

A FEW WORDS ABOUT EXTERIORS

Color—exterior color in particular—is the element that is most often left as an afterthought in the design process. But it should not be so.

The exterior colors we choose for our homes and places of business can say a lot about us. Are we traditional and conservative, or unconventional and imaginative? Do we want to simply blend into the neighborhood, or are we willing to express our individualism and still take our neighbors and natural surroundings into consideration?

Exterior color functions as a powerful design element as well as a means of personal expression.

- Exterior colors can actually affect a building's interior temperature.
- Color can make a building appear larger or smaller, and can enhance architectural details.
- Color, thoughtfully chosen to reflect your personal style and contribute to the beauty of your neighborhood, can add value and increase your pride of ownership.

Exterior colors can be combined in subtle or bold combinations, to communicate visual messages such as exuberance and elegance. Regardless of the type of building, its exterior color creates a first—and lasting—impression.

Rather than being an afterthought, color can—and should— be a very important part of any structural design plan.



Name: _____ Date _____

Address: _____

Phone number: _____ email address: _____

My color project is for: ___ Residential ___ Commercial ___ Development ___ Interior ___ Exterior
___ New construction ___ Renovation

I am a: ___ Homeowner ___ Business Owner ___ Architect ___ Builder/Developer ___ Designer ___ Painter

1. How did you hear about the Integral Color and Design Profile? Please write name of publication, if applicable)

___ Newspaper ___ Magazine ___ Friend ___ Other Source
If internet, web site was: _____

2. Have you ever worked with a design professional? ___ YES ___ NO

If YES, was it for ___ Residence ___ Place of Business ___ Other

How/Where did you meet the designer?

___ Advertising (where) ___ Personal referral from a friend or business associate

What do you feel were the most beneficial aspects of working with the designer?

___ Decisions were made more easily and confidently ___ Learned more about design

If NO, was it due to ___ Cost ___ Concern over loss of creative or decision-making control

Other reasons _____

3. Would you work with this designer (or another designer) again? ___ YES ___ NO

4. Reasons for changing the color of your home or place of business

- ___ Bored with the current color. It's an "old" color
- ___ Physical condition of walls needs improvement
- ___ Redecorating, to give the area a "fresh" look
- ___ Feeling restless
- ___ Change in family structure (for example, children going away to college or returning)
- Other reasons _____

5. Please number the interior areas you have changed, using number 1 for the area most frequently changed. Please indicate the most recent change with a "*".

- | | | |
|-----------------|-------------------------|-----------------|
| ___ Living Room | ___ Master Bedroom | ___ Entry/Foyer |
| ___ Dining Room | ___ Children's Bedrooms | ___ Bathrooms |
| ___ Kitchen | ___ Other Bedrooms | ___ Other Areas |
| ___ Family Room | ___ Personal Office | ___ Exterior |

6. Average length of time between color changes: _____

7. Typical influence or inspiration for making design changes in your home or place of business:

____ Saw article or photos in a magazine

____ Friends or associates

____ Store had a sale on paint

Other _____

8. How long does it take you to decide on a color scheme once you are committed to making a change?

____ Within a few days ____ One to two weeks ____ A month or more

9. Your usual method of selecting colors:

____ Paint chips from a store

____ To match a piece of furniture, artwork, accessories, or fabric

____ To create a mood

____ To create a change, opposite from what currently exists, due to a feeling of dislike for current colors

10. The types of colors you usually prefer are:

____ Light / pastel

____ Medium shade

____ Deep, rich color

____ Brilliant, bright

11. Have you ever used a type of color that was different from or opposite to your usual color style?

____ YES ____ NO If Yes, what colors? _____

Do you have the desire to make a change in color style?

____ YES ____ NO If Yes, in what ways? _____

12. Do you consult others for their opinions?

____ YES ____ NO

If Yes, are they ____ Friends ____ Family members ____ A design professional

13. Your usual method of painting is

____ Do patch tests on wall before committing to the new colors

____ Do the work yourself

____ Use the services of a painting contractor

AREA DETAILS –you can estimate the sizes

Dimensions of this room or area (in feet)

Wall Height to Ceiling _____ Width _____ Length _____

Doors and Windows, dimensions

Indicate D or W,

And how many

Size (inches)

Windows Face the direction of

_____ ___length ___width ___N ___S ___E ___W

_____ ___length ___width ___N ___S ___E ___W

_____ ___length ___width ___N ___S ___E ___W

_____ ___length ___width ___N ___S ___E ___W

_____ ___length ___width ___N ___S ___E ___W

_____ ___length ___width ___N ___S ___E ___W

In the daylight, does this room (or exterior) “appear” ___light or ___dark?

Type of (interior) artificial light is ___incandescent ___fluorescent ___both

Do you usually feel ___COOL or ___WARM in this space? (Disregard seasonal temperatures)

Type of plantings visible from windows _____

Your desired qualities for this building, as many as apply

___Open and Airy

___Efficient, strictly functional

___Mysterious, exotic

___Warm and Cozy

___Intimate

___Youthful, unsophisticated

___Playful, whimsical

___Bold

___Sophisticated

___Soft

___Romantic

___Comfortable, “homey”

___Dignified, quiet / serious

Currently your exterior colors are

___Brick, color of _____

___Body _____

___Trim, and Other _____

COLOR PREFERENCE INFORMATION

EXTERIOR: Please note your preferences from the group below—as many as you like!

- | | | | |
|------------------------------------|--------------------------------|-----------------------------------|----------------------------|
| <input type="checkbox"/> VIVID | brilliant | <input type="checkbox"/> NATURALS | earth-and-rock shades |
| <input type="checkbox"/> BRIGHT | clear, gemlike | <input type="checkbox"/> WARM | reds, oranges, rust, golds |
| <input type="checkbox"/> SUBDUED | reserved, subtle, muted | <input type="checkbox"/> COOL | blues, purples, green |
| <input type="checkbox"/> SATURATED | strong, deep, rich | <input type="checkbox"/> PASTELS | very pale, any hue |
| <input type="checkbox"/> MID TONE | not particularly dark or light | | |

Your preferred style of color use is

- Subtle feeling / low contrast Dramatic / high contrast

Colors you have disliked in the past (if any), and their locations

INTERIOR

Important existing furnishings, containing colors that you would like to emphasize in the room

- Walls
- Floors
- Draperies / other window elements
- Large upholstered furniture
- Bed Covers
- Area Rugs, such as Orientals, Kilim, Rag Rug, Tibetan, or other _____
- Art Work, such as paintings, wall hangings, sculpture
- Craft work, such as blown glass
- Antiques, various _____

LIFESTYLE REFERENCES

In this household there are _____ adults and _____ children. Children’s ages are _____.

We also have pets: _____

Interests and hobbies : _____

Frequency and style of entertaining

Formal _____ Informal _____

EXTERIOR SPECIFICS

Please describe as thoroughly as possible, to give a complete picture of how these elements are to be included in your project. Feel free to use more space if you need it!

If you have a preference for color type on various parts of your home, please indicate for these areas:

1. Body: Light, Medium, Deep
2. Trim: Light, Medium, Deep

Please try to describe in any way possible the overall impression or feeling you want your home to have. Simple adjectives are fine.

Landscaping and hardscaping: in general, include types and locations of planting on you property or visible nearby

1. Rock and Stone: use and appearance of these materials
2. Water: swimming pools and natural or artificial ponds
3. Fences (wood, metal, paintable, other)
4. Walkways
5. Other

Other important items to consider

1. Which direction does your home face?
2. Surroundings: other homes or structures that are visible along with your building
3. How far is your house from your neighbor(s)?
4. Animals: horses, farm animals, pets
5. Additional items or comments you can add:

Please send pictures of any houses you like, whether in magazines or in your neighborhood.

Try to describe what you like about the colors used there.

If you've visited a paint store, feel free to send me those paint chips colors you especially like, or note the brand and color numbers here.

If you know it, please check your home or other building’s architectural style (Check all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Antique/Historic | <input type="checkbox"/> Colonial (antique) | <input type="checkbox"/> Greek Revival |
| <input type="checkbox"/> Italianate | <input type="checkbox"/> Victorian / Painted Lady | <input type="checkbox"/> Tudor |
| <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Prairie | <input type="checkbox"/> Craftsman/Arts &Crafts |
| <input type="checkbox"/> International | <input type="checkbox"/> Colonial (modern type) | <input type="checkbox"/> Cottage |
| <input type="checkbox"/> Townhouse | <input type="checkbox"/> Contemporary | <input type="checkbox"/> 60’s “deck house” |
| <input type="checkbox"/> Other description _____ | | |

I may have other questions for you once I see your photos and start to work on your color plan. Even though I’ve included many items about your favorite colors, my plan is not just to replicate that, but rather to use your information as a key to understanding your preferences.

When we are done and the painting has been finished, I’d love to see your pictures of the results. It’s very helpful for me to have the before-and-after images. I’m not there to take them myself—but maybe you or a friend can do it!

Permissions allowing me to use images

I always appreciate my clients’ willingness and even enthusiasm in allowing me to use their homes as a demonstration of the effects that color has on a home’s appearance both inside and out. I hope you will also participate in one of the following ways:

- I give permission to Barbara Jacobs to use still or video before-and-after-images of my building on her web site, <http://www.Integralcolor.com> , her blog, print material or other digital formats.
- I give Barbara Jacobs permission to use my name and state as needed, to accompany the images
- Barbara Jacobs may use my images but not my name or state.

Signed

Date

Thank you for taking the time to complete and return this color profile questionnaire.

I encourage you to start a folder with as many design references as inspire you. But don't feel restricted to pictures of buildings. Inspiring photos of foods from cooking magazines are also helpful. In short, open your eyes to anything that inspires you—from your friends' homes to pictures of natural materials, and beyond.

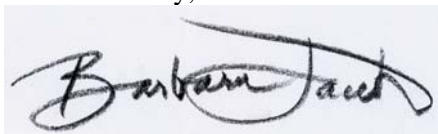
This color profile creates a broad picture of your requirements and personal color preferences.

I'll evaluate the information you've provided with regard for the effects of color on well-being, productivity, concentration, and other selected qualities, depending upon your design goals.

Your additional comments are welcome.

For more information on other design services, please contact me directly or visit our web site www.integralcolor.com.

Sincerely,

A handwritten signature in black ink that reads "Barbara Jacobs". The signature is fluid and cursive, with a large initial "B" and "J".

Barbara Jacobs