

THE EARTHBOURN COLOUR GUIDE

earthborn®
Beautifully different paint



Our simple guide to Earthborn Colours

At Earthborn we believe that paint has the ability to transform our spaces for the better...

Not only are our paints eco friendly and virtually VOC free* - with no nasty paint smells or harmful emissions - a beautiful dose of our uniquely formulated colour can also improve your surroundings and even uplift your mood.

But if you're looking for a brand new colour scheme and don't know where to start, or even if you've chosen your wall colour but are stuck on what to put with it, help is at hand in this simple guide to Earthborn colours.



Where to start

Thanks to social media, interiors magazines and online influencers, access to inspiration is at our fingertips.

Pinterest is a great starting point for creating your own online moodboard; bringing together ideas that you like in one place. Another tip is to pick out a favourite piece artwork or fabric and carry across colours from there.

Choosing a colour palette

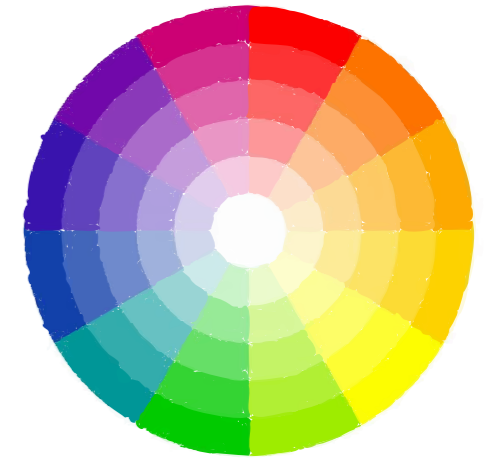
After pouring over colour cards and testing out sample pots, many of us start with the main paint colour for a room. But doors, skirting boards, cornicing and other architectural features often benefit from a multi-layered approach to create depth and interest. Not to mention the fifth wall, that's the ceiling!

*Volatile Organic Compounds, known as VOCs, are carbon based chemical compounds found in most paints. VOCs are harmful to health, the environment and contribute to global warming. It is a legal requirement for paint labelling to state the VOC content of the product. The VOC content in Earthborn paints is negligible so that's why we label our paints as virtually VOC.



The colour wheel

The colour wheel is a tool used by artists and designers to help visualise the relationship between different colours, and is a useful guide when selecting a colour palette for a room for a harmonious scheme.



Usually a colour wheel shows three main colour groups. These are primary colours, which are colours that cannot be made by mixing other colours together (red, blue and yellow), secondary colours, which are made by mixing the primary colours (purple, green and orange) and tertiary colours. These are colours made by mixing primary and secondary colours together, for example turquoise is a mixture of green and blue.

Earthborn shades are a complex mix of various colours. So when it comes to using the colour wheel to select a scheme for your project, it helps to understand that these bold shades represent the undertones of a paint colour. You may not go for primary red walls, for example, but your chosen paint colour may contain warm red undertones.

You can use the colour wheel to help you select a variety of colour palettes:



Monochromatic colours

These are the light and dark tones of the same (or very similar colour).

Complementary colours

At opposite sides of the colour wheel, these colours often work together surprisingly well. Think green and pink, for example.

Analogous colours

These sit side by side on the colour wheel. An analogous colour scheme might include yellow, green and blue, such as this children's room which includes Hobby Wood, Milk Jug and Sapling with bright yellow accents.

Neutral and beige paint colours

White Clay

"A warm, natural white; perfect for creating a soft yet clean sanctuary."

Perfectly paired with:

Any shade!

Up Up Away

"Cool, calm and collected. Up Up Away is a relaxed off-white shade that's at home in all spaces."

Perfectly paired with:

Warm peach tones or earthy greens like Grassy.

Mittens

"An enigmatic cream with a hint of green, Mittens is ideal for hallways and living rooms."

Perfectly paired with:

Olive greens like Secret Room.

Straw

"Straw is a perennial favourite of ours because it is so easy to live with, whichever room."

Perfectly paired with:

Warm browns, reds and oranges such as Freckle.

Crocky Road

"A natural choice for living room, its faintest green undertone lends Crocky Road an easy quality."

Perfectly paired with:

Green, blue and aqua shades.

Little Rascal

"Deeper and richer than a standard beige, Little Rascal has a distinctly soft, warming undertone."

Perfectly paired with:

Warm, deep colours, as well as soft neutrals such as Marbles.

Spotlight on Crocky Road

Easy to live with in both modern and traditional settings, the rich earthy tones of Crocky Road show off retro and architectural features impeccably.

As it's not too affected by light, Crocky Road is a consistent colour that could easily take you through all areas of the home. While it works beautifully with neutrals, it's ideal for contrasting with brighter home accessories and especially when paired with unexpected shades like Milk Jug.

Crocky Road

Mittens

Milk Jug



Neutral and brown paint colours

Flutterby

"Nearly white but not quite. An elusive, enduring neutral that's a crisper alternative to White Clay."

Perfectly paired with:

Any shade!

Marbles

"A more subtle white reminiscent of vintage lace, deriving its colour exclusively from white clays."

Perfectly paired with:

Red based shades like Lady Bug

Hopscotch

"A warm, chalky off-white. Use alone or as a fitting framework for any colour scheme."

Perfectly paired with:

Warm greys such as Kissing Gate or greens like Hobgoblin

Tom's Bakery

"Warm bread dough & all things wholesome. Tom's Bakery can appear more grey or brown depending on the light."

Perfectly paired with:

Blues, reds and purples; Inglenook is perfect

Muddy Boots

"A fawny-tawny tone of brown is perfect for kicking off the boots after a long, autumnal walk."

Perfectly paired with:

Earthy tones or White Clay

Rocky Horse

"A soft and luxurious brown, this trusty steed won't let you down."

Perfectly paired with:

Pink, peach or cream

Spotlight on Rocky Horse

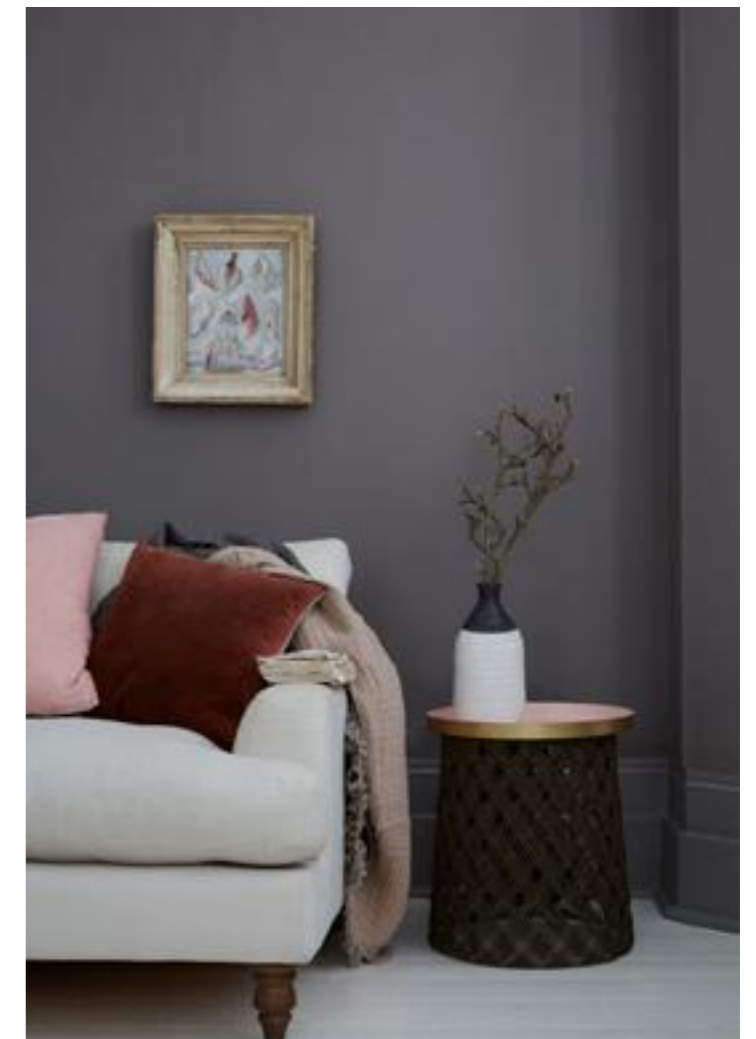
An updated take on brown with a grey undertone, Rocky Horse is perfect with warm toned pinks, peaches and cream. Use as an accent colour, on furniture or all over walls to create a cosy feel.

The velvety hues of Rocky Horse are reminiscent of Hollywood glamour; think gold accessories, smoked glass and marble. However, it works just as beautifully in a pared back scheme, mixed with natural textures and neutral colours.

Rocky Horse

Paw Print

Piglet

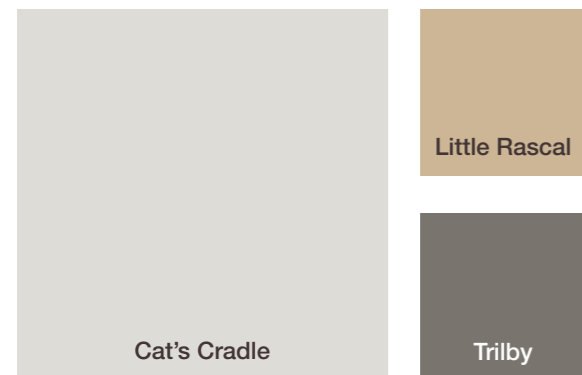


Neutral and grey paint colours

<p>St John</p> <p>“White with subtle grey undertones; for grown up spaces in need of a calming effect.”</p> <p><i>Perfectly paired with:</i></p> <p>Most shades as a versatile neutral, especially blues & greens.</p>	<p>Donkey Ride</p> <p>“Another versatile, stable colour that combines a number of tones, creating a complex, soft beige.”</p> <p><i>Perfectly paired with:</i></p> <p>Warm browns and neutrals; think Hopscotch or Muddy Boots.</p>
<p>Wood Smoke</p> <p>“A sharper white with the faintest hint of violet, which works beautifully alongside muted tones.”</p> <p><i>Perfectly paired with:</i></p> <p>Whites, browns and earthy, soft greens like Sunday Stroll.</p>	<p>Cat’s Cradle</p> <p>“A calm, nostalgic neutral more sophisticated than a true grey.”</p> <p><i>Perfectly paired with:</i></p> <p>Rich colours with a warm undertone, try Trumpet for a luxurious pairing.</p>
<p>Feather Pillow</p> <p>“Highly versatile, this soft neutral will transform any room into a light, warm yet cosy space.”</p> <p><i>Perfectly paired with:</i></p> <p>White Clay and Humpty Dumpty.</p>	<p>Trilby</p> <p>“Raise your hat to this traditional, honest grey. More versatile than at first sight appears; works well with natural textures and finishes.”</p> <p><i>Perfectly paired with:</i></p> <p>Soft neutrals like Feather Pillow, or warm, grey-greens like Gregory’s Den.</p>

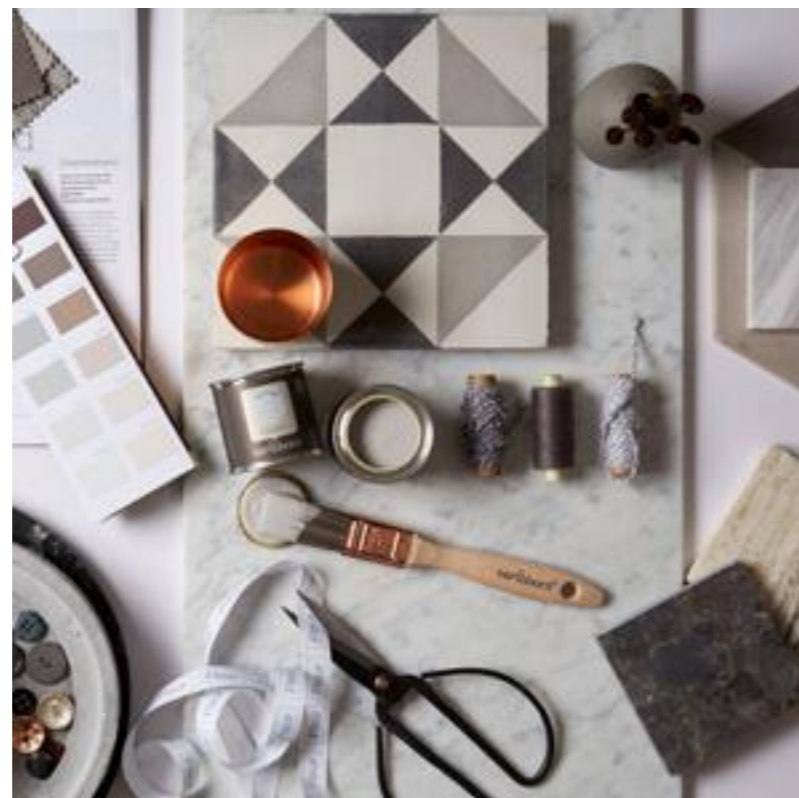
Spotlight on Cat’s Cradle

At first sight Cat’s Cradle appears a classic light grey, but look a little closer and you’ll see its brown-ish undertone is extremely flattering.



A grey that would work well in north facing rooms because of its warm undertone, Cat’s Cradle works particularly well paired with warm neutrals and off-blacks for a contemporary look; Little Rascal and Trilby are ideal.

Or try it with rich tones like Trumpet for a luxurious combination.



Grey paint colours

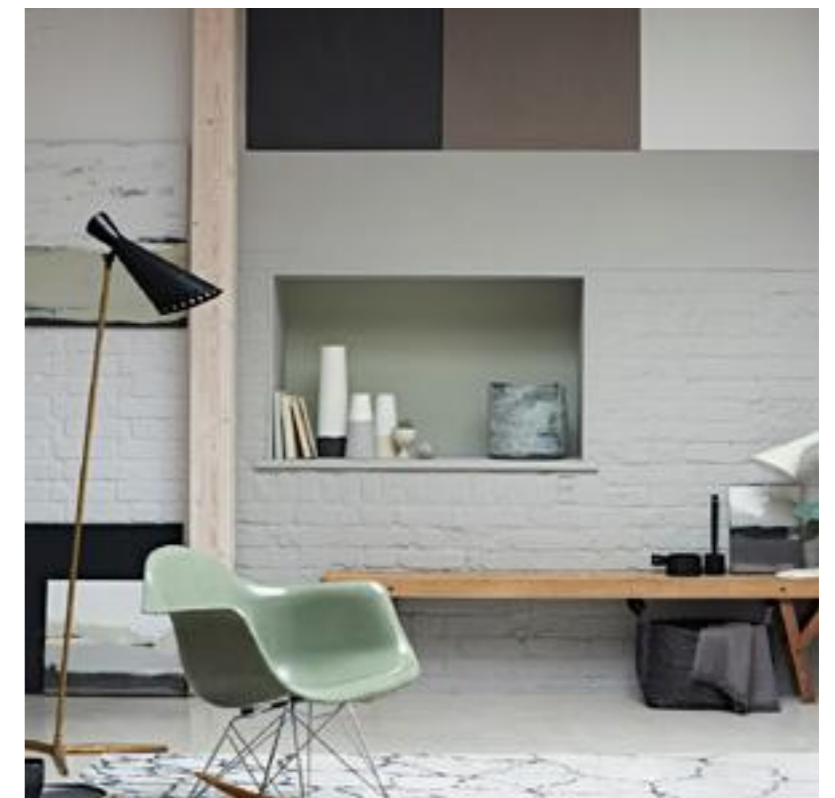
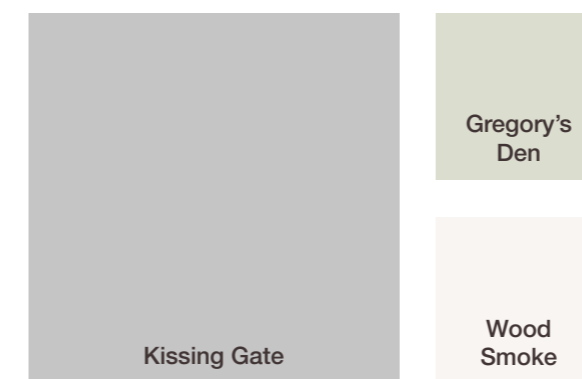
<p>Tick-Tock</p> <p>“With its timeless appeal, Tick-Tock offers (in equal measure) warmth, freshness, light and shade.”</p> <p><i>Perfectly paired with:</i></p> <p>Pastel yellows like Jemima or deep greens like Hobgoblin.</p>	<p>Kissing Gate</p> <p>“Could this be the perfect grey? Not too light, not too dark, Kissing Gate is invitingly soft and warm.”</p> <p><i>Perfectly paired with:</i></p> <p>Browns, neutrals and charcoal greys.</p>
<p>Tuffet</p> <p>“A cool pastel grey with blue-ish undertones, Tuffet is a truly versatile shade.”</p> <p><i>Perfectly paired with:</i></p> <p>Blues, greens and pastel tones.</p>	<p>Hippo Hooray</p> <p>“Hippo Hooray for this honest, well balanced grey. A perfect accent colour, it’s ideal on woodwork and trims.”</p> <p><i>Perfectly paired with:</i></p> <p>Bright colours like Delilah or Daisy Chain, for an unexpected twist.</p>
<p>Nellie</p> <p>“You’ll never forget this solid and safe grey! A flattering mid grey, best paired with earthy shades.”</p> <p><i>Perfectly paired with:</i></p> <p>Rich, deep colours like Flower Pot or Trilby.</p>	<p>Hidey-Hole</p> <p>“Create your own cocoon. Watch bold colours sing against a backdrop of this deep charcoal grey, or use as an accent to soft neutrals.”</p> <p><i>Perfectly paired with:</i></p> <p>Brights, pastels or neutral tones; it’s a surprising all-rounder.</p>

Spotlight on Kissing Gate

A supremely flattering grey, whilst Kissing Gate adds a definite dose of gentle colour, it’s still light and neutral enough not to impose.

It’s dreamy when paired with neutrals, browns and charcoal greys - especially when combined with crumpled velvets and natural linens.

Try it in a relaxed living space or cosy bedroom with soft green accents.



Green paint colours

Seagull

"A soft and soothing colour, Seagull is a pale grey with a hint of green; think open spaces and freedom."

Perfectly paired with:

Grey-greens like Grassy or keep it simple with White Clay.

Grassy

"An elegant grey-green with a slightly blue undertone inspired by misty, mountainous landscapes."

Perfectly paired with:

Warm, off-whites and earthy shades.

Gregory's Den

"For those who want to escape, this is a perfect backdrop with its oh-so-subtle mellow greenish grey."

Perfectly paired with:

Pinks, peaches and greys.

Secret Room

"Create a calming retreat away from it all with this enveloping shade of green. As at home with soft neutrals as it is with bolder colours."

Perfectly paired with:

Brownish greys and rich colours like Freckle.

Sunday Stroll

"Easy like Sunday morning! A relaxed green with calming grey undertones."

Perfectly paired with:

Warm neutrals and richer tones.

Hobgoblin

"An easy-going green with a subtle hint of blue, the deep tones of Hobgoblin help create relaxed and positive spaces."

Perfectly paired with:

Greys, beiges and warm yellows.

Spotlight on Hobgoblin

An Earthborn favourite! Surprisingly versatile, Hobgoblin sits well with so many different colours, especially rich yellows and oranges (such as Humpty Dumpty or Flower Pot), as well as warm neutrals like Marbles.

Due to its rich, slightly blue-ish undertone, Hobgoblin is highly flattering in both north and south facing lights, and would work just as well in a contemporary home as it would in a traditional style of decor.

Hobgoblin

Humpty Dumpty

Marbles



Green paint colours

Fresh Air

"As the name suggests, this very soft green-white gives a fresh, airy feel in all rooms."

Perfectly paired with:

Other greens where it acts as an alternative to white.

Fiddlesticks

"Oh Fiddlesticks! Don't despair... find sunshine in this finely tuned pale green."

Perfectly paired with:

Soft pinks and whites for a contemporary feel.

Sapling

"A mellow and creamy green, Sapling is the perfect pastel for a calming living room or bedroom."

Perfectly paired with:

Lots of colours, especially greys.

Grasshopper

"A light, breezy green. Like its namesake, this shade subtly alters in the changing light, to a beautiful effect."

Perfectly paired with:

Soft neutrals like Ballet Shoe or Flutterby.

Cricket

"You'll never be on a sticky wicket with this genuine all rounder! A beautifully soft, summery green with a playful feel."

Perfectly paired with:

Brown based neutrals like Feather Pillow.

Hobby Wood

"A bold woodland green, ever ready to help bring the outside in, Hobby Wood is deep, dramatic without being too overbearing."

Perfectly paired with:

Lots of colours as a striking accent colour.

Spotlight on Grasshopper

A yellow-based green, Grasshopper brings a light, fresh touch to living spaces. As a feature colour, it works wonderfully with warmer neutral shades and is ideal in south facing rooms.

In traditional styles of decor, Grasshopper complements natural woodwork, woven textures and greenery. Whilst in children's spaces it adds a playful feel especially when paired with yellows, blues and greens.

Fiddlesticks

Flutterby

Grasshopper



Blue paint colours

Whisker

"A clean, cool grey which works well with blues and greens to provide a sharp contrast."

Perfectly paired with:

Deep blues, greys and greens like Nellie or Polka Dot.

Teacup

"Somewhere between grey & blue, the enigmatic nature of Teacup maintains its allure regardless of time."

Perfectly paired with:

Cool lemons and aqua colours.

Shallows

"Captures the colour of shimmering water which makes this a perennial favourite."

Perfectly paired with:

Brighter colours for a playful feel, or earthy shades for an unexpected twist.

Milk Jug

"A light, contemporary turquoise, which works well with both punchier colours or tonally similar shades for a coastal feel."

Perfectly paired with:

Pale yellows, deep greens and soft, natural shades.

The Lido

"This colour instantly transports the mind to the bright, clear waters of the Caribbean...or maybe to Tooting Bec Lido!"

Perfectly paired with:

Soft whites or warm, rich colours as a fun accent.

Bobble Hat

"With its roots firmly in nature, this rich, lagoon blue is guaranteed to add vibrancy and sophistication to any space."

Perfectly paired with:

Jewel tones, pale greys or warm neutrals.

Spotlight on Bobble Hat

Bobble Hat suits lots of styles of décor, but is particularly striking and beautiful in period properties, alongside vintage touches and architectural details. It's also great in small spaces like a downstairs W.C. or a petite guest room, where you can afford to be a little braver with your colour choices.

Pair with rich blues and golds for a luxurious feel, or brown-based neutrals for a more contemporary feel.

Bobble Hat

Tom's Bakery

Toy Soldier



Blue paint colours

Bo Peep

"This pale blue creates cotton-wool-soft, calming spaces, especially suited to bedrooms & bathrooms."

Perfectly paired with:

Other mid-blues such as Dorothy or natural, light beiges like Mittens.

Gingham

"More subtle than a true blue, Gingham brings Scandinavian style and serenity to a room."

Perfectly paired with:

Warm greys and off-whites like Hopscotch and Kissing Gate.

Dorothy

"A true and honest blue. Well suited to rooms with little ones, or in more grown up spaces."

Perfectly paired with:

Creams, beiges and deeper blues.

Polka Dot

"Create a comfortable, easy-going feeling with this true Earthborn favourite. Polka Dot is a sophisticated yet versatile shade."

Perfectly paired with:

Lots of shades, especially dark charcoal or light lemon colour palettes.

Skipper

"Reminiscent of still ocean waters, this warm denim shade has a casual charm."

Perfectly paired with:

Cream and beige or with brighter colours.

Toy Soldier

"Stand to attention with this deep midnight blue. Let your furniture make a statement or be bold and paint out your whole room."

Perfectly paired with:

Both neutrals and brights as a bold accent.

Spotlight on Skipper

Aye aye captain! This versatile, mid-toned blue is as absorbing as the sea, ideal in sociable areas of the home. From living rooms to dining rooms to kitchens, it's a fresh, enigmatic shade designed to add vibrancy to a space.

Skipper

Freckle

Up Up Away

For a retro, fun feel, Skipper complements pops of bright colour like warm oranges and mustards.

Or create a little nautical impact by pairing it with natural wood, beige tones and soft creams like Up Up Away, for a relaxed look that's easy to live with.



Yellow and cream paint colours

Posset

"Yellow for those that don't like yellow! A sweet treat for light and fresh spaces."

Perfectly paired with:

Lush greens like Hobby Wood.

Sandy Castle

"We've captured the feeling of sunlight on sand to create our own take on cream."

Perfectly paired with:

Greens or greys, next to which it reads as a white.

Lemony

"A little stronger yellow than Posset and a classic for children's bedrooms and nurseries."

Perfectly paired with:

Bold, bright colours like Delilah or Bobble Hat.

Vanilla

"A luxurious cream with complex undertones, Vanilla is an Earthborn classic suitable for any room."

Perfectly paired with:

Yellows, greens and warm earthy shades.

Jemima

"A youthful, natural yellow with a clean, fresh feel, making it ideal for adding a touch of sunlight to hallways and bedrooms."

Perfectly paired with:

Warm blues and greys like Bo Peep.

Daisy Chain

"Inspired by the natural yellow of wild flowers, guaranteed to make an impact in even the darkest corner."

Perfectly paired with:

White or grey as an accent colour.

Spotlight on Daisy Chain

A vibrant shade of yellow, Daisy Chain will bring a cheerful dose of sunshine to any scheme. It's a bright pop of colour that works well for colour blocking, used as an accent such as a door, or on furniture.

While yellow and white are a classic pairing (a great combination for kitchens!) Daisy Chain also works brilliantly with grey. We love the combination of Daisy Chain and true-grey Hippo Hooray. This unexpected partnership adds a little something extra to this fun children's bedroom!

Daisy Chain

Hippo Hooray

St John



Peach and orange paint colours

Maybe Maggie

"If you're unsure, Maybe Maggie is the colour to go for? A warm neutral tone, at home in any room."

Perfectly paired with:

Warm colours including strong shades like Trilby or Flower Pot.

Ballet Shoe

"Is it a pink or a cream? A colour with hidden complexity, ideally suited for a relaxing environment."

Perfectly paired with:

Soft greens and greys.

Peach Baby

"A gentle tone, the uplifting feel of Peach Baby is highly versatile and can work wonders in all rooms."

Perfectly paired with:

Earthy green, deep blue or charcoal.

Humpty Dumpty

"Unlike its namesake, safe on any wall! This colour is derived directly from the ochre clays it's made from."

Perfectly paired with:

A variety of shades, particularly Hobgoblin or Tom's Bakery.

Freckle

"This easy going, subdued orange obtains its character from the ochre and terracotta clays that it is blended from."

Perfectly paired with:

So many shades from blues and greys, to warm red or neutrals.

Flower Pot

"A Mediterranean terracotta that appears warm and vibrant in south facing rooms or deep and dramatic in north facing light."

Perfectly paired with:

Rich shades like Freckle, with which it shares its clay heritage, or lighter neutrals to make it pop.

Spotlight on Peach Baby

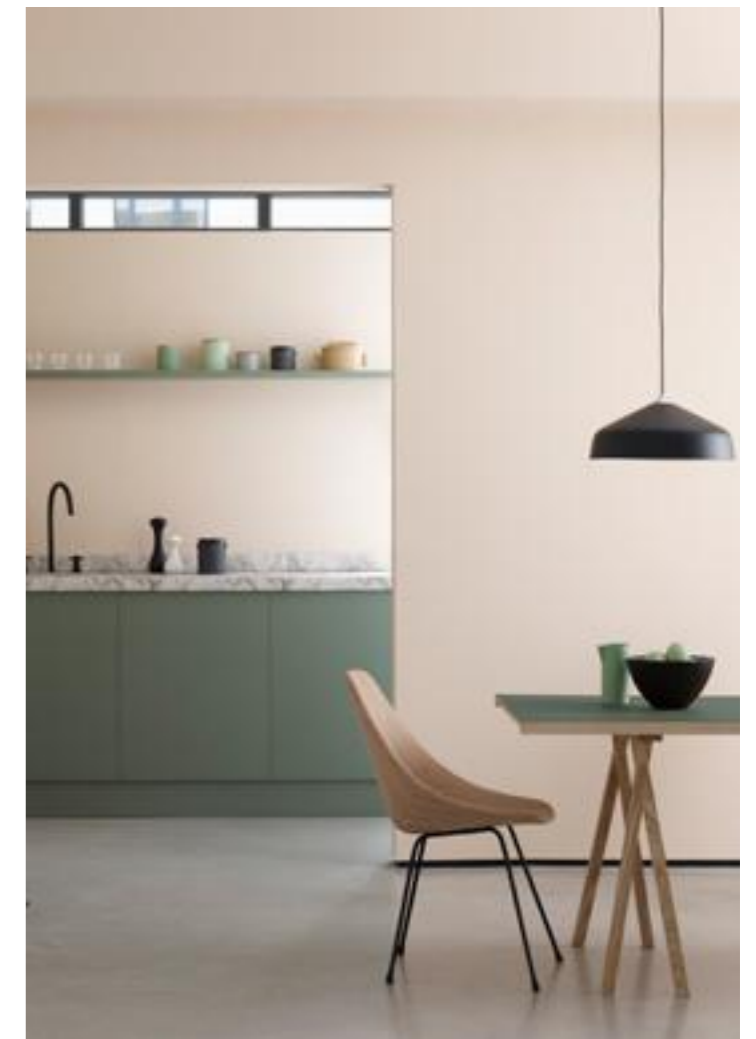
Peaceful and uplifting, Peach Baby gently nods at the trend for pinky-plaster colour whilst maintaining a classic, timeless appeal. Like many Earthborn shades, Peach Baby is surprisingly versatile and can be paired with a variety of colours from our range including off-whites and neutrals.

As part of a modern, Scandi inspired scheme, it's an easy backdrop to earthy greens like Secret Room alongside striking charcoal accents of Hidey-Hole, as shown in our kitchen colour palette.

Secret Room

Maybe Maggie

Peach Baby



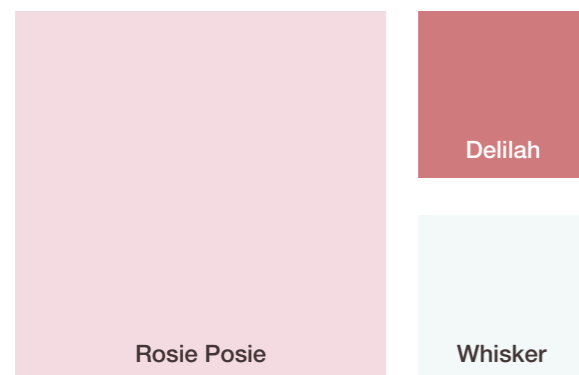
Pink and red paint colours

<p>Piglet</p>	<p>"A delicate colour, this soft white has a hint of pink for a playful edge."</p> <p><i>Perfectly paired with:</i></p> <p>Pastel shades for a pretty colour scheme, or with bolder colours as an alternative to white.</p>	<p>Delilah</p>	<p>"Delilah, what a beauty you are! This flattering hue sits between orange and pink, and works fabulously in smaller spaces."</p> <p><i>Perfectly paired with:</i></p> <p>Minty greens, grey and white.</p>
<p>Cupcake</p>	<p>"Sweet pink icing! Ideal for creating indulgent, feminine spaces."</p> <p><i>Perfectly paired with:</i></p> <p>Tuffet and Rosie Posie for a heavenly combination.</p>	<p>Can-Can</p>	<p>"Moulin Rouge inspired Can-Can gives a good kick of pinky red colour to your décor."</p> <p><i>Perfectly paired with:</i></p> <p>Warm colours including cream, orange and brown-toned greys like Cat's Cradle.</p>
<p>Rosie Posie</p>	<p>"A vintage pink with dusky rose undertones, ideal with faded florals and soft linens."</p> <p><i>Perfectly paired with:</i></p> <p>Greys and whites.</p>	<p>Lady Bug</p>	<p>"A richly toned burgundy, this dramatic, jewel colour would impress in both contemporary kitchens and stately drawing rooms."</p> <p><i>Perfectly paired with:</i></p> <p>Both warm and cool tones, including Peach Baby and Bugle.</p>

Spotlight on Rosie Posie

A grown up pink that's an obvious choice for romantic bedrooms, Rosie Posie also works surprisingly well in living rooms, hallways and bathrooms because it is so easy to live with.

A popular shade of pink, it pairs perfectly with white for a simple, pastel palette. Or for a fresh, up to date look, pair this delicious pink with minty greens and greys like Sapling or Whisker. For high impact, use with the deep, dark Hobby Wood or coral tones of Delilah. Then just add some metallic accessories and fresh greenery for a contemporary look!

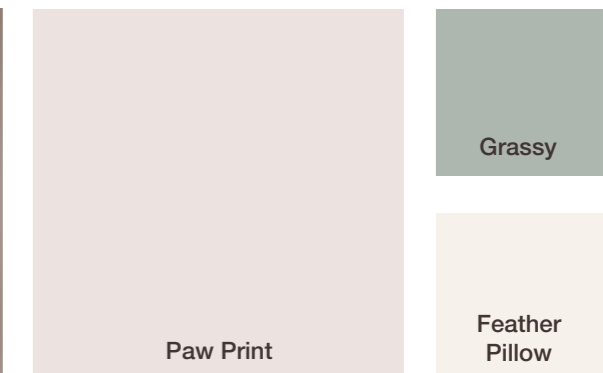


Purple paint colours

<p>Eyebright</p>	<p>"A simple, pale neutral lilac-grey. Cool and unobtrusive, ideal for creating a relaxing space."</p> <p><i>Perfectly paired with:</i></p> <p>Purples like Trumpet where it reads as a white alternative.</p>	<p>Paw Print</p>	<p>"A warm tone ideal for spaces that take their inspiration from nature. 'Mushroom' for grown ups."</p> <p><i>Perfectly paired with:</i></p> <p>Warm, off-whites and earthy neutral colours.</p>
<p>Bugle</p>	<p>"The undertone of violet in this pale grey gives it a clean edge; ideal for modern kitchens and bathrooms."</p> <p><i>Perfectly paired with:</i></p> <p>Cool colours and bold shades. Unexpected yet striking with Can-Can.</p>	<p>Inglenook</p>	<p>"A sophisticated combination of taupe, grey and lilac. A complex shade that works well with natural finishes."</p> <p><i>Perfectly paired with:</i></p> <p>Eyebright, Lady Bug or Hidey-Hole.</p>
<p>Lily Lily Rose</p>	<p>"Our homage to John Singer Sargent's famous painting. A subtle shade of pink, lilac & grey blended to surprising depth."</p> <p><i>Perfectly paired with:</i></p> <p>Tonal greys, pinks and purples.</p>	<p>Trumpet</p>	<p>"Blow your own Trumpet with this deep, bluey purple. Its dark yet chalky undertones will jazz up any space."</p> <p><i>Perfectly paired with:</i></p> <p>Other violet and pink tones like Piglet, but also warmer, richer colours.</p>

Spotlight on Paw Print

One of our most beloved neutral shades, Paw Print is a pale mushroom tone that's been a consistently best-selling paint colour ever since it first graced our colour card. This beautifully warming colour is light enough not to impose, with a gentle taupe hue that flatters any room.



A complex shade, Paw Print carefully balances pinkish-red undertones with a natural beige-brown, resulting in a colour that subtly alters depending on the time of day and direction of light.

As an alternative to grey, it works well with earthy colours, off-whites and soft greens; Grassy and Feather Pillow are a perfectly mellow combination.

For technical data, FAQs and lots of colour inspiration head to earthbornpaints.co.uk where you will also find our online shop and local stockist information.

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