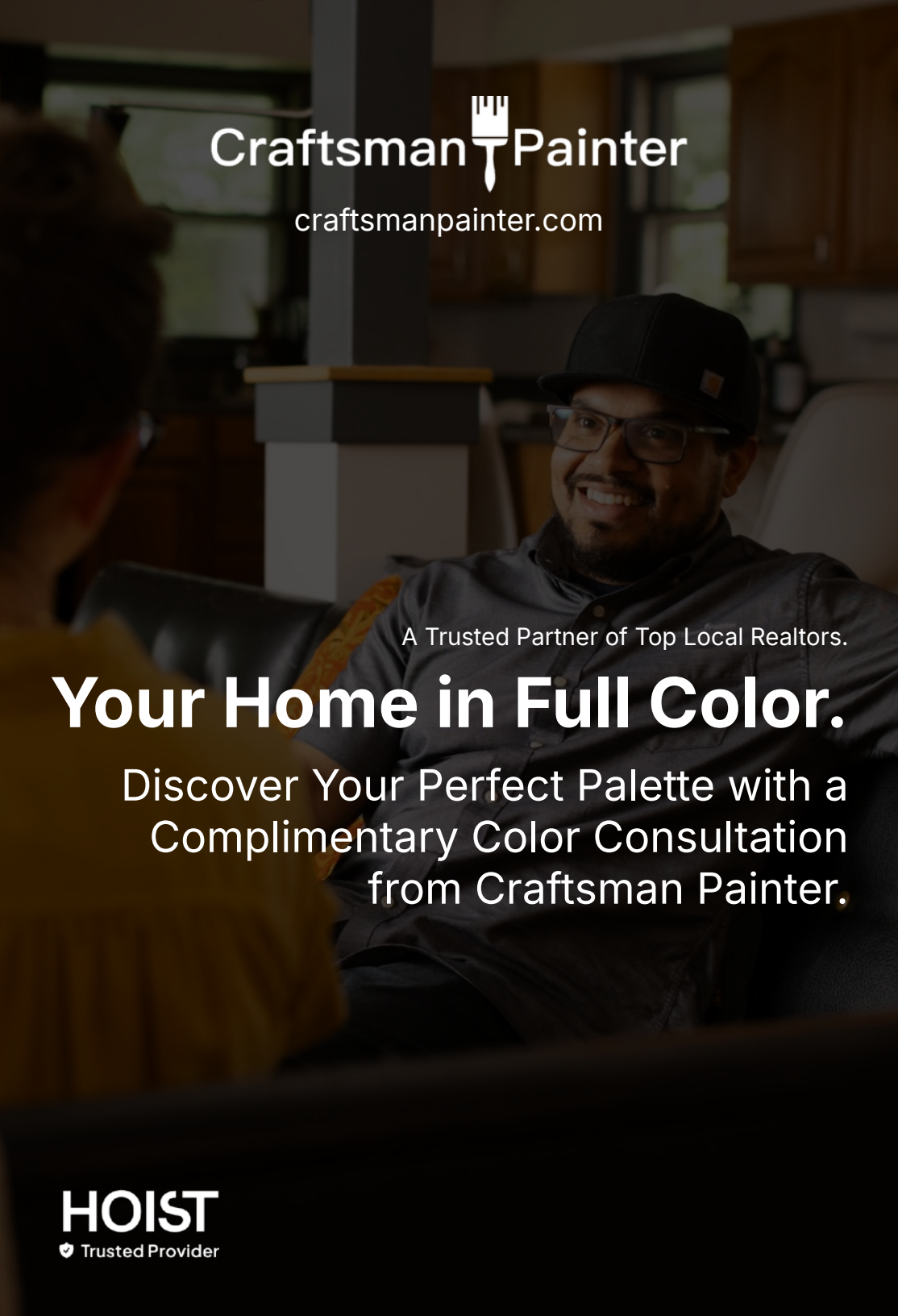




Craftsman Painter

craftsmanpainter.com

A Trusted Partner of Top Local Realtors.

Your Home in Full Color.

Discover Your Perfect Palette with a
Complimentary Color Consultation
from Craftsman Painter.

HOIST

♥ Trusted Provider

Begin Your Color Journey, On Us.



Choosing the right paint color can feel overwhelming, but it's the single most transformative element in your home. We want to make the process inspiring and enjoyable for you.

Your Free Color Consultation Includes:

- **A Complimentary Virtual Color Coaching Session:** Meet one-on-one with a color expert from the comfort of your home to discuss your vision and goals. No purchase is necessary.
- **10 Free Color Samples Delivered to You:** We'll mail you large, high-quality swatches of your top color contenders so you can see them in your own space and light.

Ready for an Expert in Your Home? With any purchased painting project, you can schedule a dedicated in-person session with a color designer to finalize your palette (available in select areas).

From Endless Swatches to a Home You Love.

Staring at a wall of a thousand paint chips can be paralyzing. How will it actually look in your room? What if you choose the wrong one? It's a big commitment, and the fear of getting it wrong often leads to "analysis paralysis" or settling for a color you don't truly love.

Your home should be a reflection of your personality. The colors you surround yourself with should bring you comfort, joy, and inspiration.





Our Guiding Philosophy: The Intuitive Approach

Color is a feeling, not a formula.

We believe that finding the perfect color is an intuitive and personal process. Our approach, inspired by the teachings of artist and educator Josef Albers on the *Interaction of Color*, isn't about rigid rules. It's about discovering how colors live and breathe in your space and, most importantly, how they make you feel.

Our role is to be your expert guide, helping you tune into your own instincts to create a palette that is uniquely yours.

Our Process Begins With a Conversation:

1. **Understanding Your Vision:** We'll start by discussing the scope of your project and your initial ideas. Are you drawn to warm or cool tones? Light and airy, or dark and dramatic? Bold or minimal?
2. **Finding Your Anchor:** We often begin by selecting a dominant neutral color for the main communal areas (like hallways and living rooms). This color acts as a beautiful "palette cleanser," creating a seamless flow and a cohesive foundation for more individual colors in other rooms.

Visual: An elegant flat-lay image of fabric swatches, mood board elements, and a few paint chips to evoke a sense of design and process.



The Art of Seeing: How We Choose Together

This is where the magic happens.

Once we have a foundational direction, we begin exploring colors room by room. We'll use a mindful, reductive process to eliminate doubt and build confidence in your choice.



Step 1: The Shortlist

We'll present a curated shortlist of swatches based on our conversation.



Step 2: The Observation

You'll hold each option against the wall. We encourage you to simply sit with it for a moment. Don't try to imagine the entire room painted just yet. Instead, just feel the color. Notice its subtle undertones and richness. How does it make you feel—Calm? Energized? Cozy?



Step 3: The Elimination

Instead of forcing a decision on which one you like best, we'll start by eliminating the ones you don't like. This simple shift makes the process feel easier and more natural.



Step 3: The Choice

By removing the "no's," you are left with a few great options. At this point, the right choice often becomes clear and intuitive. We'll repeat this empowering process for each space, always considering the opinions of those who share it.



The Science of Color: Light & Interaction



Two key factors that every professional considers.

How Colors Influence Each Other

A color never truly exists on its own—it is always influenced by the colors around it. For example, the dark orange square on the blue background is actually the same color as the light orange square on the orange background. We'll help you understand basic color theory concepts, like the classic 60-30-10 rule (60% dominant color, 30% secondary color, 10% accent), to create a balanced and harmonious scheme throughout your home.



The Science of Color: Metamerism



How Light Changes Everything

The single biggest variable in how a color appears is light.

- **Natural Light:** A north-facing room has cool, blueish light that can wash out warm colors. A south-facing room has bright, warm light all day. We'll assess the natural light in each room to ensure your chosen color looks perfect morning, noon, and night.
- **Artificial Light:** The type of lightbulb you use (warm incandescent vs. cool LED) will dramatically alter your perception of a color. We'll discuss how your lighting plan will interact with your paint choices.



The Final Touch: Products & Sheens



The perfect color deserves the perfect finish.

The final step in our consultation is recommending the right Sherwin-Williams product and sheen for each area of your home. The sheen affects not only the look but also the durability and washability of your paint.

Our Recommended Product Lines

- **Emerald®:** The absolute best in color and finish. An ultra-smooth, luxurious look.
- **Duration Home® Interior:** Excellent durability and washability. Perfect for active, busy households.
- **Cashmere® Interior Acrylic Latex Paint:** Ultra-smooth, scrubbable acrylic latex paint and primer that glides on easily to create an elegant, silky-rich finish
- **SuperPaint®:** A trusted workhorse paint that offers great value, durability, and a rich appearance.





A Guide to Sherwin-Williams Finishes

Sheen	Appearance	Durability	Best For
Flat	Non-reflective, hides imperfections	Low	Ceilings, low-traffic areas like adult bedrooms.
Matte	Rich, non-reflective finish	Medium	A luxurious look in living rooms, dining rooms.
Eggshell	Soft glow, easy to clean	Medium	The go-to for most walls in living rooms, hallways.
Satin	Sleek, pearl-like finish	High	High-moisture & high-traffic areas: kitchens, baths, trim.
Semi-Gloss	Slick, radiant finish	Very High	Doors, trim, cabinets, areas that require heavy cleaning.





Ready to find the perfect color for your home?

Stop guessing and start seeing. A professional color consultation will give you the confidence to create a space that truly feels like you. Let our expert guides make the process simple, inspiring, and fun.

Schedule your free virtual consultation today and get 10 complimentary color samples delivered right to your door.

Schedule Your Free Consultation Today!

812-408-8363
craftsmanpainter.com

What Our Clients Say:

"I just had a phenomenal experience using Craftsman Painter Collective for interior color consultation and painting. Myles worked meticulously on prepping and painting four rooms and an entryway, using various colors in the process. My family who have seen the work as well note how impeccable is the quality. They will be using the services of Craftsman Painter Collective in the future, and so will I! Thank you, Myles and Torlando."

- Carl Deitchman

[Watch Carl's Testimonial](#)