



## How to Apply Benjamin Moore “Wall Tattoos”

Wall stencils are an effective way to complement your current paint color scheme and add interest and flair to your space. Think of our [Wall Tattoos](#) as color accessories for your designs.

And think beyond your walls—Wall Tattoos can be used on ceilings and floors too.

To begin, plan your overall design, then follow these simple steps.

### Preparing the Surface

1. Paint the area to which you will be applying the Wall Tattoos in your favorite Benjamin Moore paint and let it dry.
2. Mark the edges of the stencil on the wall with a light pencil, chalk, or painter’s tape.
3. Prepare the stencil for application by laying it flat (use either side) on a surface large enough to accommodate overspray. Then, using a low-tack spray adhesive, spray one even coat of adhesive at a distance of about 10 to 12 inches from the surface of the Wall Tattoo. (Please follow directions on spray adhesive can for best results).

Let the Tattoo sit for a minute or two so that the wet adhesive settles and won’t stick to the wall when you remove the stencil.

4. Place the sprayed Wall Tattoo on the predetermined position on the wall and use painter’s tape to hold it in position and to prevent rolling or brushing past the edges of the stencil.
5. Gently smooth the stencil to eliminate air pockets, working from the center outwards with your hands or with a clean foam roller.

Once the Wall Tattoo is in place on the wall, you can paint it with a roller or with a brush. Here are the instructions for both.

### **Painting with a Roller**

1. With your choice of paint or glaze mixture already poured into a paint tray, cover the entire surface of a 4-inch foam roller with color and roll off excess paint on the load-off section of the tray (the ribbed portion toward the top).

*It is important to not have too much paint on the roller because it could drip or seep through the stencil. The roller should feel almost dry to the touch.*

2. Roll the paint over the design, taking care not to roll past the edges of the Wall Tattoo. *Due to the minimal amount of paint on the roller, you'll need to apply a bit of pressure as you roll on the paint.* Rolling in various directions may give a more even appearance.

When reloading the roller with paint, be sure to roll off excess paint in the tray or on a piece of paper.

### **Painting with a Brush**

Many [Benjamin Moore retailers](#) carry special brushes for stenciling. We recommend these specially designed tools for applying our Wall Tattoos or any other wall stencils.

1. Dip only the tip of the brush into the paint or glaze mixture and blot the extra paint off onto a paper towel in a swirling motion. *The brush should feel almost dry to the touch.*
2. Use one of two basic techniques with your nearly-dry stencil brush: pouncing or swirling.

Pouncing calls for bouncing the brush straight up and down on the design.

When swirling, you apply the paint using a circular or swirling motion.

### **Helpful Tips**

- To build up and deepen the color, apply multiple coats without removing the stencil, using one of the above techniques.

- Allow about 15 minutes of dry time between coats. *Do **not** try to build color by applying one coat with excess paint.* This will lead to seeping and dripping through the stencil.
- When you've finished applying the paint on your Wall Tattoo, carefully remove the stencil before the paint dries completely, starting at the top corner.