

White Spaces are all about light.

Creating it, reflecting it and magnifying it. Whites are for those who crave space and a clean canvas on which to display beloved objects; or for those who long for a clear, sunlit expanse. White is about purity, elegance and simplicity and in all of our variations, the infusion of light is key. Whites are pure, creamy, refined or tinted, and there is a perfect white just for you.



Wall Color : Off White 516-1



Wall Color : Off White 516-1



Wall Color : Paraffin 521-2

PURE WHITE Clean white is ideal in a room with great light and lots of windows. Suitable for southern climates and ocean views, it is often cool or blue-white, and it has the most reflective power.

TINTED WHITES The palest of pastels, tints are made by mixing color with various amounts of white. The origin of each tint becomes more obvious when compared to pure white. Like a pale blush, a faded sky, or the lightest rain, tinted whites infuse a room with the faint essence of their root color.

CREAMY WHITES Rooted in yellow, Creamy Whites are the warmest of whites and the most flattering to all skin types. On their own they can appear almost candlelit, and against bright white they have a clear, sunny glow. Often described as antique whites, these are cheery versatile colors that enhance well-being.

REFINED WHITES Refined Whites are more subtle shades of pale which appear a touch hazy or misted. By adding traces of complementary pigments, the colors are softened and the hues transformed into more complex and sophisticated whites.

Finding your perfect color.



MOST-LOVED COLOR COLLECTIONS

These four color cards showcase some of the most-loved color selections in each of their categories. The Inside card features beautiful wall, ceiling and moulding colors. The Outside card includes classic and modern color combinations for the body, trim and accent parts of your home. The Historical card provides authentic colors for your home's particular architecture. The Whites card offers guidance in choosing the best white for your project.



UNIQUE INSPIRATION

Our Harmony color brochures offer the most up-to-date and classic colors in unique five-color chips. It's like having a mini interior designer with the inspiration cards offering color selections for paint, fabrics, window treatments, flooring, pillows and other accessories.



COLOR TRENDS

Eagerly anticipated each year, new color trends resonate with our desire to constantly reinvent ourselves and our living spaces. The Voice of Color® Trends brochure showcases the newest colors for paint and home décor.



HACIENDA STYLE

This beautiful color collection is filled with rich, authentic colors of the Mexican haciendas.



FALLINGWATER®

Frank Lloyd Wright's architectural masterpiece is showcased in the Fallingwater® Inspired Color Collection featuring colors used on and surrounding Fallingwater.

If you do not find the color card in-store, visit: www.voiceofcolor.com and send us an email requesting the card to be sent to you.



THE VOICE OF COLOR® SAMPLE PROGRAM

PPG Pittsburgh® Paints has a variety of ways to sample color from small-sized samples to quarts to large 8 x 12 swatches. Ask your paint retailer for what they can provide so you can try the colors in your own home.

Large 8 x 12 samples of any of our colors can be ordered on-line: www.voiceofcolor.com; click **Shop On-Line**.

THE VOICE OF COLOR®

PPG PITTSBURGH® PAINTS

www.voiceofcolor.com

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Cover Photo Wall Color : Winter Mood 512-1



THE VOICE OF COLOR®

PPG PITTSBURGH® PAINTS

White and Off-White
Color Statements

WHITE
SPACES

PPG
PITTSBURGH® PAINTS

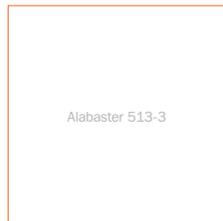
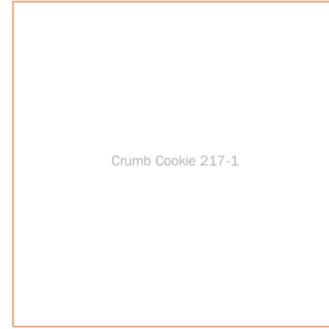
Whites and lights are one of the most adaptable color families and can be used to create a traditional or a contemporary look depending on your soft furnishing, furniture, and accessory choices.

White is as diverse as every other color in the spectrum. Every white has an undertone- it may tip toward yellow, pink, or blue. Compare paint chips to your fabrics and flooring to determine if a warmer, pink-toned or yellow-toned white -- or a cooler, bluer white -- is best for your room. White is also where finish and texture have perhaps the biggest impact.

When using a lot of white, it can be helpful to use several shades. Add shades of beige and cream to create a layered look and relaxing atmosphere.



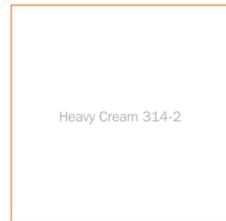
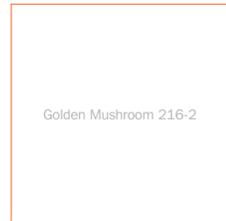
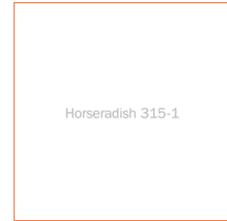
Selecting your colors has never been easier with our Peel-Off Chips.



Choose lighter colors for a small room. That will make it seem larger and bring in a sense of light. If you have a small room with high ceiling, like a powder room or a hallway, put the same pale color on the ceiling. It creates a more unified look.

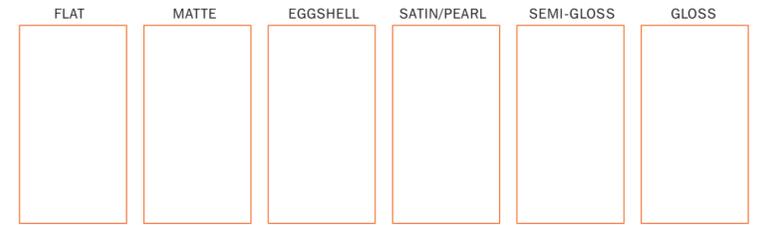
Light and shadow are what allow us to make out forms. Nothing shows a shadow better than white. If your wall is damaged or pockmarked, using white will allow you to see every little flaw.

In this case you should use darker colors.

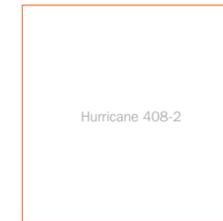
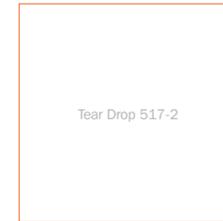


SHEEN GUIDE

Looking for the right sheen? The Voice of Color offers a complete range of sheens, from perfectly flat to superb gloss. Our suggestion: try combining a flat or eggshell finish on walls and a gloss finish on moulding.



The color shown on sheen guide is Almond Paste 313-2



Color chips are affected to some degree by the type of light in which they are viewed, exposure to heat and light rays, also the age of the chip itself. Therefore, there may occasionally be a slight difference between the color and sheen of the chip shown and the actual paint when applied to a surface.