

Universal Paints

COLOUR OF THE MONTH



LOERIE

*From Our 2020 Palette
Garden Exotica*



In Décor

A mix between black and white, grey is by definition a neutral. But its varying shades, whether light dove or dark charcoal, make grey as versatile as any colour.

In decorating circles, grey is the new white and has been for a while. It's a more elegant neutral that gives depth to subtle colours and makes bold tones pop, rather than shout. Getting grey right is tricky: the "temperature" of a particular shade - cool or warm - can evoke very different feelings and have an enormous impact on the mood of a room.

Ethereal and breezy, Loerie has undertones of blue. Think of the darkening sky before a storm. In a sunny room (where some greys could look dull), Loerie is able to hold its colour. Zen and peaceful, it is the perfect shade for a crisp, clean feel in your home.



Colour Psychology

Grey is a cool, neutral, and balanced colour. From a colour psychology perspective, grey is the colour of compromise - being neither black nor white, it is the transition between two non-colours. The closer grey gets to black, the more dramatic and mysterious it becomes. The closer it gets to silver or white, the more illuminating and lively it becomes.

Being both motionless and emotionless, grey is solid and stable, creating a sense of calm, composure and relief from a chaotic world.



Loerie can also make an excellent colour choice for high-ticket or statement pieces in a space. Think sofas, cabinetry, concrete, countertops, or other large accent pieces. These types of home décor elements are not easily rotated out each season, but because they are (now) often grey, the seasons may come and go while the space retains its relativity and integrity of style.

Loerie is not a one-trick pony. This grey tone can stand alone, but it can also mix with other colours equally well.

Loerie is controlled. It has a steadying effect on other colours with which it comes into contact, toning down stronger and brighter colours and illuminating softer colours.