



Press Room: [Hirshfield's Media and Professional Color Resource Center](#)

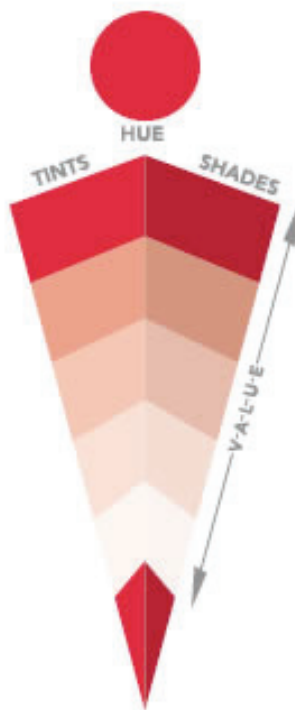
TINTS, TONES & SHADES, Pat Verlodt, CMG

TEXT FROM VIDEO:

Every color family, and a color family being for example the family of red or family of green, has different tints, tones and shades. A tint is a color plus white, so usually it's a pastel or mid tone type of color. A shade is the difference between a clean version of it and a dirty version of it or a dusty version of it, so it might be a bright red versus a burgundy. And then the tone is the color plus black and white. And often times people misuse the word shade. They say they want another shade of red, but really what they mean is that they want another hue of red, not another shade.

MORE FROM the COLOR GUILD website:

Color Basics



Hue - Is another name for color, it can also refer to a color family.

Shade - Is a color or hue that is mixed with black or gray.

Tint - Is a color or hue that is mixed with white.

Value - Is the relative lightness or darkness of a color.

Now that you've mastered the basics, it's time to take it to the next level. These next characteristics are what make a color "complex" but not complicated, and therefore more visually intriguing. There are a few basic terms in your color vocabulary that will help you articulate your needs and express verbally and visually the look that you're trying to achieve.

The temperature of a color is relative to itself and to the colors that surround it. Reds, oranges and yellows are usually considered warm colors while blues, greens and violets are cool colors. When warm and cool colors share a space, their respective temperatures are intensified. Intensity is associated with brightness or dullness. Intense colors are

pure colors with little or no gray. These are referred to as high intensity colors. Low intensity colors have more gray in them and as a result tend to be more subdued. Tangerine and lemon are two good examples of high intensity colors. These colors will enliven any space. Terracotta and wheat are low intensity colors that have a soothing effect. Undertones are found in all colors except primary colors. Primary colors red, yellow and blue are single colors, while all other colors are a mix of colors. An undertone in a hue hints at a second subtle color or the color beneath the color. Olive is a good example of a green with yellow undertones. Pairing olive with yellow will emphasize the olive to a greater degree than if you decide to down play the yellow undertone by using its complement, which is red.

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About Hirshfield's

Hirshfield's is a Minnesota-based, fourth-generation family-owned company in the decorating products business since 1894. Hirshfield's operates 30 stores in Minnesota, Wisconsin and North Dakota with paints and industrial coatings, fine plasters, lacquers, wallcoverings and window fashions for the consumer and professional trades. A commercial wall finishes division services architects and designers across 9 states with offices in Minneapolis, Chicago and St. Louis. Hirshfield's is the largest manufacturer of trade sales paints and coatings in Minnesota with factory operations in Minneapolis.

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About Pat Verlodt

Pat Verlodt, president of Color Services & Associates, Inc., an internationally recognized color consultancy, has been involved in the world of color for over 40 years. As a advisor to dozens building products companies – including paint systems, GAF roofing, Alcoa siding and more – Pat shares her expertise in color design, forecasting and trend analysis. Pat has the unique ability to explain color

technology to the novice and to combine the scientific with the aesthetic. Pat is a past president, lifetime member and senior chairholder of the Color Marketing Group.

Ms. Verlodt makes presentations at trade shows, corporate sales meetings, conventions, seminars, web conferences and on television and radio. Whether speaking about color trends and where they come from. She gears her talks to the product mix and the audience and has presented all over North America, Europe, China, Australia, South America and South Africa. She has appeared in the Wall Street Journal, Forbes, Better Homes and Gardens and in Harold Linton's, Color Forecasting, a book about the methods of various color forecasters.

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About Color Guild

Color Guild is comprised of more than 55 independent paint manufacturers from 14 different countries and is dedicated to the marketing, promotion and selling of paint products. The combined expertise and experience of the member companies makes Color Guild uniquely qualified to serve as a definitive resource on color and coatings.

<http://www.colorguild.com>