



CROWN

LOOK  
BOOK

*introducing*  
our new  
colours

*latest*  
colour  
inspiration

It's not just paint.  
*It's personal.*<sup>®</sup>

# contents

We've been making paint for longer than most, so you can be sure that every tin of paint is crafted with over 200 years of knowledge, experience and passion. We've compiled our favourite colour schemes charting the latest trends, interior ideas and our product ranges. Our aim is to inspire you to make a mark on your home by choosing colours you truly love.

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## test the colour

with Crown Pure Paint®  
Colour Samples

If you want to see a large swatch of your favourite colour, Crown Pure Paint® Colour Samples are ideal. Simple to use A5 pre painted swatches of Crown colours, including colours for wood & metal. Perfect to pin to walls, or match to fabrics or wall coverings. See our website to order up to 5 for £2.99 inclusive of delivery\*.

\*Delivery to UK and NI only

[crownpaints.co.uk](http://crownpaints.co.uk)



- Aftershow®** ①  
Deep inky grey
- Powdered Clay®** ②  
Soft, elegant terracotta
- Spring Bud®** ③  
Delicate green
- Khaki Twist®** ④  
Bold earthy green
- Teal** ⑤  
Classic teal
- Chalky White** ⑥  
Crisp, contemporary white
- Soft Ash®** ⑦  
Sophisticated soft blue with a lavender hue
- Runaway®** ⑧  
Muted blue with grey undertones



## introducing our new colours

WHETHER YOU ARE  
UPDATING A SPACE OR  
PREPARING FOR SALE,  
PAINT CAN BE AN EASY AND  
COST-EFFECTIVE WAY TO  
TRANSFORM YOUR HOME.

Personal taste plays a meaningful role when choosing colour in the home. There are no rules, just a few pointers to guide you in the right direction.

Whether you have a blank canvas or a pre-loved space, colour can enhance any room, big or small. Our advice is to start with an inspiration – a colour or style that you really love. Once your mind is set, you can then take the next step with our Crown Pure Paint® Samples, which give an accurate representation of colour on the wall. Move it around the room or match to home furnishing and accessories.

It's not just paint.  
*It's personal.®*

# trend colour terracotta

ORIGINATING IN CERAMICS, TERRACOTTA HAS A TIMELESS APPEAL RESEMBLING WARMTH AND HOMELINESS. THE BLUSH PINKS OF 2018 HAVE EVOLVED INTO AN ELEGANT TONE THAT INVITES EARTHINESS INTO THE HOME IN A CONTEMPORARY WAY.

Combine our NEW Powdered Clay® with burnt orange and rust toned accessories to add interest without compromising the minimalism. Without being too bright or bold, this scheme is contemporary yet understated – the perfect balance of elegance and comfort.



Powdered Clay®  
Easyclean Matt Emulsion  
or Matt Emulsion



## key trend

This modern shade of blue invites a feeling of calm.

# trend colour teal

RESIDING BETWEEN BLUE AND GREEN ON THE COLOUR SPECTRUM, TEAL HAS PRECIOUS QUALITIES THAT EVOKE CALM CONTEMPLATION. COMBINED WITH COMPLEMENTARY SHADES OF BLUE AND GREY, THIS SCHEME CREATES A NEAR MEDITATIVE STATE WHERE OUR HOME BECOMES OUR HIDEAWAY.

With strong connotations with the sea, teal can be associated with vitality, nature and healing. Used across entire walls or complemented with chalky greys, this palette will stand the test of time.



Teal  
Easyclean Matt Emulsion  
or Matt Emulsion



CROWN EASYCLEAN  
IS 200X  
TOUGHER  
& MORE  
WASHABLE  
THAN OUR STANDARD EMULSION.

### Try with

Mustard Jar®  
Easyclean Matt Emulsion  
or Matt & Silk Emulsion



### The Palette

NEW Teal Easyclean Matt Emulsion  
Mustard Jar® Easyclean Matt Emulsion





# urban concrete

THE INDUSTRIAL TREND IS SHOWING NO SIGN OF RELENTING. IT'S ALL ABOUT TEXTURES - THINK EXPOSED BRICK, COPPER AND CONCRETE. THIS LAID-BACK SCHEME SUITS A MINIMALIST LIFESTYLE AND LOOKS EFFORTLESSLY COOL.



## *The Palette*

Soft Grey Suede Suede Emulsion  
Pure Brilliant White Non Drip Satin

## *key trend*

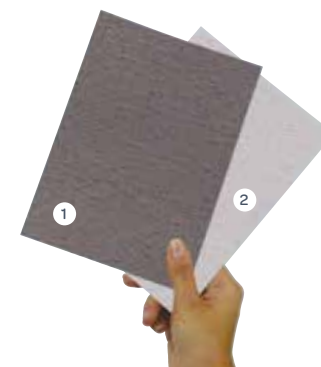
Introduce texture to your walls.



## feel the *texture*

with Crown Pure Paint® Colour Samples.  
A great way to see and feel a large  
swatch of your favourite colour.

1 Grey Suede 2 Soft Grey Suede



# characterful kids room

CROWN MATT & SILK EMULSION IS PERFECT FOR A CHILD'S ROOM - NOT ONLY IS IT AVAILABLE IN BRIGHT SHADES TO AVOID BORING WALLS, OUR FORMULATION IS BREATHEASY® 99% SOLVENT FREE AND KINDER ON THE ENVIRONMENT. ADD THE FINISHING TOUCHES WITH OUR AQUAFLOW PRODUCTS FOR YOUR WOODWORK ALSO IN OUR BREATHEASY® FORMULATION.

**breatheasy®**  
99% SOLVENT FREE



## *The Palette*

NEW Spring Bud® Matt Emulsion  
Mellow Sage Matt Emulsion  
Pure Brilliant White Aquaflow® Satin

Tonal schemes work great in a children's room – it means more colour and creativity. Whether you're painting the walls for a space cadet or an intrepid mountaineer, you can create stripes, mountains or stars with the right imagination.

CROWN TEAM: "When it comes to decorating childrens' bedrooms, subtlety can take a back seat to bold, fun patterns and daring combinations. Involving kids in the redecorating process is the perfect way to let them express themselves and create a room they love!"



Spring Bud®  
Matt Emulsion

ADVENTURE  
AWAITS





Soft Ash®  
Matt Emulsion

# statement ceilings



Chalky White®  
Easyclean Matt Emulsion  
or Matt & Silk Emulsion

a plain white  
room doesn't  
need to be plain.

WHITE HAS BEEN THE DEFAULT  
CEILING COLOUR FOR SO LONG  
THAT MOST HOMEOWNERS FAIL  
TO ACKNOWLEDGE IT AT ALL. BUT  
PAINTING THE CEILING CAN BE  
ONE OF THE EASIEST WAYS TO  
INTROUCE COLOUR, BIG OR SMALL.

Contrary to perception, introducing  
colour overhead can be a subtle way  
to add colour to your space. You  
can significantly alter the mood of a  
space – use bright, pastel shades to  
lift the scheme or earthy tones to add  
warmth. Our advice is to consider your  
ceiling height - the lower it is, the more  
impactful it will be.

*Try with*

City Break® Matt Emulsion



# timeless monochrome

MONOCHROME IS ONE COLOUR  
PRESENTED IN DIFFERENT  
VALUES AND INTENSITIES. AND  
OUR CHOSEN COLOUR IS, OF  
COURSE, BLACK. THE OPITOME  
OF SHARP SOPHISTICATION.

There will always be a place for  
using bright and vivacious colour  
in the home, but it's often the  
simplest colour combinations that  
create the most impact. Far from  
one-dimensional, blacks and whites  
add depth and interest and are the  
easiest tones to anchor a scheme.



## *The Palette*

Rebel Feature Wall Matt Emulsion  
Pure Brilliant White Non Drip Satin







Aftershow®  
Easyclean Matt Emulsion



### *The Palette*

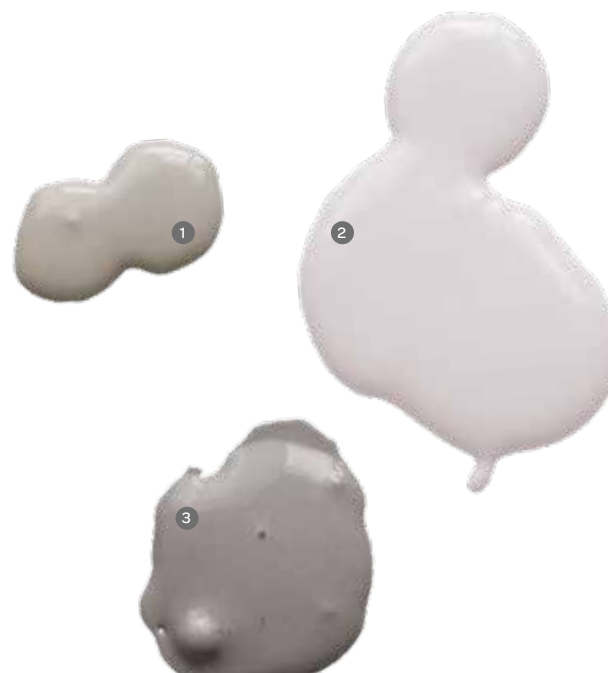
NEW Aftershow® Easyclean Matt Emulsion

## *timeless* monochrome

Depending on the space you're working with, bright whites and jet blacks will deliver impact due to their contrasting qualities. The freshness of the white bounces off the intense darkness to create a highly sophisticated paradox. If you prefer a softer monochromatic scheme, introduce colours in the middle of the spectrum – like greys and charcoals – to help temper the collision of colours.

You should also consider material finishes and surfaces as they should marry with the scheme and not fight against it. A great example is combining matt white walls with glossy black floors or marble kitchen table tops.

CROWN  
**EASyclean**  
CAN BE USED ON  
**WALLS,  
CEILINGs,  
WOOD  
& METAL**



### *Alternative colours*

- 1 Grey Putty® Easyclean Matt Emulsion
- 2 Spotlight® Easyclean Matt Emulsion
- 3 Soft Shadow® Easyclean Matt Emulsion



# 70s revival

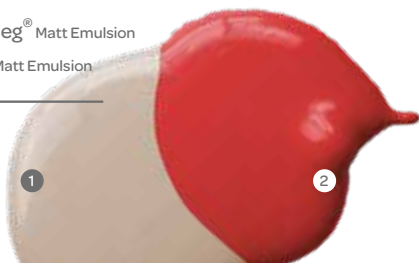
FROM BOHO CHIC TO RETRO GLAMOUR, THE SEVENTIES STYLE IS MAKING A COMEBACK. THINK HEAVY TEXTILES AND EMBELLISHED TASSELS, THIS SCHEME IS THE OPPOSITE OF SCANDI MINIMALISM.

AND THE COLOUR LEADING THE MARCH? ORANGE.

This trend can be intimidating at first, but it doesn't require corduroy armchairs or psychedelic patterns, it's more about sumptuous textiles, graphic prints and fresh foliage – and of course, a confident splash of rich, earthy colour.

## Alternative colours

- 1 Dash of Nutmeg® Matt Emulsion
- 2 English Fire® Matt Emulsion



## The Palette

Dance Fever® Feature Wall Matt Emulsion  
Pure Brilliant White Non Drip Satin

A big aspect of the 70s revival is an appreciation of vintage furniture, in particular dark wood. We recommend the second-hand marketplace for this. There is a wealth of gems out there, waiting to be found.





# colour pairing

PAIRING IS A GREAT WAY TO USE COLOUR IN A NEW AND EXCITING WAY. KNOWING WHAT COLOURS WORK TOGETHER CAN BE OVERWHELMING BUT OFTEN SURPRISING COMBINATIONS GIVE GREAT RESULTS.

A bedroom can be a place to experiment with colour and use darker shades to create a tranquil space to switch off at the end of a long day. This rich blue colour gives this room a relaxing back drop – and when combined with a feminine, dusky pink, provides a great balance of light and dark and a sanctuary to sleep peacefully in.



Runaway®  
Matt Emulsion



# colour pairing

You can create natural colour borders using alcoves, shelving, dado or picture rails. If you don't have these features, simply create a clean line using masking tape. You can also introduce a stencil motif using horizontal and vertical lines of colour, dark or light depending on your taste. You can even use a metallic emulsion for areas of pattern and shimmer.



## *Alternative colours*

- 1 Midnight Navy<sup>®</sup> Feature Wall Matt Emulsion
- 2 Grey Putty<sup>®</sup> Matt Emulsion
- 3 Pashmina<sup>®</sup> Matt Emulsion



## *key trend*

Navy blue and blush pink are a popular colour pairing, but you can experiment with tones to find your unique scheme.



## *The Palette*

Cloud Burst<sup>®</sup> Easyclean Matt Emulsion

Blue Gravel<sup>®</sup> Easyclean Matt Emulsion





## *Alternative colour*

Parchment Period Collection Flat Matt Emulsion

# enhance your space

LIGHT COLOURS REFLECT LIGHT, DARK COLOURS ABSORB LIGHT. THAT'S SCIENCE. THIS MEANS PALE TONES WILL PUSH LIGHT (AND PERCEIVED SPACE) AWAY FROM YOU.

The key is to introduce light shades, without compromising warmth and character. For a gentle grey, Sunday School® from the Period Collection is a stunning off-white that isn't clinical. Using the shade in a Flat Matt Emulsion and an Eggshell means it can also be used on wood and metalwork – that includes panelling, skirting and radiators.

CROWN TEAM: "Neutral colours have a natural depth of tone that works well across different styles and make an interesting yet understated background. Whether you aspire for your paint to blend with a minimalist colour scheme, or complement a bold focal furniture piece, selecting a neutral shade doesn't have to mean compromising on vibrancy and personality".



## *The Palette*

Sunday School® Period Collection Flat Matt Emulsion

Sunday School® Period Collection Eggshell

enhance  
your space



REMEMBER THAT PALE COLOURS DON'T HAVE TO BE NEUTRAL. THE MUTED COLOUR SPECTRUM RANGES FROM COOL BLUES TO DUSTY PINKS AND BEYOND.

Pale colours also don't necessarily mean pastels. Our Period Collection has a rich palette of colours, including shades of green and blue that have a dusky quality, making them perfect for a sophisticated scheme, whether it's period or contemporary.

CROWN PERIOD COLLECTION.  
MUTED  
CONTEMPORARY  
COLOUR.  
INTERIOR FLAT MATT  
EMULSION & EGGSHELL.



*The Palette*

Promenade® Period Collection Flat Matt Emulsion  
English Manor® Period Collection Eggshell



## The Palette

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NEW Chalky White Easyclean Matt Emulsion

Moonlight Bay® Easyclean Matt Emulsion

Powder Blue Easyclean Matt Emulsion

Duck Egg Easyclean Matt Emulsion

NEW Teal Easyclean Matt Emulsion

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# create an inviting entrance

YOU NEVER GET A SECOND CHANCE AT A FIRST IMPRESSION. THE HALLWAY IS ONE OF THE HIGHEST TRAFFIC AREAS IN THE HOME, AND YET IT IS OFTEN NEGLECTED AS A FUNCTIONAL PASSAGEWAY. HOWEVER, FOR GUESTS, IT IS THE FIRST THING THEY SEE.

Hallways often lack light so it's smart to consider reflective colours that help to open up the space. This doesn't mean hallways are destined to be white. On the contrary, the hallway is one space in the home where you can afford to be bolder with colour. Use our easyclean formulation to withstand the demands of daily life.

CROWN EASYCLEAN  
IS 200X  
TOUGHER  
& MORE  
WASHABLE  
THAN OUR STANDARD EMULSION.





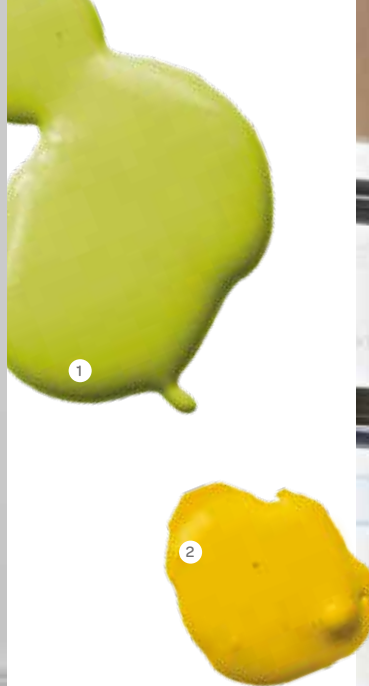
Khaki Twist®  
Matt Emulsion



THIS IS YOUR SPACE SO BE BOLD.  
ASK YOURSELF: HOW DO I WANT  
THIS ROOM TO FEEL?

Using bold colours can be so rewarding, when it's done properly. Another important question is: which way does the room face and how much natural light is there? Colours change with light, so you should use our Pure Paint Samples to see how it alters from day to night.

Even in larger spaces, too much of a bright colour can be jarring, so selecting the right shade is crucial. A tip for smaller spaces is to consider a full feature wall or trimmings, such as skirting boards and radiators.



### *Alternative colours*

- 1 Gentle Olive® Matt Emulsion
- 2 Tibetan Gold® Non Drip Gloss



# using *bold* colours

USING BOLD COLOURS IS A STATEMENT, SO IT'S IMPORTANT TO CONSIDER WHAT WORKS FOR YOU. WHAT IS THE ROOM BEING USED FOR?

For example, the room you reside in first thing in the morning should be an energising space. That is why our Mustard Jar® Matt Emulsion works so well here.

### *The Palette*

Mustard Jar® Matt Emulsion  
Pure Brilliant White Non Drip Gloss





Often seen as a functional room in the home, the bathroom can fall victim to the all white bathroom suites and tiles. As a result it is starved of colour. This means it should be a space that reflects your personal style and evokes the right mood.

Crown's Bathroom range resists steam and condensation to keep walls fresh and crisp, despite daily usage. This means you can afford to introduce more personality with a colour you truly love.

### *Alternative colour*

Wheatgrass Bathroom Mid Sheen Emulsion

### *The Palette*

Tin Bath®  
Bathroom Mid Sheen Emulsion



# sanctuary bathroom

THE BATHROOM SHOULD BE YOUR SANCTUARY  
IN THE HOME, IT REPRESENTS A ROOM WHERE  
YOU CAN SPEND TIME ALONE AND RELAX.



# using colour in the kitchen

KITCHENS ARE RARELY RECOGNISED FOR THEIR COLOUR POTENTIAL. AS A HIGHLY FUNCTIONAL SPACE, IT IS TOO OFTEN REDUCED TO WHITE WALLS AND TILES. BUT WHAT IF YOU COULD COMBINE FORM AND FUNCTION?

## *The Palette*

Key Lime Pie® Kitchen Matt Emulsion

Milk Bottle® Kitchen Matt Emulsion

Jet Black Non Drip Satin

Our Kitchen range has an antic-bacterial paint formulation and is easy to clean. The best part? We have a range of colours that create fresh opportunities to introduce personality into the hub of the home.

Shades of sherbet lemon or muted green can look new and modern if combined with tones of grey and hard materials like concrete and metal. You can also try painting your kitchen cupboards in these tones with our Non Drip Satin range.

When choosing kitchen units and appliances, we often take shelter with tones of white and grey to extend their shelf life. They form a neutral canvas, to which we can add personal touches of colour and accessories.

Why not incorporate a colour splashback instead of tiles? Making it easier and inexpensive to update.





# MyRoomPainter

**Want to see how a colour looks in your room?**

Download our free Myroompainter app to visualise your colour scheme.



**crownpaints.co.uk**

Visit our website for our full range of colours and more inspiration.



## Colour Guide

For more products and colours see our latest Colour Guide.



## Matchpots & Pure Paint® Colour Samples

If you want to see how these colours look in your home, try our Matchpots® available in store or A5 Pure Paint® Colour Samples from crownpaints.co.uk

**Follow us on**



# CROWN

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to Her Majesty The Queen  
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