

Every Colour Is Its Own Story

The Theory

Why is Colour Stories™ so extraordinary?

Two hundred forty, one-of-a-kind full-spectrum colours have been meticulously handcrafted into an astonishing collection – a palette so vibrant and exquisite that each colour is best appreciated once the paint is applied. Each creates depth, overtones, nuance and luminosity not found in ordinary paints. From natural morning light to artificial or indirect illumination, these colours take on different characteristics and appearances throughout the day. Evoking emotions and feelings, each unique blend offers a story and a personality behind each hue.

Measure for Measure-The Formula

Colour Stories™ is a full-spectrum color collection. What that means: Unlike conventional colours which are formulated with three pigments, full-spectrum colours are achieved through the mixing of multiple pigments—anywhere between five and seven — in very precise, exacting amounts. Each full-spectrum colour yields a complex visual dynamic that delivers an unexpected experience. These colours have greater clarity and purity, and are richer and more vibrant.



colour stories™

Full-Spectrum Colour Collection by Benjamin Moore®

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The Science Behind the Art

Each Colour Stories™ colour is handcrafted from an individual, exclusive recipe. These “prescriptions” were invented with Benjamin Moore’s patented Gennex colorants. The water-based colorant system is distinctly different from all others, as it contains no volatile organic compounds (zero VOC). This colour engine drives the Colour Stories hues and makes them impossible to duplicate. And the medium that transports each luxurious colour is AURA®, the ultimate performance paint that remains low VOC (under 50 grams per liter) no matter the colour.

The Sublime Results

Setting your own colour identity with whatever shade or combination of tones you choose provides a true freedom of expression that all will envy. Colour Stories™ offers unparalleled hues, each with light-affecting qualities that bring dimension and luminosity to any space. These handcrafted colours were chosen for their versatility and dependability no matter the architectural style or lighting environments.

The results speak for themselves.

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