



transform
your home
with color and paint




Benjamin Moore®



For over 125 years Benjamin Moore has
been helping people create beautiful homes.
We're committed to creating the best-performing and
most environmentally friendly products on the market.

This painting guide is for those who are new to painting or just want a little refresher.

From **selecting colors** to **prepping walls** to **applying paint**, you'll find all the information you need to get started.

We break down painting into **an easy step-by-step process** that helps you achieve beautiful, long-lasting results every time.

■ color

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■ my projects at a glance



Top left to right: walls-wythe blue HC-143, ceiling-battenberg AF-70, trim-storm cloud gray 2140-40, wall-masada AF-220

Bottom left to right: walls-french press AF-170, ceiling-revere pewter HC-172, trim-refined AF-75; wall-montpelier AF-555, ceiling-dunmore cream HC-29, trim-ballet white OC-9



color

find your perfect color

Color is one of the most dynamic ways to decorate your home.

It sets the tone and feel of a room and also ties together your furniture, wall hangings and accessories.

Getting Started

- Create a list of the key elements that will remain in the room—sofa, rug, flooring.
- Determine your budget. Consider which changes will have the most impact for the money, such as paint, slipcovers and fresh accessories.
- Think about the room's purpose and how you'd like to feel in it. For example, do you see your family room as a quiet haven from the world, or as the lively entertainment center of your home?
- Determine your own personal color preferences. Which colors do you naturally gravitate toward—warms, cools or neutrals?
- Collect color and fabric swatches and images from magazines and websites. Gather ideas from your favorite vacation spots, flowers, trees—anything that inspires you.



Create Your Palette

- Once you've gathered your ideas, take a look at your collection and see which design elements stand out. Are there specific colors, styles or other elements that attract you?
- Group colors to see which ones most appeal to you.
- View all samples together in the room where they'll be used. You will then see how your choices look with existing elements and in actual lighting conditions.
- Consider the size and scale of your room and its furnishings. Keep in mind the concept of harmony and balance while editing your choices.

Consider Lighting

Have you ever seen a paint chip or color that you absolutely loved in a store but found it looked completely different when you took it home?

TIP

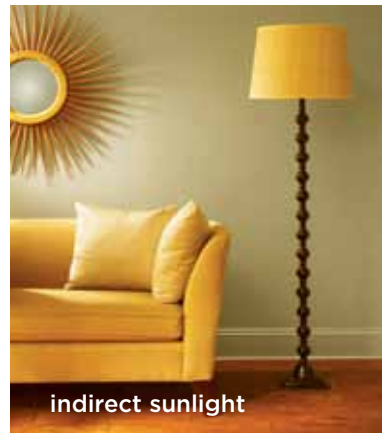
Surrounding colors impact how any one color is perceived. An ivory wall can appear pink when paired with a vibrant red carpet.

It's always best to view color swatches in the actual space and lighting conditions in which they'll be used.



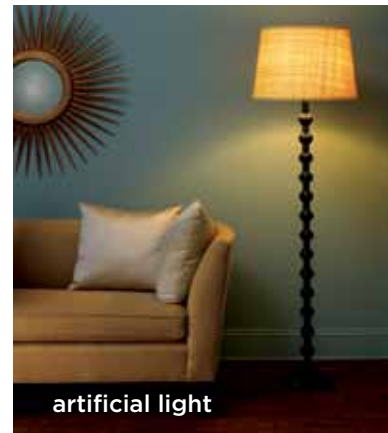
direct sunlight

Considered the ideal light source, direct sunlight provides the truest rendition of color.



indirect sunlight

The intense golden rays and distinct shadows of a sunny, late afternoon have a profound effect on color.



artificial light

Under the cool cast of fluorescent lights, blues and greens are enhanced, while reds and yellows are muted.

walls-saybrook sage HC-114

Color Flow

While moving through your home, consider the colors that can be seen from the openings in each room. Whether you have an open floor plan or your space is clearly defined, select colors that flow from one area to the next to create a thoroughly pleasing effect.



wall colors from front to back: steep cliff gray 2122-20, chestertown buff HC-9, firenze AF-225

try-on color

Benjamin Moore® Color Samples

offer the ability to experience colors in the actual places that will be painted. The opportunity to view prospective colors on different walls and under various lighting conditions creates a true representation of the color. Living with your Color Samples during both days and evenings instills greater confidence in your final selection.



Color Samples are available in pints, 2-oz. jars and 18" x 18" Big Chips.



digital tools



Color Gallery is an online color selection tool like no other. It not only gives you access to Benjamin Moore's complete catalog of more than 3,400 beautiful paint colors, but also creates the perfect color combinations for the colors that you choose. Color Gallery makes it easy—even fun—to find the colors that you're looking for, or to simply explore colors and find fresh inspiration.

Personal Color Viewer®

Another online color tool is our Personal Color Viewer (PCV). PCV enables you to upload your own photos or use images from our room library to explore limitless color options.



Color Capture® app

for iPhone® and Android™ OS phones lets you capture color inspiration wherever you are. Simply take a picture with your phone, tap the “match” key, and the closest Benjamin Moore® color will appear.

authentic color

You can only get true Benjamin Moore® colors when you use Benjamin Moore paint.



The reason lies in our manufacturing process. Our paints are created using proprietary colorants and resins and formulated with patented waterborne technologies. This highly controlled system ensures the quality of Benjamin Moore paints and the purity of our colors.

When another store offers to match a Benjamin Moore color, their scanner simply provides a “best guess” color match using inferior paint, generic colorants and a different tinting system. While it may look close at first, the final result will not be the color you spent hours or possibly days deciding upon.

rich and varied color collections

Benjamin Moore offers the most extensive selection of paint colors.

It's one of the reasons our paint is recommended by more professional interior designers than any other brand.

In the real world, most of us are not working with an "expert" to help us pick colors. That's why we've created a variety of simple tools to help you explore, experiment and select colors for your home with confidence.

Affinity® Colors A sophisticated palette of 144 hues with global influences, the Affinity® Colors palette is designer-inspired and endorsed. Each rich, beautiful color seamlessly harmonizes with all other colors in the palette.

Classic Colors A palette of 1,680 inspired hues, Classic Colors are as elegant and timeless as they are forward-looking. Their versatility and beauty make them perfect for any space.

Color Preview® A great complement to our Classic Colors palette, the Color Preview palette consists of 1,240 bold, saturated hues to create striking combinations that both excite and inspire.

Historical Colors This palette of 174 time-honored colors is our most popular. Inspired by the colors found in 18th- and 19th-century U.S. architecture, these classic, inviting hues continue to serve us well today.





Color Stories® A new, exclusive collection of full-spectrum colors comprised of 240 complex interior hues with unmatched depth, luminosity and elegance. Inspired by nature, the senses, moments in time, found objects and pure imagination, each color tells its enticing tale.

Off-White Colors

Sophisticated and endlessly versatile, the 140 subtle tones in our Off-White Colors palette can create tranquil spaces, as well as beautifully complement other colors.

Candice Olson Designer Picks

This collection of nature-inspired colors reflects the timeless and unique signature style of TV design star Candice Olson.

Benjamin Moore®

Favorites consists of tried and true colors that have adorned the walls of beautifully designed homes for years. Classic and ageless, this collection takes the guesswork out of choosing your perfect color.



Perfect Pairings is an innovative, easy-to-use tool for selecting perfect interior or exterior color combinations. Each strip contains three rich, versatile colors—a base or wall color and two complementary colors for trim and accents.



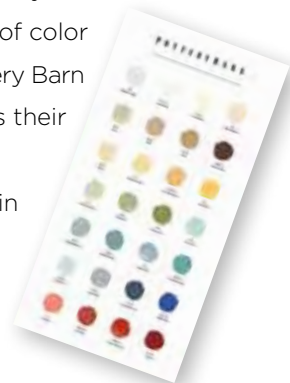
Brian Gluckstein Designer Picks

This collection of 198 gorgeous paint colors inspired by Gluckstein's textile and furniture lines. This sophisticated palette adds a touch of understated elegance to any décor.

our seasonal color collections

Pottery Barn Colors

Relaxed style meets the beauty of color as Pottery Barn chooses their favorite Benjamin Moore colors.



Color Trends An annual collection of inspirational colors that discerning color enthusiasts look forward to.



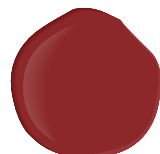
our favorite
reds



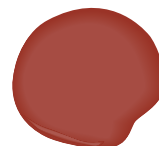
tea room
AF-270



mardi gras
1342



caliente
AF-290

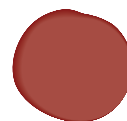


tucson red
1300



dinner party
AF-300

**The surprising versatility
of red makes it unique.
The color of energy and
passion, red can surprise
with deep, earthy tones
that confer a profound,
meditative feel.**



tucson red
1300



amulet
AF-365

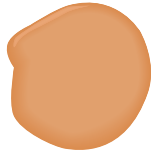


battenberg
AF-70

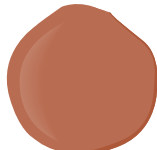
our favorite oranges



bronze tone
2166-30



soft pumpkin
2166-40



montana agate
056



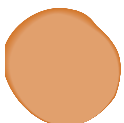
persian melon
117



etruscan
AF-355



**Cheerful, energetic,
and uplifting, orange
conveys movement,
creates a sense of
order, and brings
spaces to life.**



soft pumpkin
2166-40



golden honey
297



blue lapis
2067-40

our favorite yellows



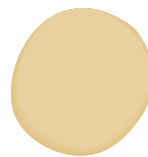
hay stack
317



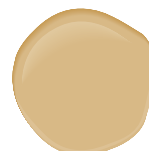
hawthorne yellow
HC-4



straw
2154-50



vellum
207



honeymoon
AF-345

**Cheerful and uplifting,
yellows work well
with any size room or
lighting condition.**



straw
2154-50



caponata
AF-650



simply white
OC-117

our favorite greens



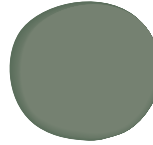
dune grass
492



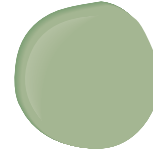
tree moss
508



sweet daphne
529



lush
AF-475



seedling
AF-450



Pale shades of green feel surprisingly neutral, while deeper hues cast an earthy, elegant glow. Greens are perfect for introducing a touch of spring or conveying an overall feeling of harmony and environmental sensitivity.



dune grass
492

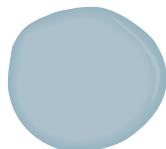


aventurine
AF-445



simply white
OC-117

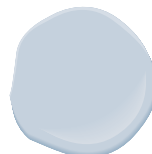
our favorite blues



serenata
AF-535



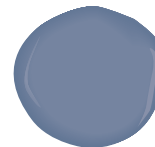
blue nose
1678



lake placid
827



gossamer blue
2123-40



stratford blue
831

Light blues confer tranquility and serenity, while deeper tones are regal and uplifting colors that can take away your "blues."



gossamer blue
2123-40



sebring white
OC-137

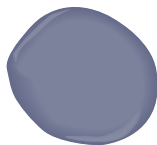


gray horse
2140-50

our favorite purples



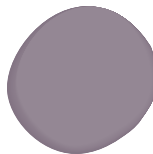
blue viola
1424



queen's wreath
1426



african violet
2116-50



amorous
AF-600



kalamata
AF-630



**From serious,
smoky wine to
youthful fuchsia,
the many shades
of purple are
surprisingly
versatile and
diverse.**



kalamata
AF-630



mascarpone
AF-20



palladian blue
HC-144

Color representations may differ slightly from actual paint colors due to monitor calibration.

our favorite neutrals



consentino chardonnay
247



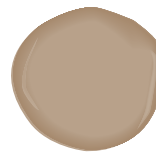
brandon beige
977



jonesboro cream
241



stone house
1039



interlude
AF-135

Reassuring and restful,
neutral shades derive
from nature, and set
the stage for rooms
that are harmonious
and uncomplicated.



interlude
AF-135



frappe
AF-85



silhouette
AF-655

our favorite grays



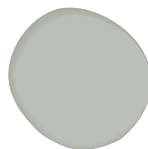
revere pewter
HC-172



kendall charcoal
HC-166



cape may
cobblestone
1474



metropolitan
AF-690



silhouette
AF-655



Depending on the
shade, gray can be
cool and calming or,
with a little bit of
silver, energetic.



metropolitan
AF-690



silhouette
AF-655



fashion rose
1356

Color representations may differ slightly from actual paint colors due to monitor calibration.

gentle whites

White isn't just a color, it's an expression of you.

Elegant, airy white brightens and inspires. With our vast, nuanced selection, you'll find the perfect one effortlessly.



wall: super white INT RM • accents: collingwood OC-28, van buren brown HC-70

Choose a look that's all your own with ease.

Simply match one or two of our preselected colors with the large featured color and bring your vision to life.



super white INT RM



collingwood OC-28
van buren brown HC-70



exhale AF-515
stone 2112-40



mascarpone AF-20



woodland snow 2161-70



ivory tower 2157-70



antique white INT RM



pristine OC-75



adobe white 2166-70



mayonnaise OC-85



linen white INT RM



sugar cookie OC-93



navajo white INT RM



bone white INT RM



powder sand OC-113



easter lily OC-126



milky way OC-110



mannequin cream OC-92



corinthian white OC-111



cameo white INT RM



cotton balls OC-122



bavarian cream OC-123



alpine white OC-124



celery salt OC-136



man on the moon OC-106



simply white OC-117



minced onion OC-128



november rain OC-50



sebring white OC-137



titanium OC-49



palest pistachio 2122-60



white dove INT RM



china white INT RM



pale oak OC-20



decorators white INT RM



lily white 2128-70



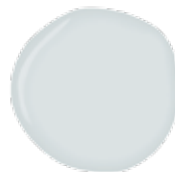
white INT RM



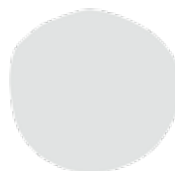
atrium white INT RM



gray sky 2131-70



silver cloud 2129-70



tundra 2133-70



gray cloud 2126-60



pink damask OC-72



whitewater bay OC-70



vintage taupe 2110-70



foggy morning 2106-70



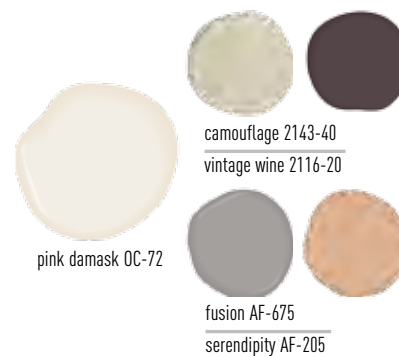
a la mode 2109-70

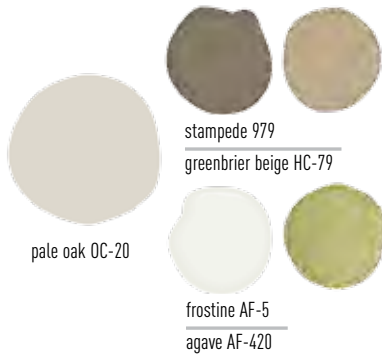
gentle whites



walls: simply white OC-117 • accents: shaker beige HC-45, galapagos green 475

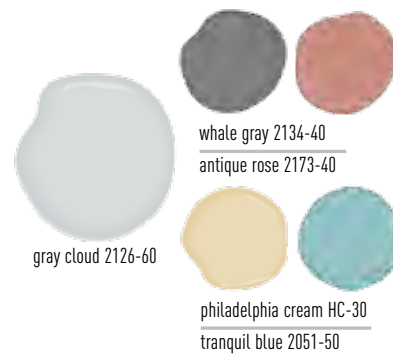
walls: pink damask OC-72 • accents: camouflage 2143-40, vintage wine 2116-20





wall: pale oak OC-20 • accents: stampede 979, greenbrier beige HC-79

wall: gray cloud 2126-60 • accents: whale gray 2134-40, antique rose 2173-40



Room images are courtesy of Pottery Barn. Color representations may differ slightly from actual paint colors due to monitor calibration.

fresh pales

Bright ideas
inspired
by nature's
own beauty.

Feel the restorative
power of these colors
to refresh and invigorate
your spirit.



walls: barley 199 • accents: milkyway OC-110, tate olive HC-112

**Choose a look that's
all your own with ease.**

Simply match one or
two of our preselected
colors with the large
featured color and bring
your vision to life.



barley 199



milkyway OC-110

tate olive HC-112



narragansett green HC-157

buttered yam AF-230



soft satin 2164-60



queen anne pink HC-60



pink moiré 050



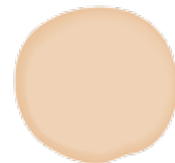
april pink 2091-70



strawberry yogurt 2104-70



honey hut 2102-60



jumel peachtone HC-54



yellow squash 2161-50



pearl harbor 2165-50



safari AF-335



wheatfield 2159-50



creamy beige 2016-60



straw 2154-50



golden honey 297



jasper yellow 2024-50



yellow lotus 2021-50



hay stack 317



spring dust 2150-40



pale avocado 2146-40



pale sea mist 2147-50



guilford green HC-116



georgian green HC-115



fernwood green 2145-40



sherwood green HC-118



hancock green HC-117



tea light 471



quiet moments 1563



palladian blue HC-144



antique jade 465



tranquility AF-490



gossamer blue 2123-40



crystal blue 2051-70



polar sky 1674



blue stream 1668



harbor haze 2136-60



serenata AF-535



blue heather 1620



misty blue 820



winter gray 2117-60



misty memories 2118-60



violet mist 1437



iced mauve 2115-50



hint of violet 2114-60



batik AF-610

fresh pales



walls: georgian green HC-115 • accents: sage mountain 1488, spa AF-435

walls: golden honey 297 • accents: decatur buff HC-38, mascarpone AF-20





walls: blue heather 1620 • accents: swiss coffee OC-45, mink 2112-10

wall: wheatfield 2159-50 • accents: crisp khaki 234, firenze AF-225



Room images are courtesy of Pottery Barn. Color representations may differ slightly from actual paint colors due to monitor calibration.

timeless neutrals

Enduring colors
that will be as
perfect tomorrow
as they are today

Trends may come and go, but style
and sophistication last forever.



walls: bar harbor beige 1032 • accents: mountain peak white OC-121, caramel apple 1042

**Choose a look that's
all your own with ease.**

Simply match one or
two of our preselected
colors with the large
featured color and bring
your vision to life.



bar harbor beige 1032



mountain peak white OC-121
caramel apple 1042



gentle cream OC-96
garrison red HC-66



winds breath OC-24



ashen tan 996



brandy cream OC-4



pensive AF-140



driftwood 2107-40



wood grain brown 2109-30



mustlin OC-12



bleeker beige HC-80



woodacres 1020



alexandria beige HC-77



davenport tan HC-76



elephant tusk OC-8



grant beige HC-83



frappe AF-85



putnam ivory HC-39



monroe bisque HC-26



great plains gold 1077



tamarind AF-120



refined AF-75



bennington gray HC-82



elk horn AF-105



woodstock tan HC-20



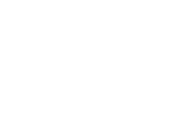
north creek brown 1001



meditation AF-395



sandy hook gray HC-108



cromwell gray HC-103



thunder AF-685



rockport gray HC-105



sparrow AF-720



chelsea gray HC-168



cinder AF-705



gray owl 2137-60



stonington gray HC-170



secret AF-710

kendall charcoal HC-166

gray 2121-10

iron mountain 2134-30

midsummer night 2134-20

barren plain 2111-60

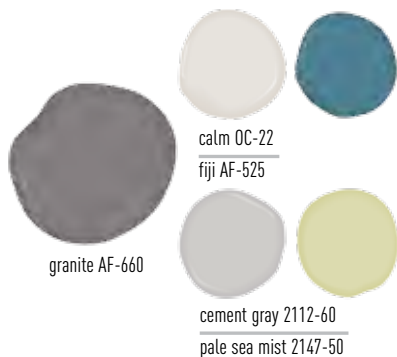
silver fox 2108-50

eagle rock 1469

granite AF-660

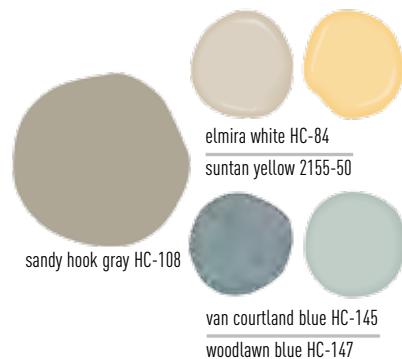
great plains gold 1077

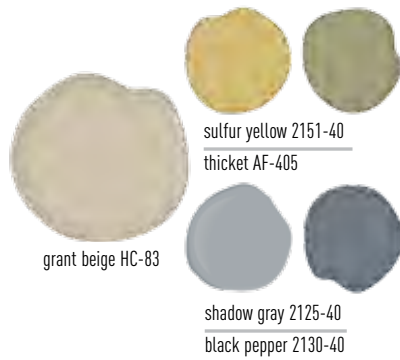
timeless neutrals



wall: granite AF-660 • accents: calm OC-22, fiji AF-525

wall: sandy hook gray HC-108 • accents: elmira white HC-84, suntan yellow 2155-50





walls: grant beige HC-83 • accents: sulfur yellow 2151-40, thicket AF-405

wall: revere pewter HC-172 • accents: french press AF-170, grasshopper AF-415

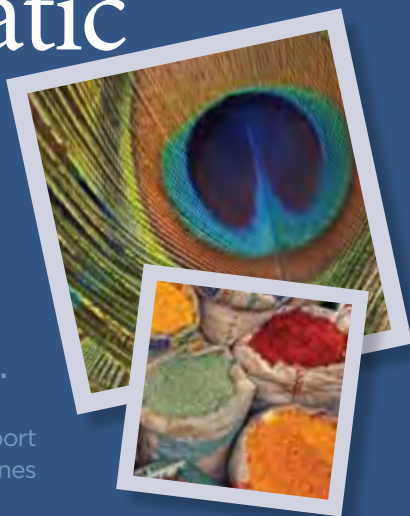


Room images are courtesy of Pottery Barn. Color representations may differ slightly from actual paint colors due to monitor calibration.

dramatic deeps

Be bold,
not bashful,
with colors
that take
center stage.

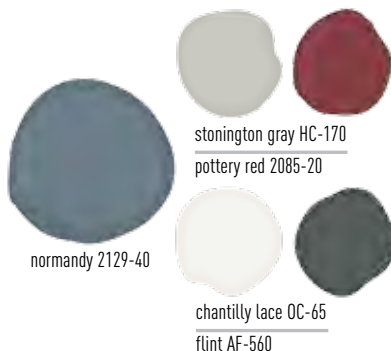
Choose one to play a
leading role, then support
it with a cast of rich tones
for dramatic effect.



walls: normandy 2129-40 • accents: stonington gray HC-170, pottery red 2085-20

**Choose a look that's
all your own with ease.**

Simply match one or
two of our preselected
colors with the large
featured color and bring
your vision to life.



normandy 2129-40

stonington gray HC-170

pottery red 2085-20

chantilly lace OC-65

flint AF-560



raisin torte 2083-10



cherokee brick 2082-30



old claret 2083-30



dinner party AF-300



confederate red 2080-20



gypsy love 2085-30



moroccan spice AF-285



deep poinsettia 2091-30



navajo red 2171-10



masada AF-220



buttered yam AF-230



rust 2175-30



greenfield pumpkin HC-40



golden harvest 2157-20



delightful golden 2158-30



autumn gold 2152-30



stuart gold HC-10



york harbor yellow 2154-40



marblehead gold HC-11



ochre 2151-30



savannah green 2150-30



avocado 2145-10



split pea 2146-30



wasabi AF-430



forest floor 1498



jojoba AF-460



boreal forest AF-480



yorktowne green HC-133



caribbean teal 2123-20



scenic drive 697



steep cliff gray 2122-20



province blue 2135-40



mozart blue 1665



hale navy HC-154



van courtland blue HC-145



almost black 2130-30



amethyst shadow 1441



sea life 2118-40



cabernet 2116-30



tempest AF-590



shadow 2117-30



black raspberry 2072-20

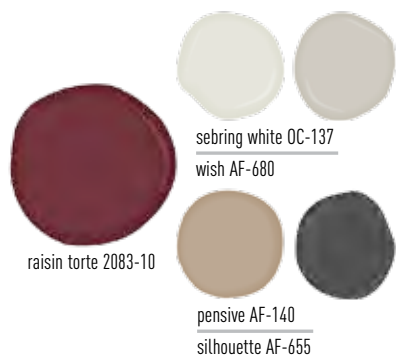


kasbah AF-640



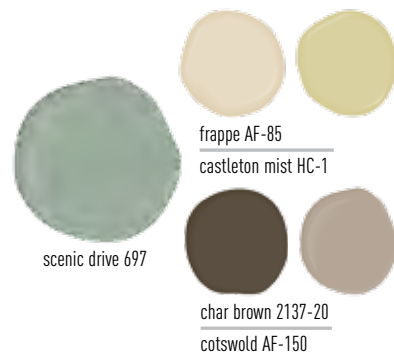
chambour AF-645

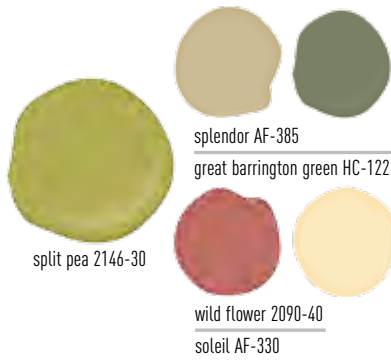
dramatic deeps



walls: raisin torte 2083-10 • accents: sebring white OC-137, wish AF-680

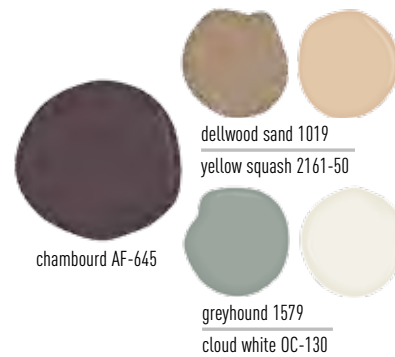
wall: scenic drive 697 • accents: frappe AF-85, castleton mist HC-1





walls: split pea 2146-30 • accents: splendor AF-385, great barrington green HC-122

wall: chambour AF-645 • accents: dellwood sand 1019, yellow squash 2161-50



Room images are courtesy of Pottery Barn. Color representations may differ slightly from actual paint colors due to monitor calibration.



wall: timothy straw 2149-40; accent wall: rosemary sprig 2144-30; accents: dark purple 2073-10, citrine AF-370



interior
paints

environmental assurance



Benjamin Moore has been developing environmentally friendly paints for generations.

Today, thanks to our advanced waterborne technologies, we offer a growing family of Green Promise® products that meet or exceed the most stringent environmental standards for residential and commercial paints. Unlike competing “green” paints that add VOCs during the tinting process, Green Promise products remain low or zero-VOC after tinting in any color.



choose the right finish

Sheen levels impact both the aesthetic and functional aspects of a room.

They affect the amount of light reflected from the painted surface, hiding or highlighting imperfections and influencing color perception.

- **Flat** is the least reflective finish and provides excellent depth of color. It's a great choice for hiding minor surface imperfections on walls and generally preferred for ceilings.
- **Matte** is more reflective than flat and is also great for minimizing minor surface imperfections while providing a durable finish.
- **Eggshell** imparts a softly polished glow and provides an easy-to-clean surface. It's perfect for busy areas such as kitchens, dining rooms and family rooms.
- **Satin** or **pearl** is a medium finish ideal for high-traffic areas like hallways when the full sheen of a semi-gloss is not desired.
- **Semi-gloss** creates a smooth, highly reflective finish that is durable and withstands repeated cleaning. It is also used to highlight interior trim, doors and window frames.



walls: smoke 2122-40, ceiling: kendall charcoal HC-166, trim: genesis white 2134-70

walls



Aura® Waterborne Interior Paint & Primer is your best choice when you prefer the ultimate in performance and color vitality.



MATTE | EGGSHELL | SATIN | SEMI-GLOSS

- Color Lock® Technology for truer, richer colors
- Extreme hide—never more than two coats
- Self-leveling finish for unsurpassed surface smoothness



Natura® Waterborne Interior Paint & Primer is your best choice when you prefer a safer, environmentally friendly product that is both beautiful and durable.



FLAT | EGGSHELL | SEMI-GLOSS

- Zero VOCs
- Available in thousands of colors
- Lowest total emissions of any Benjamin Moore product
- Dries quickly, apply second coat in 1-2 hours
- Green without compromise®



Regal® Select Waterborne Interior Paint & Primer is your best choice when you prefer trusted quality enhanced with cutting-edge technology in a wide variety of finishes.



FLAT | MATTE | EGGSHELL PEARL | SEMI-GLOSS

- High hiding with great coverage
- Outstanding durability and washability in any finish
- Mildew and fade resistant

PAINT & PRIMER
TOGETHER

These featured products offer paint and primer together



ben® Waterborne Interior Paint & Primer is your best choice when you have little or no painting experience and prefer an introduction to the world of premium paints.



FLAT | EGGSHELL | SEMI-GLOSS

- Easy application with great touch-ups
- Low VOCs, low odor
- Durable and washable

TIP

Attach an extension pole to your roller when painting interior walls. It allows you to paint from ceiling to floor without using a ladder.



wall: blue echo AF-505

doors, trim & cabinets

Once you have chosen the paint for your walls, make sure you choose a contrasting sheen for your doors and trim.

Generally a satin or semi-gloss finish will highlight architectural details and provide a washable surface.



ADVANCE® Waterborne Interior Alkyd is your best choice when you prefer a durable, furniture-like finish for your trim, walls and cabinets that is water-based.

SATIN | SEMI-GLOSS | HIGH GLOSS

- Offers the application performance of traditional oil paint
- Cleans up with soap and water
- Low-VOC formula

TIP

While white is by far the most popular trim color, it's not a design must. Try darker colors for doors or trim to add new variety to a familiar space.

ceilings baths & spas



Waterborne Ceiling Paint is your best choice when you prefer a totally flat ceiling finish to enhance your luxurious wall color.



ULTRA FLAT

- Goes on easily with minimal spatter
- Ultra flat finish reduces glare
- Unlimited color selection



Aura® Bath & Spa Waterborne Interior Paint is your best choice when you prefer a luxurious matte finish color that will stand up to humidity.



MATTE

- Our matte finish repels moisture and maintains color integrity
- Unlimited color selection



walls: kendall charcoal HC-166, trim: white dove OC-17



How long will it take?

It should take approximately ½ hour to paint a 10' x 10' ceiling with one coat of Waterborne Ceiling Paint.



body: dry sage 2142-40, accents: coastal fog 976, trim: white dove OC-17



exterior
paints
& stains

body, trim, doors, shutters & window frames



Aura® Waterborne Exterior Paint is your best choice when you prefer the finest exterior paint available that provides exceptional fade-resistance, moisture protection and durability.

FLAT | LOW LUSTRE | SATIN | SEMI-GLOSS

- Proprietary Color Lock® technology for superior fade resistance
- Easy application for a smooth finish
- Outstanding durability
- Mold and mildew resistant



Regal® Select Waterborne Exterior Paint is your best choice when you prefer high-build exterior protection for added durability and the performance you can expect from trusted Regal® products.

FLAT | LOW LUSTRE | SOFT-GLOSS

- High-build formula for superior coverage and durability
- Excellent flow and leveling
- Mildew and fade resistant



ben® Waterborne Exterior Latex Paint is your best choice when you prefer a reliable and eco-friendly Benjamin Moore exterior paint that's available at a great value.

FLAT | LOW LUSTRE | SOFT-GLOSS

- Easy application with dependable performance
- Good coverage and durability
- Mildew-resistant and fade resistant

TIP

Paint exterior doors early in the day to allow ample drying time. Then you can close them in the evening without sticking.

wood decks, siding, trim & fences



ARBORCOAT® Waterborne Exterior Stain is an extensive line of exterior stains formulated to protect and beautify your wood siding, decking, fence and outdoor furniture.

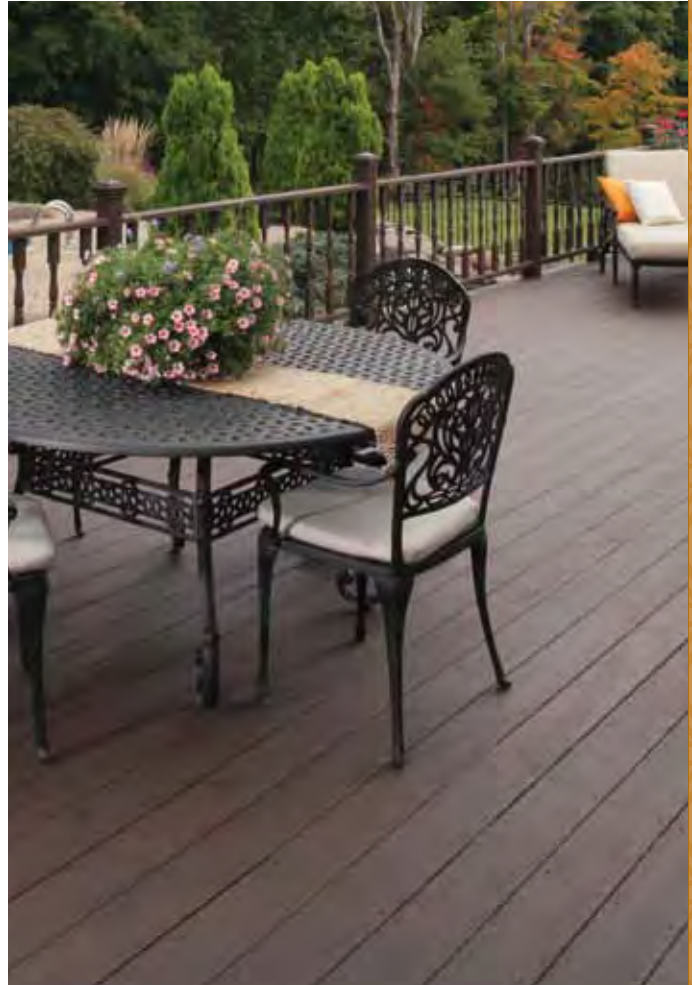
**TRANSLUCENT | TRANSPARENT
SEMI TRANSPARENT | SEMI SOLID | SOLID**

- Formulated with next-generation waterborne technology
- Unique two-coat system for decks
- Superior UV protection
- Resists stains, scuffs and mildew



How long will it take?

Once your deck is properly prepared, ARBORCOAT allows you to stain on Saturday and enjoy your deck on Sunday.



deck: oxford brown semi solid





preparation

how much paint do I need?

When working with Benjamin Moore® paints, the rule of thumb is: **one gallon of paint covers 400-450 square feet with one coat.**

As a guide, to calculate the square footage of a room, tally the lengths of all the walls and multiply by the height. This gives you the total square footage of the space. Then subtract 15 SF for each window and 20 SF for each door.

Example: Here is the paint calculation for a 12' X 10' room with 8' ceilings, one door and two windows:

length of walls: $12 + 12 + 10 + 10 = 44$ feet

height of wall: 8 feet

total square footage: $44 \times 8 = 352$ SF

subtract for door & windows: $15 + 15 + 20 = 50$ SF

paintable area: $352 \text{ SF} - 50 \text{ SF} = 302 \text{ SF}$

total paint required when applying two coats: 2 gallons

This chart can help you estimate your paint needs for upcoming projects.

All values are for 2 coats of paint.

Please note:
These calculations give a rough estimate. Precise needs will vary according to many factors, including application method and surface texture.

	room specs	paint area		product	paint need
small room	8'x10' 8' ceiling	walls	288 sf	Aura, Natura, Regal Select, ben	1 gallon
		trim	Average	Advance	1 quart
		ceiling	80 sf	Waterborne Ceiling Paint	1 gallon
medium room	20'x15' 8' ceiling	walls	560 sf	Aura, Natura, Regal Select, ben	2 gallons
		trim	Average	Advance	2 quarts
		ceiling	300 sf	Waterborne Ceiling Paint	1 gallon
large room	25'x15' 8' ceiling	walls	640 sf	Aura, Natura, Regal Select, ben	4 gallons
		trim	Average	Advance	1 gallon
		ceiling	375 sf	Waterborne Ceiling Paint	1 gallon

You can also utilize the convenient paint calculator in the “Learn How” section at benjaminmoore.com

TIP

It's better to overestimate the amount of paint you need instead of trying to purchase the exact amount. Then you are sure to have enough to finish your job on time and have extra left over for touch-ups.

interior & exterior surfaces

Wash

Because surface dirt can cause poor adhesion, use a light detergent to wash all surfaces, including doors and windows. Take care not to leave any residue from the detergent. For best results, walls should be completely dry before painting.

Scrape

If the paint has peeled and bubbled, it will need to be removed with a wire brush or scraper and the area lightly sanded. Ensure the surface is clean and dry before painting.

Protect

Cover up flooring, decking, paving and furniture with canvas drop sheets.

Tape

Use painter's tape to protect trim edges, permanent wall fixtures or ceiling and wall meeting points. Make sure the surface is clean and dry before applying the tape. Wait at least 24 hours before applying tape to fresh latex paint. Doing so prevents paint from coming off when tape is removed.



TIP

Wait until the paint is dry before removing the tape, usually one to two hours. For additional information, follow the tape manufacturer's recommendations.

priming

Priming is an important first step to take before applying your paint.

Primers help hide surface imperfections and create a smooth, uniform surface to accept the topcoat.

Surfaces that are unpainted or previously painted but are stained or damaged should be primed with one of Benjamin Moore's premium primers.

Your Benjamin Moore retailer can help you choose the right primer for your project.

TIP

If you are repainting a surface that is clean and in good condition, a prep coat may not be needed. If you are not sure, ask the experts at your local Benjamin Moore retailer.





application

equipment

Paint brushes, rollers and other supplies

These supplies will provide the basics for most do-it-yourself paint jobs:

- 2-quart paint tray
- plastic paint tray liner
- paint can opener
- paint stirring sticks
- 9" roller frame
- 9" x $\frac{3}{8}$ " shed-resistant roller cover
- 2" nylon-poly angle sash brush



additional equipment

extension pole	use with roller frame to reduce the need for a ladder
drop cloths	protect the floor and other surfaces when you paint
painter's tape	protect edges from unwanted paint

additional brushes and rollers

9" x $\frac{1}{2}$ " shed-resistant roller cover	for applying an even coat to uneven surfaces
2 $\frac{1}{2}$ " nylon-poly angle sash brush	for cutting-in and large sections of trim
1 $\frac{1}{2}$ " nylon-poly angle sash brush	for small areas and detail work

technique

Using a brush

Dip the top one-third of the bristles into the paint and wipe the brush on the side of the can to remove excess. For the best results use short, up and down brush strokes when applying the paint.

Using a roller

Dip the roller into the paint and then roll it back and forth across the ridges at the top of the paint tray. This will remove excess paint and ensure the roller is coated evenly.

For best results, use each freshly coated roller to cover a 3'x3' area.

Slowly roll the paint onto the surface in a zig-zag manner, then re-roll across the area in parallel strokes to even out the application.

Use an extension pole when rolling ceilings. To avoid straining your neck and back, extend your arms in a motion that works back and forth across your body rather than in the direction you are facing.



applying the paint

The sequence in which you paint your room can help you work more efficiently.

If you are painting the entire room, start with the ceiling and then paint the walls.

Step 1: Cutting in

Beginning at one corner of the ceiling, use a two-inch brush to “cut in,” applying a three-inch strip of coating along the perimeter where the ceiling and the wall/molding meet.

Cut in a section at a time, alternating between cutting in and rolling the ceiling. This will help maintain a wet edge on both the section being cut in and the rolled ceiling area. It also prevents a visible line between the cut-in area and the rest of the ceiling.

Step 2: Rolling the ceiling

Attach the extension pole to your roller and start painting near the corner of the room. Blend the coating into the “cut in” line you just completed. Paint across the width of the ceiling, rather than the length.



Step 3: Paint the walls

Once again, use a trim brush to carefully cut in along the wall-ceiling/molding line and also the top of the baseboards. If you are not comfortable cutting in freehand, allow your ceiling to dry and cover edges with low-tack painter's tape.

Cut in a section at a time, alternating between cutting in and rolling the walls. When you paint with a partner, one should cut in while the other follows, applying paint with a roller.

Step 4: Paint the trim

After walls have dried, paint along the baseboard and around the door and window trim, one wall at a time.

Step 5: Touch-ups

When you have finished painting, check around for small spots you may have missed. Touch up any spots with a small brush.

**TIP**

If you have to take a break, wrap your brushes and rollers in plastic bags to keep the paint from drying out.

cleanup

Once you've completed your painting project, you'll need to clean up, store any extra paint for touch-up work and dispose of any leftover paint.

Benjamin Moore® waterborne paints

To clean your brushes and rollers, simply wash them in soapy water, rinse thoroughly and let dry. Store your brushes by wrapping them in heavy paper or the brush sleeve from the original packaging.

Proper disposal of latex paints

In most states, latex paint can be disposed with your household trash once the paint has been dried in the can. Leave the can lid open to show that the paint has hardened.

Recycle your dry, empty containers

through your local recycling program. Also consider donating any products you don't use to a nearby community group or civic organization.



TIP

Pour leftover paint into a smaller container and seal tightly. Store upside down. This will prevent air from drying out the paint.

my projects at a glance



room	colors	product	sheen
	walls		
	trim		
	ceiling		
	walls		
	trim		
	ceiling		
	walls		
	trim		
	ceiling		
	walls		
	trim		
	ceiling		
	walls		
	trim		
	ceiling		



Benjamin Moore®

Montvale, NJ benjaminmoore.com

Visit your local Benjamin Moore® retailer for expert advice on product, sheen and color selection. To find a Benjamin Moore retailer near you, call 1-800-6-PAINT-6 or visit benjaminmoore.com.

Please note a printed rendition of painted substrates can only approximate the actual color on the painted surface. Color accuracy is ensured only when tinted in quality Benjamin Moore® paints. Color representations may differ slightly from actual paint. Depending on the clarity and depth of color, some colors may require multiple coats. Visit our Color Studio for more exact color samples.



Authentic Color

Benjamin Moore® colors
can only be made in
Benjamin Moore Paint.

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