

THE POVER OF COLOUR

The philosophies and methodologies informing the choice and application of colour in any environment are many and varied.

Colour, in addition to interior form, light, space and texture, is a major design element that can be used to create an enriched learning environment.

Externally, colour can be a means of contextualising a building amongst others, or be used to define its form distinctly from others. Internally, colour has a large role to play in the demarcation of spaces and the definition of their purpose. Of course, it can also be used to create mood or, conversely, neutrality where other elements of the design are brought to the fore.





WHOWEARE

AND WHAT WE DO

Crown Paints is a British based decorative coatings company with a history of innovation stretching back over 200 years. We believe passionately in innovation and customer focus as key constituents of a healthy business. The solutions we offer for effective paint specification – and the way in which we deliver them - stem from corporate selfbelief that, where Crown is concerned, "it's not just paint... It's personal".

A cornerstone of our business philosophy is a mission to provide our customers with products that enhance, protect and sustain; and to do so at minimal environmental cost. Three years ago, as part of our earthbalance® sustainability programme, we measured the carbon footprint of every one of our products. We did this to

establish a benchmark from which we could make *measurable* reductions and, as far as we know, we are still the only manufacturer in our industry to have done so. Our portfolio footprinting model can assist clients in making informed decisions about sustainable specification.

Continuous research and development enables us to combine new and alternative raw materials to create efficient and sustainable products, ensuring that Crown Paints brands remain at the leading edge of paint technology.

In 2011 we became part of the Hempel Group, a world leading coatings supplier for the decorative, protective, marine and container markets. This has extended Crown's specialist coatings offering with protective paint systems developed for wind farms, bridges and steel framed buildings.

For more information, call our Specification Services team: 0330 0240297, or email them: info@crownpaint.spec.co.uk

EDUCATION

COLOUR BOOK

Crown Paints brings a wealth of technical and aesthetic know-how to the production, specification and selection of paints, along with system solutions for all interior and exterior decorative situations.

Crown Trade is one of the most widely used professional coatings brands in the UK and offers the optimum blend of product quality and aesthetics. Our products have been specially formulated for professional application, to ensure you get a long lasting, durable and attractive finish.

The colours shown here are available in most Crown Trade products from the conventional finishes such as Matt Vinyl, Silk Vinyl, Full Gloss, Mid Sheen, Satin Finish, Eggshell and Acrylic Eggshell to the high performance Clean Extreme Scrubbable Emulsions and our Steracryl hygiene range. Many colours are also available in the Crown Trade Timonox range of flame retardant coatings.

For this colour book, three colour palettes have been created to take account of the three key stages of the UK schooling system: primary schools, secondary schools & colleges and finally, universities.

Each palette is tailored to the needs and requirements of the independent key skill level.

This library has been designed to take the hassle out of choosing colour, offering inspiration for the decorating project. However, while suggestions and guidelines are proposed, these should be based on the requirements of the pupils, students and staff. The building itself must also be taken into account; the current furnishings, the lighting, the structure and architectural characteristics.

There appears to be strong evidence to suggest user involvement in the design process is key to its success. Effective engagement between staff, students and other users of the school building enables ownership which is a great motivator for ensuring a positive impact on behaviour, well-being and attainment.

We take every effort to ensure that colours are shown as accurately as possible, however, due to print limitations, the colours shown here may not exactly match the paint colours and do not represent a particular texture or finish. Please ensure that paint colours are checked prior to application.

The Crown Paints Colour Service recommends samples are ordered from the Customer Relations Team on 0330 0240297.

EQUALITY ACT

The Equality Act was introduced in 2010 (revised 2013) and it brings together and replaces all previous anti-discrimination laws such as the Disability Discrimination Act 1995.

The Equality Act places a duty of care on all organisations in Great Britain that provide a service to the public or a section of the public and those organisations providing goods and services to ensure that they take reasonable adjustments to ensure that disabled employees or users of their services (customers) are not at a 'substantial' disadvantage in comparison to employees or customers who are not disabled.

It is important to note that the Equality Act is about people and equal opportunities and it does not contain any performance based or technical specifications for buildings, facilities or environment.

In terms of the physical built environment, guidance on what may constitute reasonable provision for disabled people can be obtained from several sources, the main ones being BS8300:2009+A1:2010 'Design of buildings and their approaches to meet the needs of disabled people - Code of practice', and Building Regulations 2010, Access to and Use of Buildings, Approved Document M.

For projects where due consideration to the needs of visually impaired people is required, the Document M specifically stipulates that sufficient visual contrast will be achieved if the difference in Light Reflectance Value (LRV), between adjacent critical surfaces, such as walls, ceilings, doors and floors, is greater than 30 points. Where illuminance on surfaces is greater than 200 lux, a difference in light reflectance values should be a minimum of 20 points.

With the Crown Paints Scan colour codification system, the middle two digits of the colour code show the light reflectance value of a colour.





INCLUSIVE COLOUR

Inclusive Colour

There is a growing number of people in the UK known to be visually impaired and this trend is consolidated by the country's ageing population. It is critical that specifiers develop a greater understanding of visual impairment and specifically how impairment can affect a person's perception and way finding behaviour.

A sixty year old has one third retinal luminance of that of a 20 year old when viewing the same luminance. Their reaction time adjusting to different luminance levels is slower, moving from a dark corridor to a well-lit lounge for example. It has been proven people find it much easier to differentiate a tonal difference between colours (light against dark or vice versa) than between different colour hues such as red and green.

Understanding the size and shape of a space for the visually impaired is less of a sub conscious process than it is for the fully-sighted. When entering an environment, people considered visually impaired rely on their residual vision to seek visual clues, firstly scanning the upper wall and ceiling (the least cluttered areas of a room) to establish its dimensions.

Having gathered this information the visually impaired look for contrast between large or critical areas. Intelligent colour contrasts between ceilings and walls, floors and walls, doors and walls can put the space into context and ensure the environment is easier and safer to navigate.

LRV Light Reflectance Value

Every colour has a Light Reflectance Value (LRV) which is the amount of light reflected by a surface when illuminated by a light source (normally daylight but it could be a combination of natural & artificial light). The more light that is reflected the lighter the colour and the higher the LRV. The surface of dark colours will absorb more light and reflect less thus the reflectance value for dark colours will be lower than light colours.

When providing inclusive colour schemes, adjacent colours should ideally vary by more than 30 points. If an area is well lit (lux levels greater than 200) a minimum of 20 points LRV should suffice. Identifying the light reflectance value is very easy to achieve using the Crown Trade Fan Deck and unique SCAN code system. It is easy to create a wide range of inclusive schemes that meet legal requirements and are also aesthetically pleasing.

With Crown Trade Scan colour codification system the middle two digits of the

Example:

The Crown Trade colour C7832S reflects 83% of light and so the LRV is 83. In an interior if we use C7832S on the walls and use B8080A (a colour with LRV of 8) on the adjacent doors a visual contrast of 75 LRV is achieved; much more than the required 30 points difference.

To achieve effective contrast in practice, the design of an interior environment needs to be broken down and surfaces addressed individually. Key items such as handrails, switches and stair nosings should also be emphasised through visual contrast, with greater tonal difference required for smaller items.

Better for All

By adopting the principles of visual contrast in this way, it is possible to make a real improvement to wayfinding for the visually impaired while still creating an aesthetically pleasing colour scheme. As contrast can be produced through varying illuminance, the result is a colour scheme that is both practical and desirable. This allows architects, designers and specifiers to create inclusive environments that fully embrace the concept of access for all, without compromising the interior design of a building.

For further information contact the Specification Services team on 0330 0240310.



It's not just paint.

It's personal.

A PALETTE OF EMOTIONS

Whilst there remains much debate surrounding the psychophysiological effects of colour, colour remains an important factor in the physical learning environment and is proven to impact on student achievement.

Many studies have shown that well planned educational facilities can improve learning and have beneficial effects on test results. Colour can increase concentration levels and provide an inspiring atmosphere for both work and play. Colour can also help to achieve aesthetically pleasing interiors and enhance surroundings.

How colours affect us will vary to some degree between individuals and will inevitably be influenced by several factors including, society, upbringing, culture and race. However, recognisable patterns of colour responses have been identified and there are certain colours that are synonymous with generating a particular emotion and subconsciously drive us to take a particular action. It is clear that any strong colour will cause an immediate reaction that can be physiologically measured.

White

Positive: Hygiene, sterility, clarity, purity, cleanness, simplicity, sophistication, efficiency

Negative: sterility, coldness, barriers, unfriendliness, elitism

Brown

Positive: Seriousness, warmth, nature, earthiness, reliability, support

Negative: Lack of humour, heaviness, lack of sophistication

Violet

Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality

Negative: Introversion, decadence, suppression, inferiority

Black

Positive: sophistication, glamour, security, emotional safety, authority, efficiency, substance

Negative: oppression, coldness, menace, heaviness

Blue

Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm

Negative: coldness, lack of emotion, unfriendliness

■ Red

Positive: Physical courage, strength, warmth, energy, basic survival.

Negative: Defiance, aggression, visual impact, strain

Green

Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environment awareness, equilibrium, peace

Negative: Boredom, stagnation, blandness

Yellow

Positive: Optimism, confidence, self esteem, extraversion, emotional strength, friendliness, creativity

Negative: Irrationality, fear, emotional fragility, depression, anxiety

Before making a final colour choice it's worth considering the type of atmosphere that's required. Colours such as shades of red, orange and yellow are perceived as warm colours and thus increase the perceived temperature of a space whilst the opposite is true of true blues and blue shades of green.



HINTS & TIPS ON COLOUR

Apart from the choice of colour hue, careful application can make or break a colour scheme



1. Alter the perception of the space:

Horizontal lines can help increase the perceived width of the space whilst vertical lines add to the perceived height. However, be aware that lines can either induce stress or create quite a calming environment. Horizontal lines create alpha waves that mentally assist de-stressing. Vertical lines can have the effect of increasing the perceived height of a space but they create beta wavelengths which are thought to induce stress.

- 2. Cool, light colours will help make a space seem larger than it actually is whilst the opposite is true of warm, dark colours which will make a space seem smaller and more intimate. Some cool, dark colours can make a space seem larger whilst making it seem quite cosy.
- 3. Think about the required atmosphere:
 Cool colour schemes have a very efficient,
 calming effect and pupils can easily concentrate
 on the smart board. This is especially
 important when pupils are required to focus
 on listening, reading and understanding.
 Warm colour schemes have a welcoming
 effect. Warm colours lift the pupils' spirits
 and lessen nervousness. This is especially
 important when pupils are required to focus on
 discussing, communicating and understanding.
- **4. Optimise the function of a space:** Paint the teaching wall in a deeper mid toned shade than all other walls to focus attention on the

subject matter and reduce contrast glare and counteract eye strain. This feature wall will help the eye to relax as pupils look up from a task. The teaching wall and chairs can be the same colour to further engage the pupil with the subject matter being taught. Keep all remaining walls a neutral colour to offer variety.

- 5. Creating an un-distracting scheme:
 If the door is located on the same wall as
 the smart board, paint it the same colour
 as the wall to create an unbroken (and
 therefore un-distracting) feature wall. Reveals,
 architraves and ironmongery should be a
 different colour to address the Equality Act.
- 6. Skirting boards can distract from an overall decoration, especially if they are painted white or a much lighter shade than the walls. Consider painting them the same colour as the teaching wall or a similar hue to the carpet or flooring
- 7. Reduce clutter: Apart from the display of the smart board, keep the teaching wall free of any visual noise to reduce distractions and ensure the teaching material can be viewed easily and reduce clutter around the classroom where possible.
- 8. Make the best use of light: When choosing colour it's best to view it under the light in which it will be seen, as different light sources can have a massive effect of our perception of a particular colour:

North facing rooms are illuminated by early morning light which projects a cool grey cast on all surfaces. Colours with a red undertone should be used in the décor to compensate for the coolness of the light. This doesn't necessarily mean sticking to reds, and oranges; some shades of blue can include red pigments. Primary blues or shades of greens will make the room appear colder.

South facing rooms benefit from the warm glow of afternoon sunlight. The intense golden rays and distinct shadows of a sunny, late afternoon can have a profound effect on the colours in a room. Southern Light is warm and cool dark colours work well in a room with a southern exposure.

- 9. Artificial lighting varies in colour temperature and projects different colour casts: Florescent light gives a blue/green cast whilst incandescent light gives colours a yellow/red cast. Colour rendition appears warm under incandescent and halogen lights. Reds and yellows are enhanced and blues and greens appear dark and moody. Contrastingly, under the cool cast of fluorescent lights, blues and greens are enhanced, while reds and yellows are muted.
- 10. Avoid blocking out all natural light as lack of light causes the body to produce melatonin, the hormone which induces sleep. Control the light to suit the function and install dimmer switches ideally.

A planned design approach should consider key aspects such as the basic school function, the range of activities and the age groups of the children and the working environment of the staff.





PRIMARY SCHOOLS

Young children respond to bright colours. Cheerful and fun colours relate to the energy and activities of children. Younger children tend to dismiss greys, browns and neutrals in favour of a more vibrant palette.

The key for a successful interior for primary schools is to combine exciting hues with lighter, neutral shades, to achieve a fun yet balanced environment, without the colour scheme being overbearing.



Classrooms

Keep saturated colours to feature areas. Walls which are painted in bright saturated tones will fight against the pupils' artwork on display. Subtle shades provide a suitable backdrop to show the paintings and pictures to their full effect. Creative play and social activities are often encouraged within primary school classrooms, so certain areas will benefit from warmer shades. However, whilst heavily saturated colours may catch the attention of younger children, they are not necessarily conducive to a learning environment. In addition, overuse of stimulating colours can result in hyperactive children, and so must be balanced with calmer shades. Pastel shades are thought to be the most successful for autistic children as it's been shown that such children have a higher sensitivity to whites and yellows.

Corridors

Corridors are a place of transition linking one room to another and may also be a place where groups of pupils congregate. Circles and shapes on the walls can create a friendly and welcoming space for young pupils and are not as distracting as they would be in classrooms. Simple shapes create mesmerizing patterns that young children engage with.















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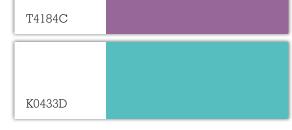












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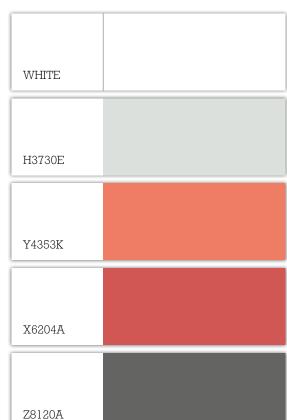




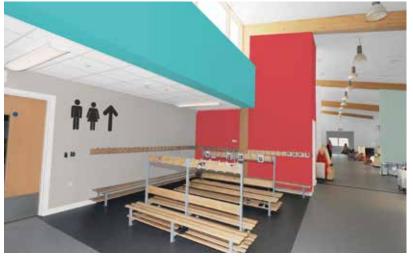
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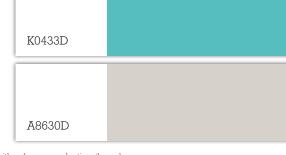












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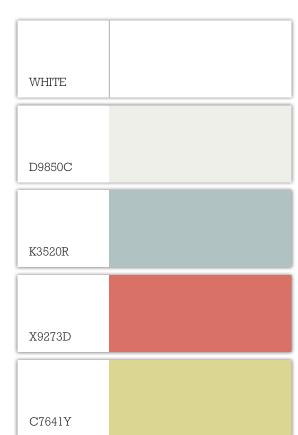




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SECONDARY SCHOOLS

Heavily influenced by fashion, teenagers reject primary shades which they feel to be childish. Secondary and tertiary shades such as purples, aquas and greens are popular choices. Less saturated versions of these colours can be used to prevent too many vivid colours in one area.



Classrooms

Secondary schools and colleges focus more on study than play, thus cooler shades (which are thought to encourage independent learning) should be used within many of the classrooms. The teaching wall is ideally suited to a feature wall colour as it not only draws attention to the teacher but it can also help to prevent eye strain. After concentrating on one particular area for a period of time, a subconscious action of lifting the head and staring at a distance enables the eye to change focus and therefore relax, thus reducing eye strain. The majority of text written on a smart board is black on a white background, a high contrast combination. A feature colour of about 50LRV on the teaching wall ensures the eye does not have to make too much adjustment after staring at the text for duration.

Corridors and circulation areas

Embracing school colours within the design for corridors and circulation areas can encourage a sense of belonging amongst the pupils. To promote a sense of order and calm, opt for cool colours such as blues, purples and greens, rather than the saturated, warm tones of red and orange. Vibrant, warm shades are acknowledged as energising and sociable colours but they can promote stress and tension.









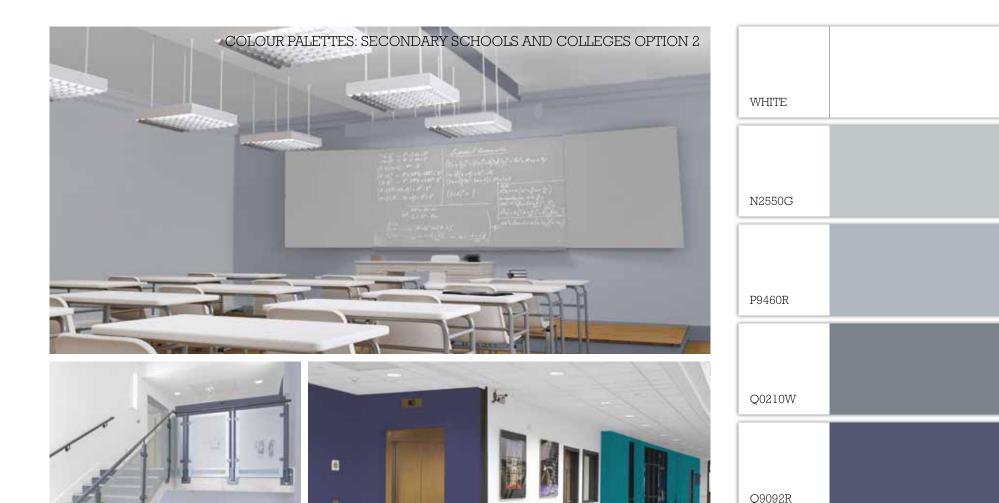






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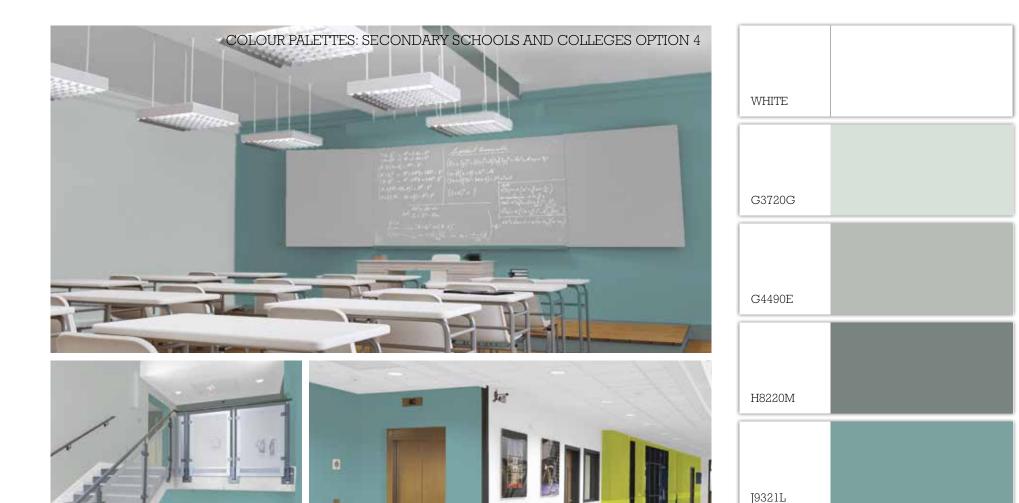






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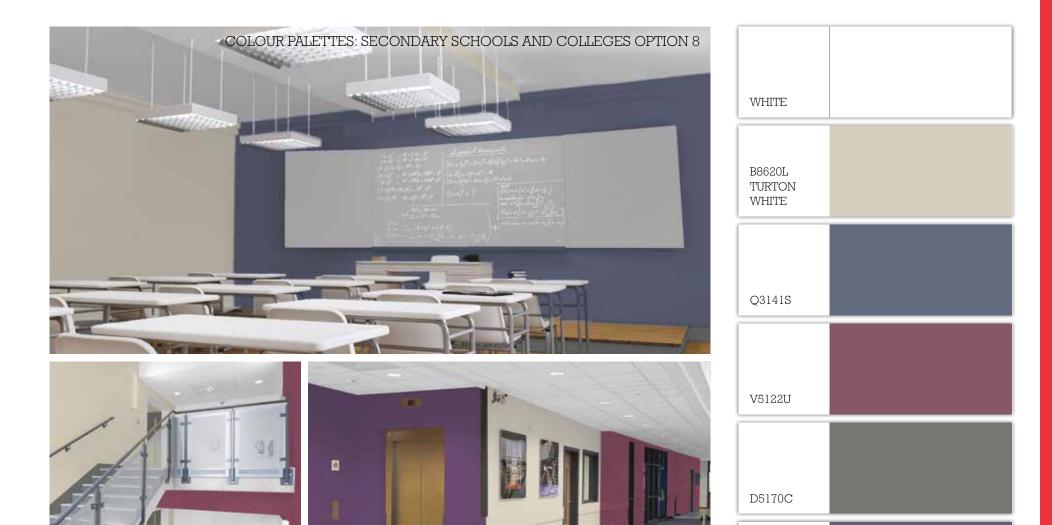






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UNIVERSITIES

Colour schemes for universities will largely be determined by the age and characteristics of the building.

University buildings often vary enormously in architectural style so it's impossible to offer a one size fits all colour solution. Nonetheless a relevant look can still be achieved for a much more sophisticated age group. As a rough guide, contemporary buildings should err towards crisp clean colours against a backdrop of neutral tones whilst historic buildings will suit rich hues as well as muted & subdued tones.



Lecture Theatres

The same principle applies to University teaching rooms as Secondary school and college classrooms. In addition, entrance/exit areas outside lecture theatres benefit from a mid toned wall colour, again as before, to help the eye gradually adjust from being in a darkened room (maybe viewing slides for example) to more brightly lit spaces.

Corridors

Corridors can generally withstand more colour than in the classroom as the same level of concentration is not required when travelling from one destination to the next.

Libraries

Libraries and quiet study areas suit cool colours which promote a sense of calm and promote self study and concentration. These hues can be paired with neutral shades to avoid a cold and clinical feel. Mushrooms and stones sit quietly and do not distract from the task in hand.











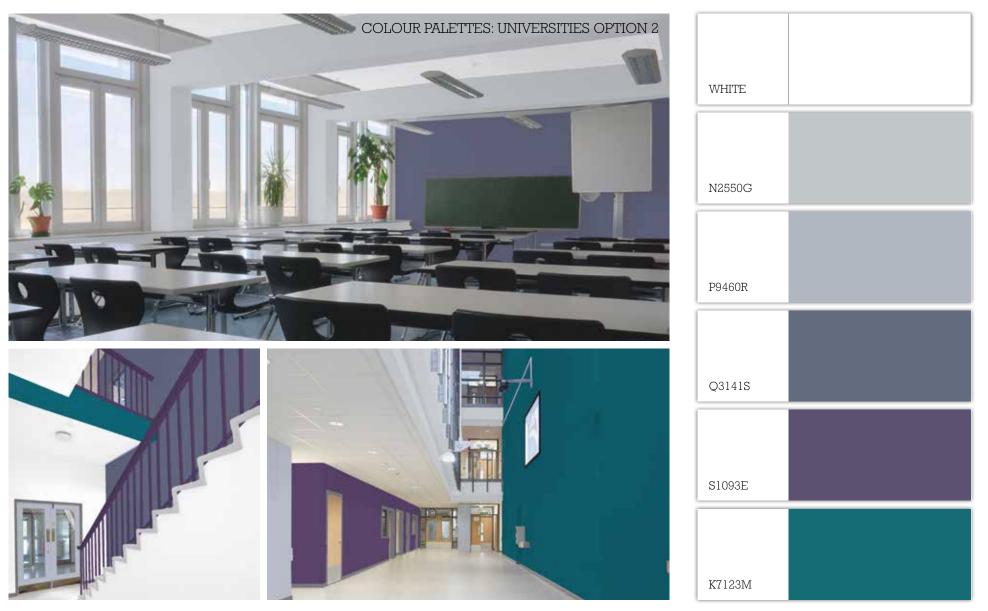






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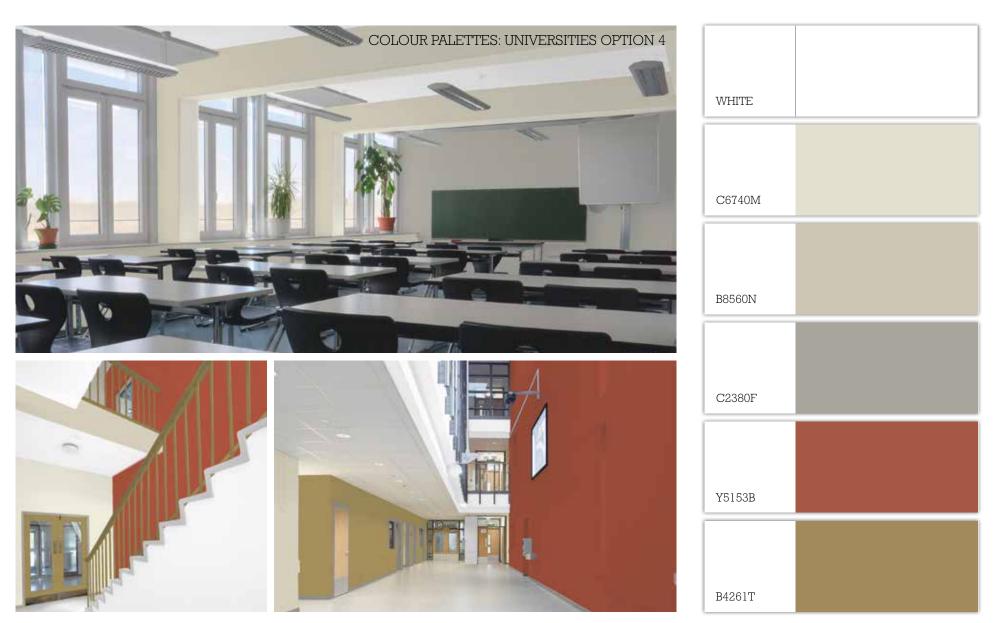






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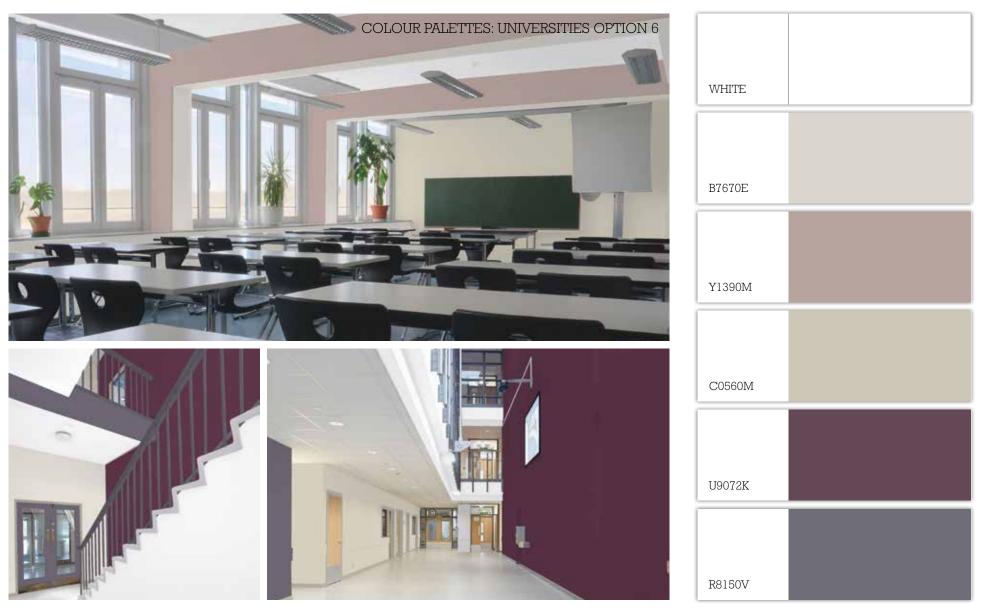






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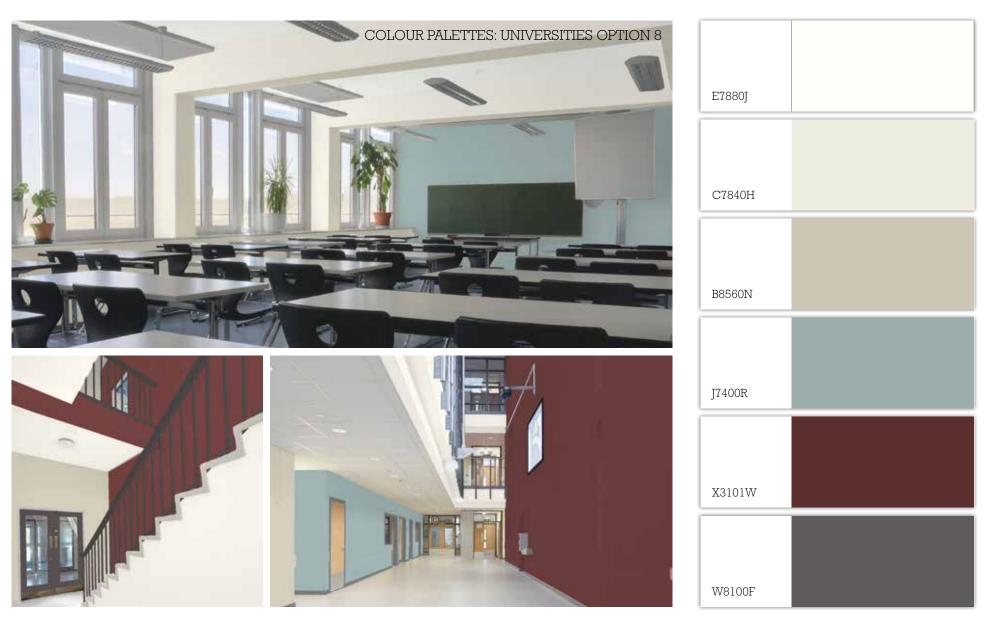






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SERVICE SOLUTIONS CROWL



At Crown Paints, you won't find a 'one size fits all' solution; just a willingness to find the perfect solution for your needs and your budget.

Our range of hard working paint products are perfectly suited for the general rigours within healthcare facilities. Whether it be heavy footfall within corridors and stairwells, or the necessity for ultra clean surfaces within the healthcare environment, we've got specially formulated decorative products which give you the performance, aesthetics and cost effectiveness you need.

Our attention to detail is well known. Sustainable Smart Maintenance is all about using your budgets more effectively. By using the most appropriate and cost effective materials, even seemingly insignificant modifications can lead to big cost savings on your cyclical maintenance programmes.

Sustainable Smart Maintenance includes:

- Protecting high traffic areas
- Providing easy to clean environments
- Optimising maintenance budgets
- Meeting health and safety regulations

We like to think a big part of what separates us from other paint manufacturers is the service we give and the lengths we're prepared to go to to ensure that your decorative and protective needs are completely satisfied.

You can expect these services from Crown Paints to support your projects:

- Dedicated specification support
- Site visits including conditions surveys and flake analysis
- Full technical specifications and asset management programmes
- Training specifying clients and painting contractors
- Assessing climatic, atmospheric and environmental conditions to ensure correct specification
- Assistance in developing sound cyclical programmes to ensure optimum value
- Guidance in dealing with fire safety legislation and fire risk analysis
- Colour scheming advice
- On-going site support and setting key performance indicators
- CPD accredited presentations available
- BIM objects available on Crown Trade,
 Sadolin and Sandtex Trade products







PRODUCT SOLUTIONS

Our team can provide you with detailed information for any of our products. Here we will give you an appreciation of the breadth of our product range and its ability to meet your every coatings specification need:



Sadolin Superior Wood Protection

Innovative formulations for new and previously coated wood, suitable for both interior and exterior use, providing either translucent or opaque finishes.



Sandtex Trade Exterior Range

Durable and protective, for masonry and woodwork, Sandtex Trade high performance products can significantly lengthen maintenance cycles.



Crown Trade Steracryl Anti- Bacterial Scrubbable Emulsion

Scrubbable emulsions developed to assist in the fight against bacteria.



Crown Trade Clean Extreme Scrubbable Matt Emulsions

Tough finishes for high-traffic areas, that are highly durable and allow for repetitive cleaning without compromising their superb finish.



Crown Trade Timonox Flame Retardant Paint Systems

Offering Class 0 fire ratings for interior walls and ceilings, helping you fulfil your Duty of Care requirements for restricting flame spread.



Crown Trade Steracryl Mould Inhibiting Matt Emulsion

Offering mould inhibiting properties ideal for use in kitchens and bathrooms.

Specialist Products

Our product portfolio includes a number of special purpose products designed to offer particular benefits particularly in relation to human health and wellbeing. Our Specifier consultants will be pleased to advise on their correct application. Such products include a range of Steracryl hygiene products under the Crown Trade brand, ideal for situations where the development of mould might be anticipated, through to advanced anti-bacterial products for use in hospitals and in catering and food processing environments.

As an effective measure against spread of flame in buildings, our Crown Trade Timonox flame retardant coatings systems, used in a maintenance regime, can reinstate to Class 0 a substrate that has been downgraded by repeated application of conventional paints. For public buildings and houses in multiple occupation, the application of Timonox makes sound common sense and can mean the difference between successful evacuation in the event of fire and a much less favourable outcome. Timonox systems, by limiting the damage caused by flame spread, can also restrict costly damage to building fabric during the time it takes emergency services to get to the site.





Crown Paints Specification Services Team Telephone: 0330 0240310 Email: info@crownpaintspec.co.uk

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