



NEW PAINT FOR A NEW START

PPG'S COLORFUL COMMUNITIES® PROGRAM



NEW PAINT FOR A NEW START

Building better, brighter communities starts with protecting and beautifying spaces that prepare students for bright futures. New Paint for a New Start, made possible by PPG's COLORFUL COMMUNITIES® program, creates fresh starts and new beginnings with revitalized spaces where students feel engaged, supported and ready to learn, every day.

ABOUT *COLORFUL COMMUNITIES* CLASSROOM TRANSFORMATIONS

PPG's signature *Colorful Communities* program transforms schools around the world with both fresh colors and energy. Since 2015, our global employee volunteers have completed vibrant school renovations, using research-based colors and PPG color expertise to help students in our local communities thrive. As a leading color authority, we have a deep understanding of the positive impacts that color can have on a space, and its potential to impact moods and behavior. We work closely with educators to ignite the power of color and paint in spaces for students to learn and grow.

COLOR IN CLASSROOMS

Did you know? Painting classrooms with colors specifically intended to enhance learning can improve both students' and teachers' experiences in the classroom and increase their feelings of engagement in learning. [Find out more.](#)



NEW PAINT FOR A NEW START: A PPG CLASSROOM PALETTE

Through our New Paint for a New Start initiative, PPG color experts developed a foundational palette of colors intended to elevate physical classroom environments. Each color pairs with specific learning objectives for the classroom while considering factors like students' ages and local, cultural influences. This palette inspires the colors selected for many of our global classroom transformations.

CLASSROOM DESIGN INFLUENCES

Color can be used to shape the way a classroom space is perceived or used. The classroom environment often influences the behavior of children.

Select **softer colors** to create a **calm and soothing** environment for studying and contemplating. **Bolder shades** create **excitement** in areas like a gymnasium.

Color trends continually evolve and are impacted by sources such as social media. The ease of instant connection allows students to expand their visual world and helps inform the designs they gravitate toward. PPG color experts have found that children now appreciate more mature and sophisticated levels of design than believed in previous decades. While bright colors are still integral to an educational environment, they are no longer used in rainbow palettes, but rather balanced by softer pastels and muted midtones. Richer tonal shades are also used to create a sense of atmosphere and gently ground a space.



COLORFUL CLASSROOMS:

A FOUNDATIONAL COLOR PALETTE FOR ALL CLASSROOMS



Rooted in biophilia, this palette draws on studies which prove that access to nature and natural-feeling surroundings help foster creativity, alleviate stress and increase positivity. Using biophilic colors in a way that mimic natural landscapes and accenting with bright pops of color help to develop engaging educational spaces.

For a soft, flexible base for any educational environment, select a color from this foundational palette and accent with colors specifically appropriate for various age groups.

For best color representation, view an actual color swatch in the space you wish to paint.

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CHOOSING COLORS FOR LEARNING

PPG's global color experts are experienced in applying principles of color psychology to maximize educational environments. From creating focus or energy, every color contributes to a student's experience within a classroom.

1. Select an accent color that complements the students' age group for one wall in the room.
2. Evaluate the room's usage and desired student activity level. In spaces like gyms, try energizing shades of red. If you are aiming to create calmness and focus for creative thinking or writing, consider a blue or purple.
3. Select neutral colors for the room's three other walls from the foundational palette in a light, midtone or dark shade. For spaces like a library, darker shades decrease activity levels and promote stillness, while lighter colors increase the room's energy. Also, consider the room's lighting. A smaller room with no windows may need lighter walls to open the space, while darker colors work to create a more intimate atmosphere that can feel calm or even reverent.



CREATIVE



CALM



ENERGIZED



SELECTING ACCENT COLORS BY AGES:

AGES 3-5: PLAYFUL AND ENGAGING COLORS

Use softer pastels to provide calmness and allow for quiet time, or saturated shades to spark imagination.



CORAL SERENADE
PPG1193-5

SIMPLY ELEGANT
PPG10-26

GRASSY MEADOW
PPG1223-6

SUNBEAM
PPG1212-3

For best color representation, view an actual color swatch in the space you wish to paint.

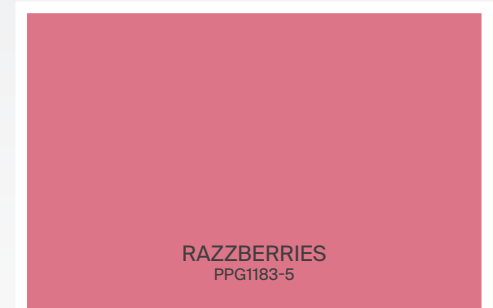
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SELECTING ACCENT COLORS BY AGES:

AGES 5-6: INSPIRING CREATIVITY AND PROMOTING INDEPENDENCE

Select juicier colors with pop-art influences for a playful and fresh space.



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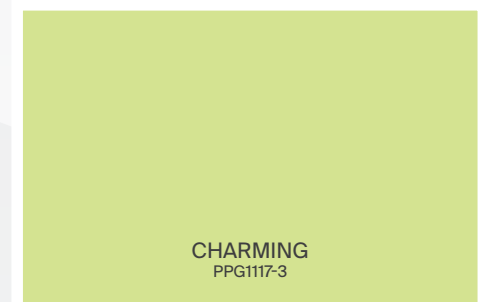
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SELECTING ACCENT COLORS BY AGES:

AGES 6-10: FACING NEW CHALLENGES

Choose colors that energize and stimulate enthusiastic young learners who are faced with new educational and social challenges every day.



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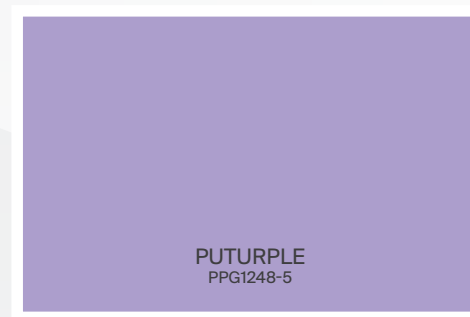
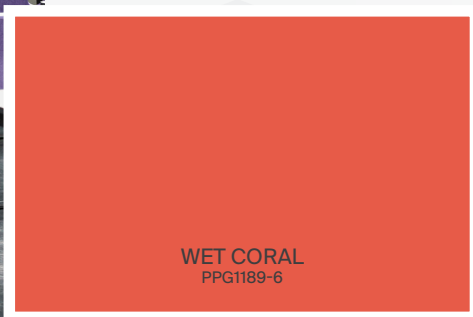
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SELECTING ACCENT COLORS BY AGES:

AGES 10-14: MATURE, YET ENGAGING AND APPEALING

As children develop, so do their color preferences. Select deeper, saturated hues balanced by brighter unexpected contrasts that pull from the digital world.



For best color representation, view an actual color swatch in the space you wish to paint.

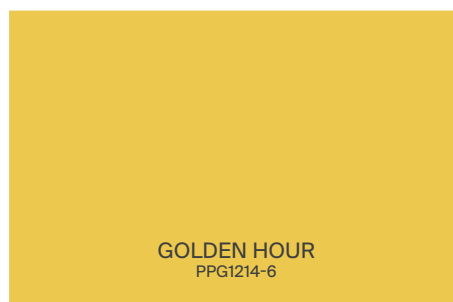
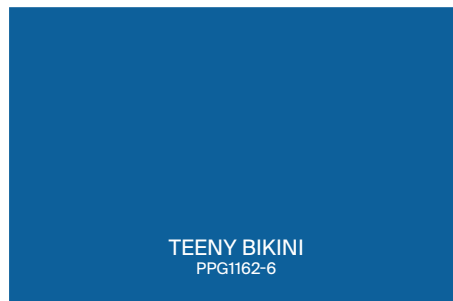
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SELECTING ACCENT COLORS BY AGES:

AGES 14-18: GROUNDED AND REFINED COLORS

These hues feel refined, but don't take themselves too seriously. Use these eye-catching pops of color paired with clean, lighter tones and warm neutrals.



For best color representation, view an actual color swatch in the space you wish to paint.

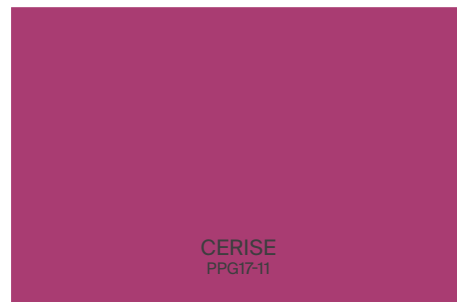
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SELECTING ACCENT COLORS BY AGES:

AGES 18-22: HIGHER-EDUCATION, INSPIRED BY HOSPITALITY

In community spaces like dorms, dining halls and student centers, pair together jewel tones and warm, muted hues to create spaces that feel inviting and design-forward.



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**EACH OF THE FOUNDATIONAL AND AGE-GROUP PALETTE COLORS CAN BE
MATCHED TO COLORS IN PPG'S GLOBAL PAINT BRANDS.**

**FOR COLOR RESOURCES AND MORE INFORMATION,
CONTACT COLORFULCOMMUNITIES@PPG.COM.**

**LOOKING FOR MORE INFORMATION?
VISIT [COMMUNITIES.PPG.COM/COLORFUL-COMMUNITIES](https://communities.ppg.com/colorful-communities).**

