



Local Painter Advises on Choosing Color Schemes for Commercial Buildings

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The Painting Pros, Inc., a painting contractor in Los Gatos, California, knows the value of a solid business model, great value, and exceptional customer service. As Cleve Dayton, owner of the company states, "In a world where the competition gets tougher week after week, any extra little edge a business can get could turn out to make a real difference."

As Cleve explains in a recent blog post, one of those differentiating factors could be the color of the building where the business is located. The appearance of a commercial building, specifically the paint colors, could turn out to be the difference in the minds of customers from a competitor down the street or across town. A commercial painting project can have a large impact on a business. Time and effort in choosing the right color scheme and the right professional painting company will pay off.

Since commercial buildings are typically larger than residential spaces, the primary color is the most important decision for commercial paint projects. The primary color is what most of the building will be

painted. For large buildings, a neutral color scheme is the best option. It will blend in with the surrounding area and complement a logo or exterior signage. Other primary color considerations include: Location of the building, Size of the building, Type of Business/Service.

Once the primary color is chosen, consider accent colors to provide uniqueness and interest. A commercial building without accent colors will look flat and boring. Accent colors can be used to break up the primary color. Certain elements can stand out against the primary color such as trim and doors.

The colors of any commercial building help to identify it to customers, which is why these choices should not be taken lightly. Many factors should be considered before choosing colors and applying paint to the building. A developer or commercial building owner should carefully plan how to ensure the exterior and interior is inviting and well-maintained.

Customer Base: Knowing the type of customer a business serves can help tailor the color scheme of the building to attract a specific type of person to the business. A toy store would do well to incorporate bright colors in the color scheme to grab the attention of children. On the other hand, a law office would consider browns or neutrals to reflect a sense of trust and security for clients to feel comfortable.

Architecture and Building Material: In addition to picking a color palette that would serve a business well, also consider the style of the commercial building and its exterior materials. The material itself not only affects the appearance of paint color, but it also may dictate a specific product to use. For example, wood requires different paint than concrete and stucco.

If a commercial building is located in a historical district, there are architectural standards that must be adhered to before starting a commercial paint project. Changes usually have to be cleared by a governing board in historical districts to ensure consistency in the neighborhood.

Branding: The brand guide for business is important for marketing and driving sales. Commercial building owners can use the company's logo, business cards, website, social media graphics, and other branding assets to help determine paint colors for the commercial buildings where they are tenants.

Every brand guide has a color swatch or palette that is purposefully put together to seamlessly represent company values and mission. This can be used to ensure the building complements the brand.

Surrounding Area: Look at what surrounds a commercial building when choosing paint colors. If it sits on a small lot, a darker color will prevent it from looking too large for the lot. Consider the landscaping and other buildings on the street. The exterior color can be in the same color family of the other surrounding commercial buildings; however, a bold accent color can help make it stand out.

A commercial building should look professional and appealing to anyone that sees it. Old, faded and cracked paint does not convey a positive message when potential customers walk by. A well-maintained building exterior with a color scheme that is both striking and appropriate will likely help attract more people. Ultimately the approach taken with a commercial painting project is going to come down to the color choices and the painting professionals chosen to complete the job.

Specializing in commercial exterior and interior painting, The Painting Pros provides local businesses and homeowners with highly-skilled, trustworthy, and fully insured painting professionals. Utilizing a variety of paint options and finishes, combined with flawless customer service, The Painting Pros guarantees a stress-free experience for its customers. They also offer free color consultations to all their clients.

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The Painting Pros, Inc.

The Painting Pros, Inc. is a high-quality, award-winning commercial and residential painting contractor in business since 1978, serving homeowners, business owners, and property managers in Silicon Valley.

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