

blue

the most loved colour of all....



Ask a crowd of people which is their favourite colour, and more than half will say blue. Blue is soothing and fresh, being the colour of two vital elements for living - air and water. It is timeless and universal.

In New Zealand we see the coast on a regular basis (or a lake or river) and the air is never too polluted for us to see the sky every day. Imagine what it would be like to live without seeing these two expanses of blue for weeks on end. This duo of essential elements makes us feel peaceful and relaxed. The colour of inner life.

cool tranquil soothing restful healing

In colour healing, blue is used as an antiseptic, to fight bacteria and infection. It also lowers blood pressure, sedates and reduces pain. One always feels tranquil and soothed with the paler shades of blue, it has a cooling effect and takes the heat out of a space or the person within the space. Tests have proved that when a person is placed into a cool blue room that their heartbeat slows down, and we even breathe slower. People in pain have felt relief when surrounded with blue.

It is often associated with hygiene and cleanliness, being the colour associated with water. The packaging on mineral water bottles is often blue to signify purity. It is also associated with graphics and advertising involving high-end, relaxed clothing and accessories.

Resene

the paint the professionals use

In art, calm colours provide a tender background colour for peachy skin tones, and for the same reason soft blues are very pleasing in a bathroom where they reinforce the soothing, therapeutic effects of bathing and flatter the complexion when grooming.

The purity of white and the honesty of blue combine to form a blue tint that is considered to be meditative. The gentle flow of water and cycle of the tides are implied when a calm blue colour scheme is used. By painting a bedroom soft blue one can enhance restful qualities and encourage a sense of contentment for whoever sleeps there. To add passion to such a space, inject a little magenta!



oxygen blue clean air respiration

After the Sars virus and subsequent respiratory disease being reported on television and in newspapers, there was a need for pale blue to be in our environment to signify oxygen.

Shades like **Resene Icebreaker**, **Resene Oxymoron** or **Resene Zumthor** would have been selected at such a time.



white + blue = cleanliness + hygiene

Resene

the paint the professionals use



blue tinted glass - translucent, frosted, cool, glossy

baby blue - soft, gentle, cuddly, safe, secure, mild



neutral infused classical



Blue and white, a fresh classic combination, dates back to ancient Chinese porcelain and later seen in the sky-blue and white pottery of Wedgwood. After centuries of use it is still seems in fashion with blue denim and white, blue and white checks, or stripes in textiles and wallpaper.

Light, greyish blue and white combinations are subtle and neutral. Blue and green infused greys are predicted to become the new neutrals, moving aside the yellow and ochre based neutrals in 2005 and beyond.

Resene Coastal Blue, Resene Powder Blue, Resene Weathered Blue and Resene Periglacial Blue from the Karen Walker Paints range are good examples.

crisp blue + white



greyed-blue + bleached timber



Resene

the paint the professionals use



bathrooms to rejuvenate



bedrooms for restful sleep



glass china shells stripes deck-chairs summer

Resene

the paint the professionals use



nautical seaside boats yachts

Mid shades of blue are often associated with boating, nautical colour themes and living by the seaside. They are more difficult to use in interiors and can dominate a space if applied to four walls within a room.

These blues work well with the warmth of timber, especially bleached timber or cork, and look crisp when used with the red/white/blue theme.

The stronger and vivid Resene shades in this group include **Resene Torea Bay**, **Resene Decadence** and **Resene Magik**.

The more greyed mid-blues are **Resene Breakwater** and **Resene Waratah**, and while still energetic they are easier to live with.

mid blues greyed blues contemporary aged



denim blue



blue feature wall



sapphire blue diamond jewels blue-tinted reds and pinks



The colour of precious stones and gems always gives a space a feel of glamour.



dark blue authoritative corporate wealth regal precious

Dark blue is seen as uniforms worn by police and the navy - it demands attention and respect. Banks and legal firms select dark blue as their corporate colour - it signifies justice and order, and always looks professional and efficient. Dark blue graphics project a sense of trustworthiness, tradition and stability.

Classic colour schemes imply power, and royal blue implies this as well as dignity. Royal blue velvet was worn by European nobility and brings to mind plush cloaks embroidered with gold thread. Regal colour schemes imply ancient wealth and add a precious and sensuous richness wherever they are used.

In graphic design the richest dark blue papers and inks support an elegant and authoritative image, or a corporate and trustworthy company brand. It conjures up loyalty, professionalism and justice.

In interiors, dark blue is usually reserved for furniture and textiles rather than a paint colour unless a room has a lot of natural light or used in conjunction with bright, sunny colours like spikes of hot orange, butter yellow or fiery red.

exterior - blue with red and white



blue joinery with concrete



Resene

the paint the professionals use



black and blue, dark and moody

authority control uniforms orderly





blue fishy tales

Electric blues are often associated with computer graphics and high tech lighting.

rhythm and blues



Feeling "blue" is one of the negative aspects of this colour. Use heavy blues with caution as it is these colours, which emphasise the cold, gloomy side of the colour. Take care not to cool down a space too much or the people within it may feel cold, lacking energy, and have loss of appetite.



dark blues - formal, opulent, lavish or ethnic and casual

Dark blue is formal and lavish when used in a dining room, and for a touch of splendour add gold gilded picture frames and mirrors, tassels and tie-backs for drapes, and use with reddish woods such as mahogany and rosewoods.

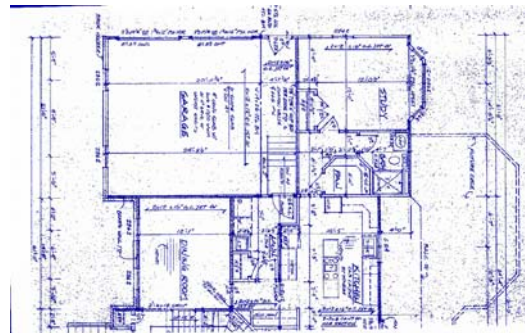
A more ethnic look may be achieved by using dark blue walls with kelim rugs and polished wood floors. Add tribal artefacts and roughly made pottery along with preloved furniture for a casual feel.

Blackish blues work well with rich reds, crimson and terracotta.

Resene Tornado, Resene Bullitt and Resene Indian Ink are examples of very dark blues, almost black.



sports car



blueprint

Resene

the paint the professionals use



violet tinged blues

A blue with overtures of purple has a sense of mystique. The “feel” of blue is instantly warmed with the addition of red and can be used on the southern side of a building as it will not chill the space.

Resene Dotcom is an excellent example of a dramatic violet-blue, while **Shinto** is a softer shade but quite warm.



complementary orange + blue

Blue works well with orange and terracotta or tan, which are its opposite on the colour wheel.

Try **Resene Aviator** and **Resene Cajun**, or **Resene Bunting** and **Resene Kalgoorie Sands**. For a French Provencal scheme use vibrant blue and saffron yellow together, with red and olive green.

south pacific blue

