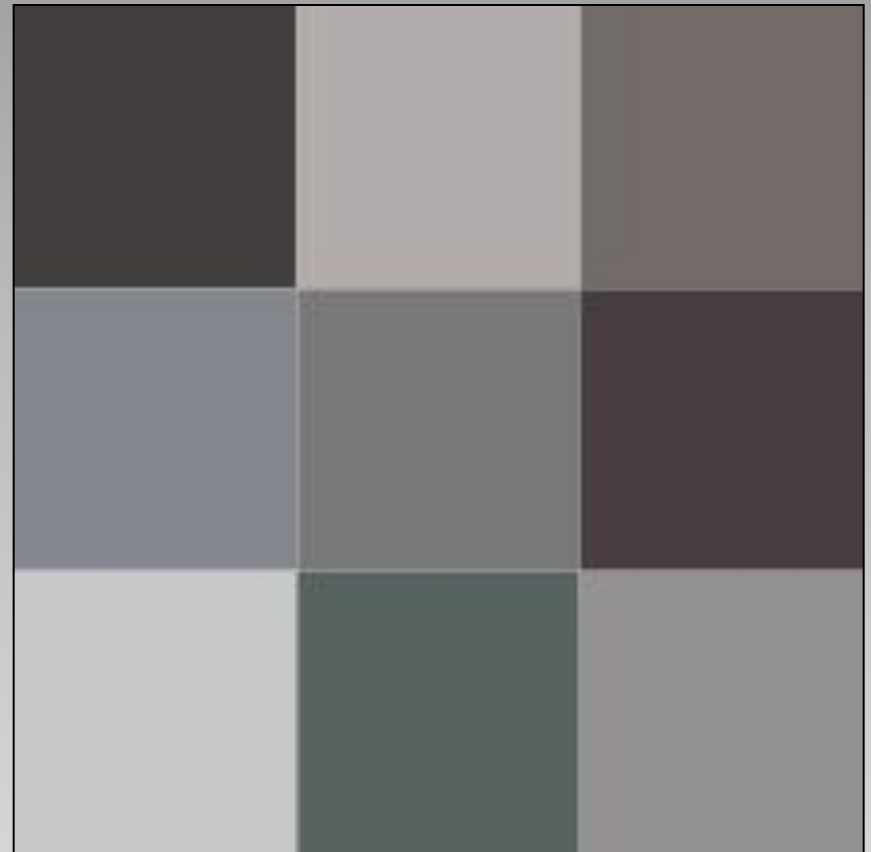
red



blue

yellow

red



Crescent Brands Specifier Card(s)

Neutrals Specifier for Shades of Gray 2024 & 2017.

2024 features neutrals
broken into red, yellow,
blue families illustrating
tints, tones and
shades of each.

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



Shades of Grey 2024 Presented by Chris Paschke CPF GCF		
Red-Based Neutrals	Yellow-Based Neutrals	Blue-Based Neutrals
8466 FROST	8519 SNOWFLAKE	8260 ICE WHITE
9614 CLOW	8465 IGLOO	8463 SPANISH WHITE
9802 WHITE ART	8464 MATTE WHITE	9501 WHITE COLLAR
9503 WHITE HOT	8467 FRENCH WHITE	9500 WHITE GLOVE
9801 CHALK	8559 PHOTO WHITE	9613 SUPER WHITE
8438 CHALK	8520 TALC	8262 POLAR WHITE
91672 BARELY PINK	9808 IVORY ART	9545 GLACIER
9812 OLD IVORY	9516 TUSK	8504 SHADOW BLUE
9512 MUMMY	9810 TAWNY	8274 DAWN
9565 QUARRY	8563 TAUPE	9606 JAWS
8505 TEAL GREY	8515 DOVER GREY	8510 ANNAPOLIS BLUE
8522 COBBLESTONE	9595 URBAN	9555 STEEL DRUM
8155 FIORI	9594 CONCRETE	8593 STEEL GREY
9597 FIELD MOUSE	8435 CHROME	8461 GUN METAL
8442 KONA	9596 CUBICLE	8434 COAL
8518 ASH	8517 IVORY BLACK	8433 JET
8181 MATTE BLACK	9599 AFTER DARK	9632 BLACK BELT

Neutrals in Framing

Original Chinese Watercolor



Subtle color
contrast, still
neutral

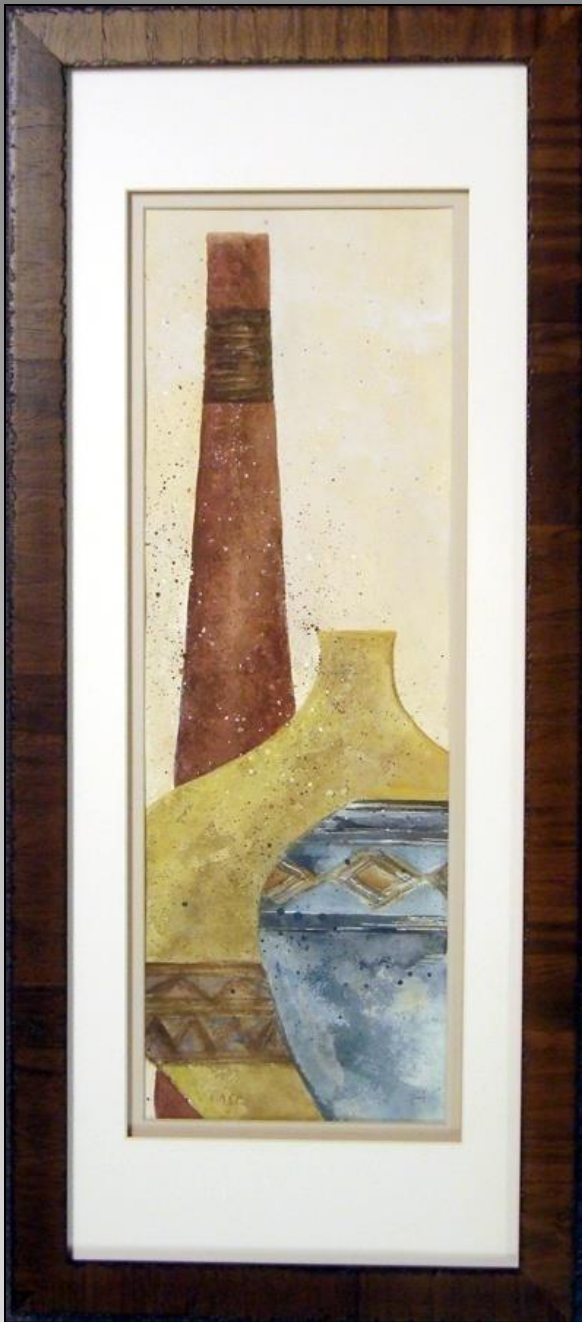
Florence, Italy

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

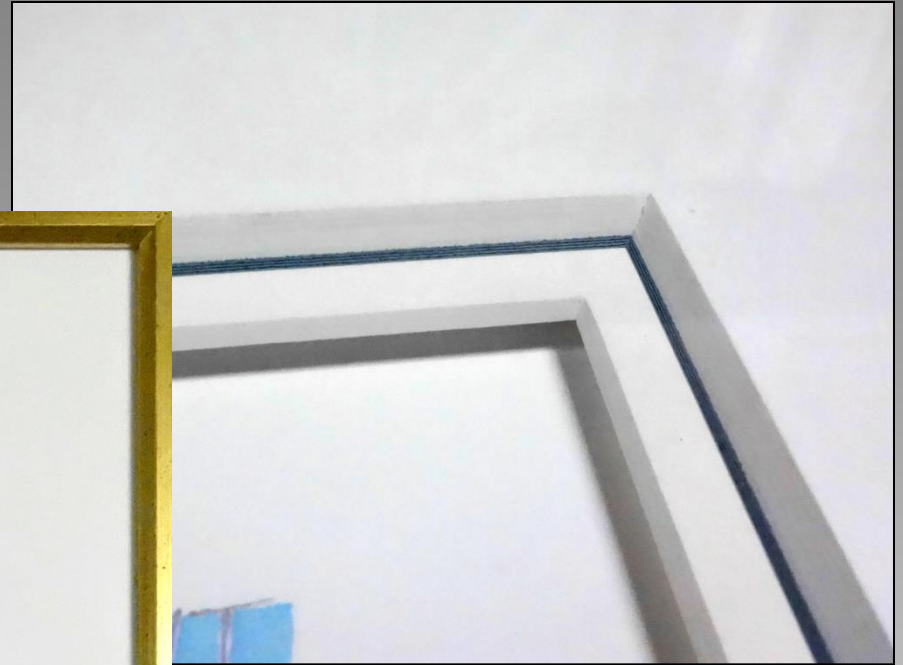
Color enriches and enlivens art, but there is nothing wrong with white on white.

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

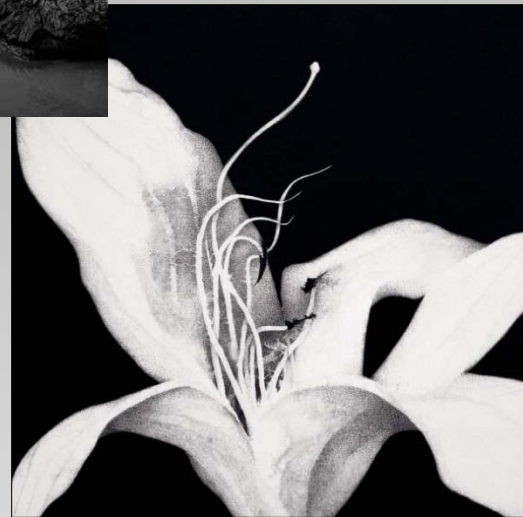
Narrower yet...double rag
white on white mat with spacer
in Nielsen #34-21 metal



Mats don't always need to
be 4" wide, they need to
meld with the art

Black as a Neutral





Black, gray and white
continues to trend



Eyvind Earle
High Gloss Serigraph
triple mat with fillet and
8-ply pin stripe at top



Traditional B&W photo framing is evolving



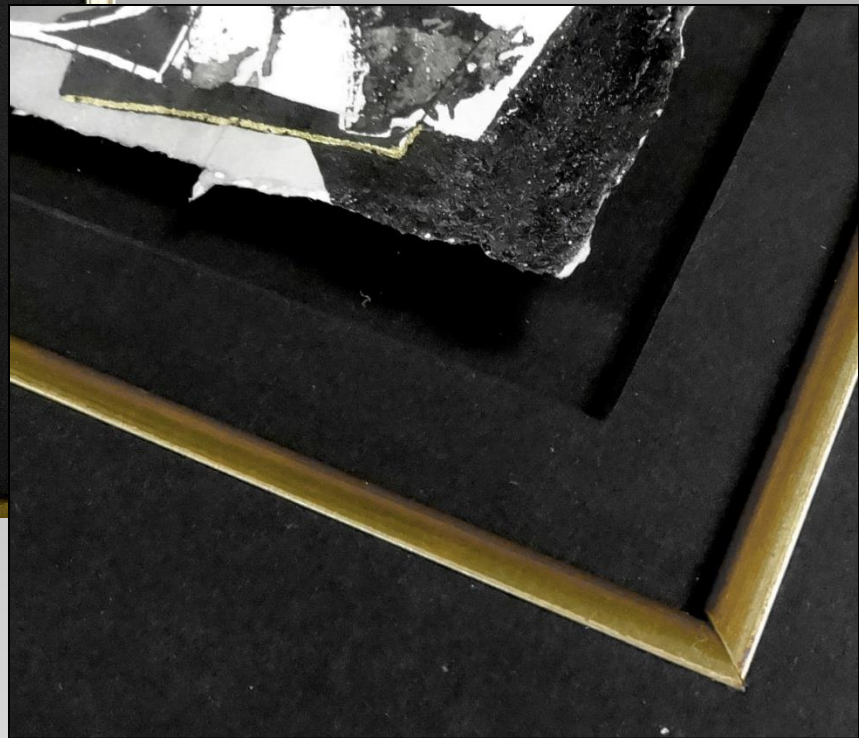
Textural rather than
smooth black cap frame,
double rag mat with spacer
over signed mounted photo

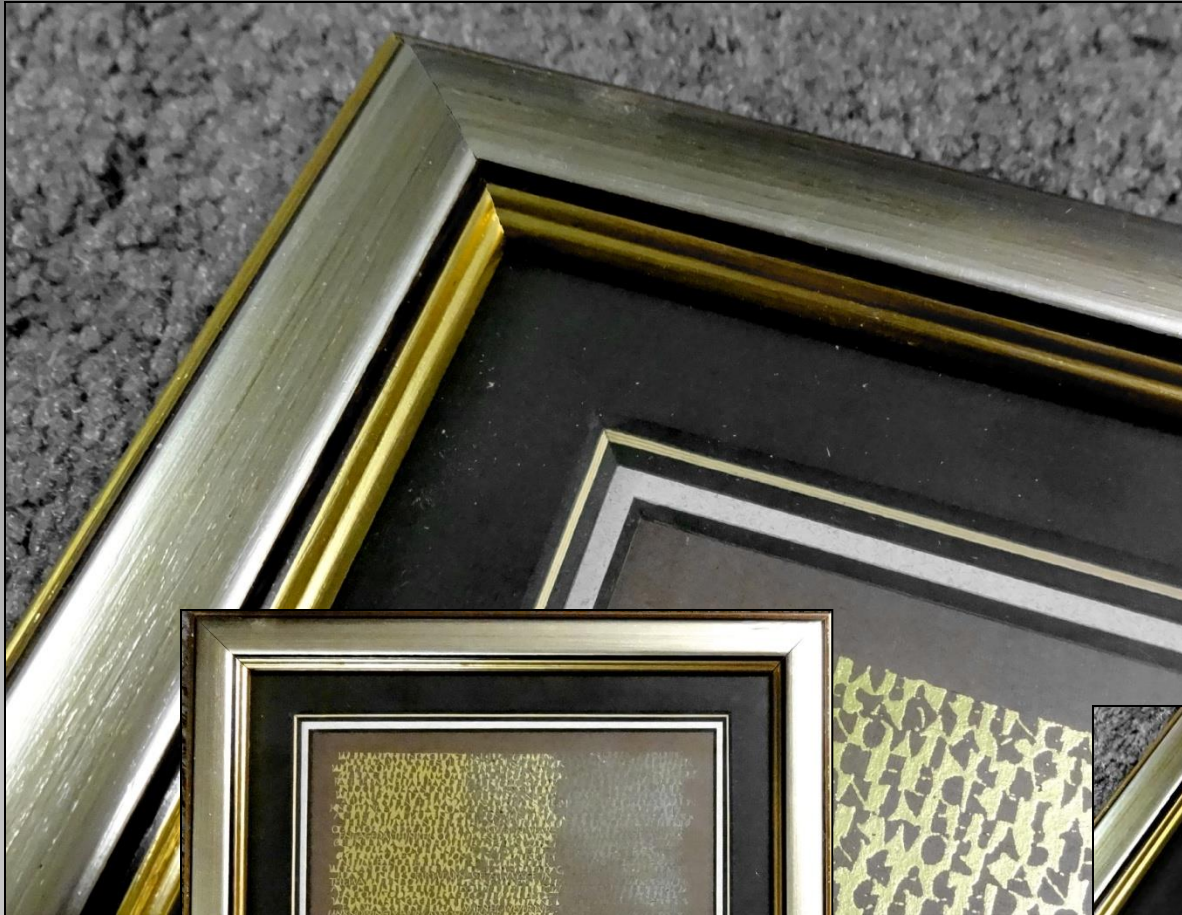




Original Gilded Calligraphy

floated art
black on black on black
with gold fillet



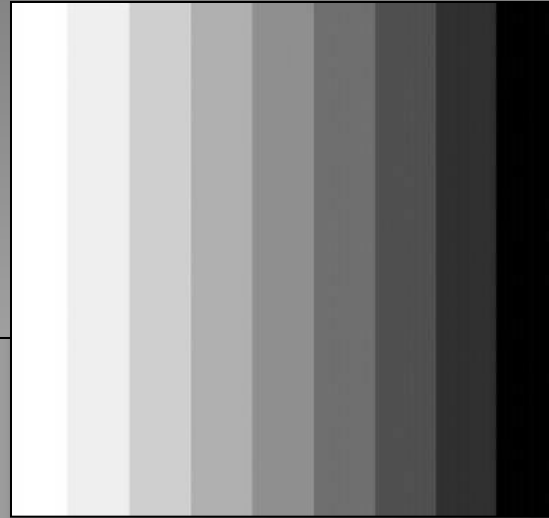


Metallics

Gold & silver
are also considered
neutrals

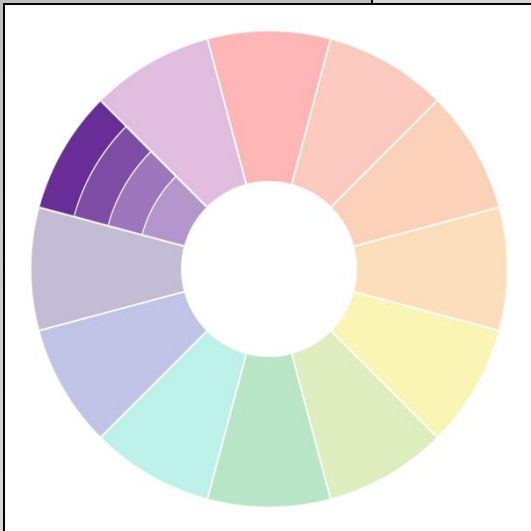
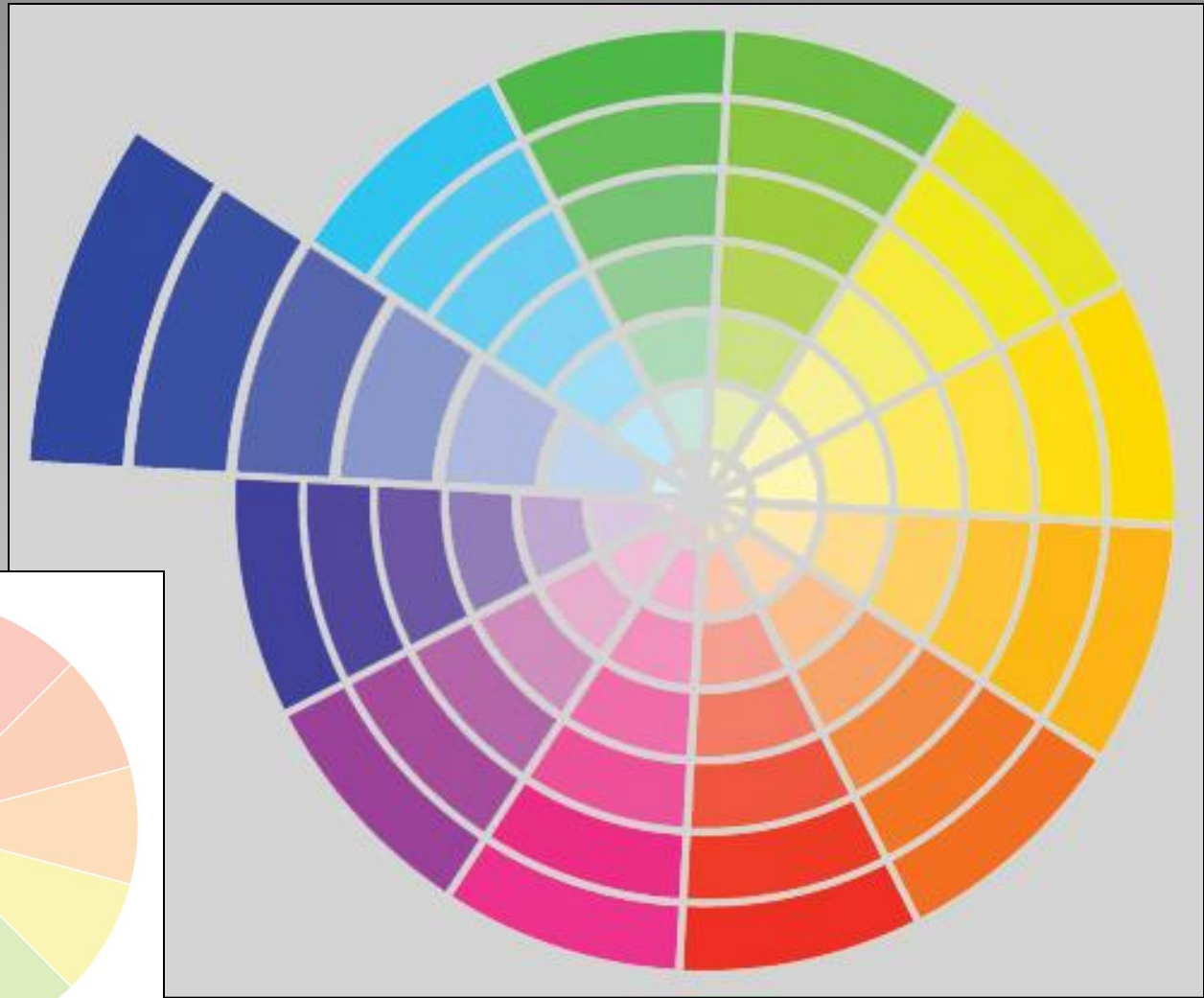
Neutral
Monochromatic Palettes

Gray Scale



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

Monochromatic Palette



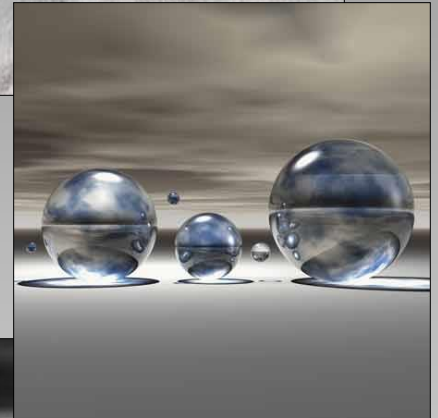
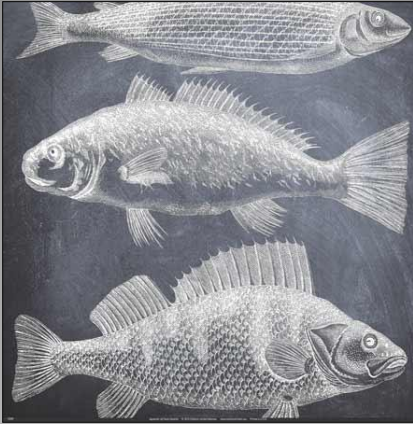
Pastel Tints &
Soothing Neutrals



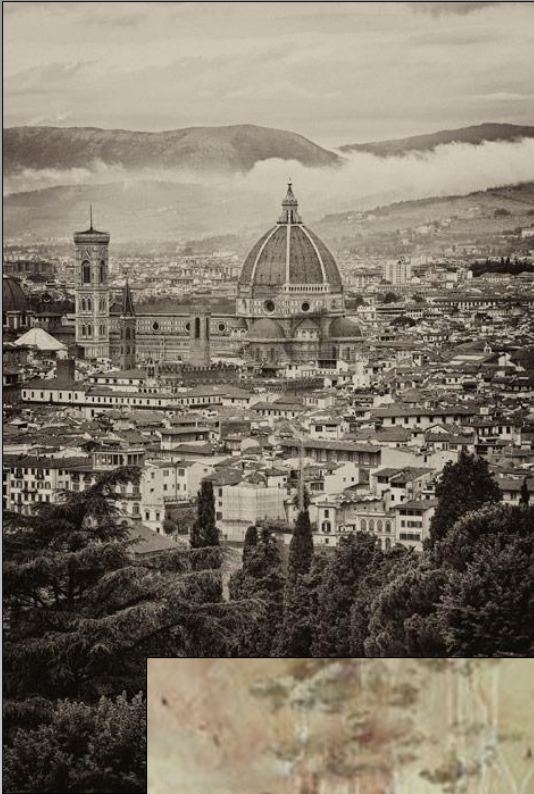
Grayed Tones and Tints



Gray Monochrome

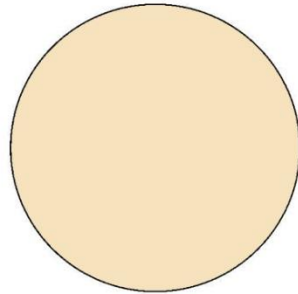


Brown Monochrome

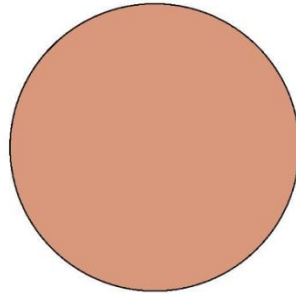


Colors of the Year 2024

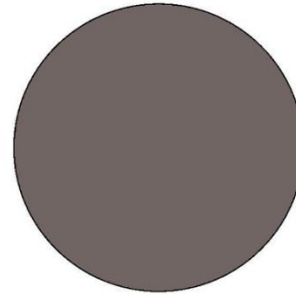
US/UK Paint Colors of the Year



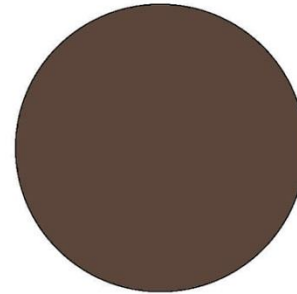
Glidden Limitless



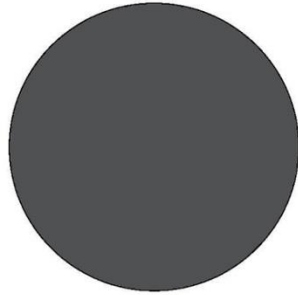
SW Persimmon



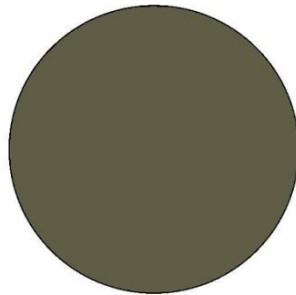
F&B London Clay



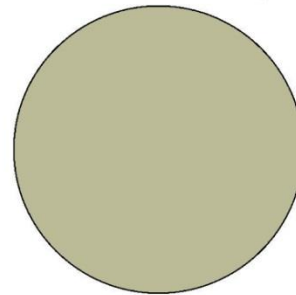
Little Greene Ganache



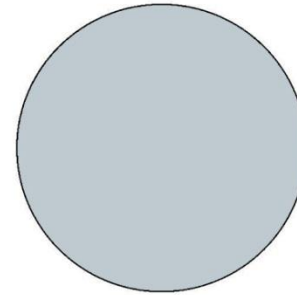
Behr Cracked Pepper



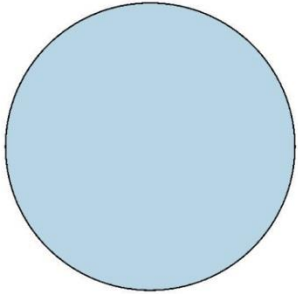
Dutch Boy Ironside



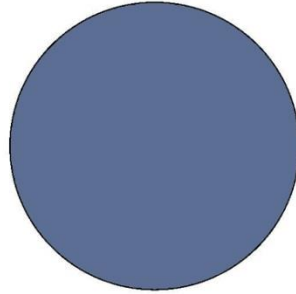
G&B Viridis



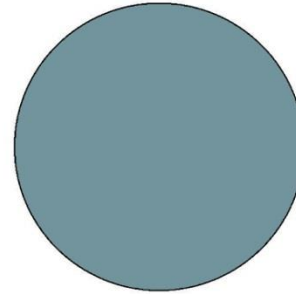
SW Upward



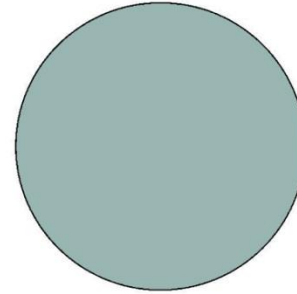
C2 Thermal



BM Blue Nova



D-E Skipping Stones



Valspar Renew Blue

Behr Cracked Pepper



A neutral soft black with warm brown undertones adapting to any style from midcentury modern to rustic farmhouse.

Dunn Edwards *Ironside*



A deep olive neutral shade that's perfect for cozy lounge spaces, a sanctuary for well-being and comfortable sophistication.

Greene & Brown Viridis



Ashley Montgomery Design



C2 Thermal



Paint Colors of the Year 2024

Blues and Blue-Greens

Benjamin Moore Blue Nova

Sherwin-Williams Upward

Dunn Edwards Skipping Stones

Valspar Renew Blue

C2 Thermal

Valspar Renew Blue



Dunn-Edwards *Skipping Stones*



Sherwin Williams Upward



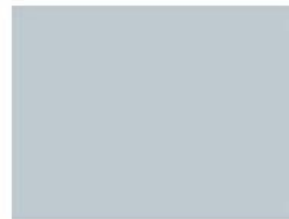
A light, airy, cool blue that creates a natural, healing atmosphere.

Sherwin-Williams
Tradewind



Undertones:
Green

Sherwin-Williams
Upward



Undertones:
Neutral

Sherwin-Williams
Daydream



Undertones:
Violet

Benjamin Moore Blue Nova



One of a palette,
or used as an
accent color.



Glidden (PPG) Limitless



A warm toned yellow, honey beige.

Sherwin Williams HGTV Persimmon



Pantone 2024 *Peach Fuzz*



"The color is one whose warm and welcoming embrace conveys a message of compassion and whose cozy sensibility brings people together and enriches the soul."

Laurie Pressman, VP Pantone Color Institute



Global Color 2024

International colors from Coloro + WGSN

- Coloro is a color system based on hue, lightness and chroma
- WGSN is the World's Global Style Network



Intense Rust

Midnight Plum

Sustained Grey

Apricot Crush

Cool Matcha

Other Paschke classes WCAF 2024

Mastering Mounting: Sensitive Items

Monday, 3:30-5:30pm

Mastering Mounting: Float Frame Trends

Tuesday, 9:00-11:00am

Mastering Mounting: Handling Digitals

Tuesday, 12:30-2:30pm

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