


## COLOR DESIGN OPPORTUNITIES

Color design in public spaces is challenging, however colors applied in the right way provide strong opportunities. Designing color schemes for spaces happens in the context of settings and situations and our reaction to color is strongly influenced by light, its neighboring colors and other environmental factors *1. Studies show that the impact of color in spaces depends upon individuals' sensitivity towards the environment, their color preference and time of exposure to interior colors. Also, physiological factors such age, eye fatigue and visual- and color deficiency play a role in space perception *2. Yet we believe it is it possible to give direction and suggestions for color combinations that work in different areas and that benefit the all users.

Based on these insights and research we designed this brochure with easy to apply color-palettes for offices, education and healthcare environments. We share our color-knowledge to help you improve the lives of your customers and their users.

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## THE SPACE TO SPACE APROACH

The importance of the human-, functional- and corporate design objectives may vary per space and highly depends on the needs of the users in that specific space. Good color design provides color schemes that can be applied to support the purpose of the spaces and how people use them, while maintaining a unified design for the building as a whole *3. For example, when you enter a hospital, it is important that you can easily find your way, while in a waiting room you want to feel at ease. At the same time these spaces need to feel connected, the color-approach has to come from the same design-idea. Our color palettes for various spaces within one building cater for the need of the specific space and connect the spaces at the same time.

## HUMAN FACTOR

improve the overall experience of all users of the building


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## FUNCTIONAL FACTOR

manage spaces, while also improving navigation and orientation

## CORPORATE FACTOR

image-building, reputation and ambiance of the building

## THE SPACE TO SPACE APROACH

KNOWING YOUR USER
Whatever project you are working on, we advise to take the following color design considerations into account:

## Knowing the user:

Our reaction to color is relat-
ed to our perception which is an interpretation of the user of the space and his sense of well-being. Knowing the user, whether they are employees, pupils, patient or visitors is vital.

Design for all:
Whenever color is used for the coding of information, color deficiency should be considered. "Design for all" means inclusive design that takes color- and visually deficiency in consideration

## Involve the user:

General redecoration can have an enormous effect on appearance, boost morale and raise interest, especially if you involve the users of the building in the color design process. This will make them co-owners of the design.

In this brochure we provide you with research-based color-schemes and detailed color-information for office spaces, education environments and healthcare facilities. Based on the scientific insights and the space-to-space spaces, education environments and healthcare facilities. Based on the scientific insights and the space-to-space
approach, we designed color-palettes for various sectors, spaces and user-moments. The easy-to-use palettes approach, we designed color-palettes for various sectors, spaces and user-moments.
show you the best colors and color-combinations for ceilings, walls and accent-areas.


## AVOIDING COMMON DESIGN MISTAKES

Color design decisions can be challenging. Below some examples and tips that illustrate that, taking the right color decisions, is more easy using this brochure

## 1. WAY FINDING



Lack of color contrast between the critical surfaces; walls, floor and doors can make it more difficult for those with visual impairments to navigate
unfamiliar spaces. Add accents to make sure users can find their way, using color as signage with the right contrast improves navigation.
2. CONTRAST


A clinical, white room environment can cause glare, impacting negatively on concentration, where color on the wall con oid focus. This brochure will help you to select the right colors to avoid over-stimulation. While at the same time improving the indoor environment.
3. LIGHT REFLECTION VALUES
4. ZONING

Color on handrails, carpets and pillars should contrast with the wall color with at least a minimum difference of 30 points of Light Reflectonce Value. The LRV expresses the percentage of light that is reflected from a surface. To improve safetu, it's importont areas differentiate from each other. Color is an easy way to do this.


Creating a distinct contrast between walls and floor supports navigation for those with visual impairments and this clearly defined walkway adds a smart finish to the fresh and upbeat office design, where zones are created through wall and furniture color.

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Communal spaces



OFFICES COMMUNAL SPACES


OFFICES WORKSPACES


Public spaces are not only designed for communal
activitises, but also as a first impression to visitors. These
areas include meeting and conference roms, areas include meeting and conference rooms, as well as receptions, cafeterias and lounges. Colors should b
inviting $\&$ welcoming, complemented with colors inviting \& welcoming, complemented with colors
reflecting the workplace's culture \& identity. Different colors can be helpful in defining separate departments, loors and to differentiate various facilities. Bold colors atract attention and can provide visual directions ond attract ittention and
focus in corridors.



Space-efficient designs, colors, ergonomics \&
functionality are necessary for office workspaces. Yet the correct color balance is essential for standard workstations where intense focus is needed. Ideally, no more
than two different hues should be combined. Paler colors, in general, are a good choice for workplaces. Soft yellow sandstone, pale orange, soft green and blue green are always appropriate. Don't forget to use saturated accent colors though, they can helo enliven plain workplaces as accents.

OFFICES INDIVIDUAL WORKING SPACE


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Private workplaces are where individuals have their privacy to concentrate on their tasks. These spaces equire soft or mid-tone colors to encourage focus and concentration. Because of its tranquil, calm and natura qualties, green, especially pale green, along with blue green provides a good environment for tasks involving
high concentration. In contrast, large amounts of vibrant colors should be avoided.


OFFICES SUPPORT AREA


 CHALLENGE Schools, colleges and universities are unique places.
They must support learning and stimulate the senses, yet allow for concentration. Increasingly, learning envionments must additionally balance that requirement to safe and nurturing environments that are flexible enough to support complex behavioral needs and provide the sense of well-being.

## COLOR SOLUTION

We aim to help students to thrive through the power of their environment. Well-designed schools influence the
behavior, motivation and performance of their users behavior, motivation and performance of their users and impacts feelings of happiness and excitement. We
worked closely with the Sussex University to identify the worked closely with the Sussex University to identify the
impact of color on children's performance in school *6,"7.
The outcome of this scientific study has been used to deThe outcome of this scientific study has been used to de sign our color schemes. For various spaces in education-environments. Hallways, classrooms as well as sports areas and even staff-rooms, they all have
different color requirements to make them well per forming spaces for their users to thrive. Next to easy to use color-palettes our products ensure durability and wash-ability, qualities that are an immediate priority for
the hard-wearing common areas, such as atriums and the hard-wearing common areas, such as atriums and
corridors, that experience high foot traffic.


 space, review the color ond product options selected for that space. Don't
involve the users.



EDUCATION CORRIDORS


EDUCATION AUDITORIUM


In corridors, colors chosen must ease navigation and aid econnition. Colors used to differentiate critical surfaces should vary by at least 30 points in their light reflectance values for optimal clarity. Different corridors or wings values for optimal clarity. Different corridors or wings
of a building can be color-coded to help users develo a sense of location in a large school. At the same time, colors can give a school its distinctive personality and identity, especially at the entrance.


School events, theatrical performances or presentations, the auditorium serves many functions and purposes. As assembly space for mass gatherings, the atmosphere in
auditoriums needs to be warm inviting and comfortable. auditoriums needs to be warm, inviting and comfortable.
Warm neutrals in combination with darker colors, such as purple, navy, dark red or green make the space look nd feel more intimate. In addition, textures and mateals in the auditorium, even the amount of glass use
helo define the visual experience within the space.

EDUCATION CLASSROOMS


EDUCATION ART CLASS


Classrooms have to accommodate many students through their times of learning and reflecting. Such spaces have to encourage focus and concentration. For classrooms subdved colors work best. Warm, earthy tones educe anxiety, while soft, muted cool colors enhance concentration. Avoid overuse of deeply saturated bright
hues as this will create too much stimulation as children hues as this will create too much stimulation as children
will have a hard time focusing. Use color behind whiteboards whilst keeping other walls neutral. This will help focus attention on the learning wall.
ceiling \& wall
 wall






Academic research shows there is a tendency for blue and green to enhance creativity \& originality. Light, minimal, neutral but inspiring colors work well since displays of students' artistic endeavors are what bring art ooms to life. Of all the rooms in a school, the art room
should have the windows to the best view to inspire learning and creativity. Bright white walls are best avoided because they reflect light, which causes strai and fatioue on the eyes.

EDUCATION SPORTS FACILITIES


EDUCATION STAFF ROOM



When class ends, not only do students need their space
for rest \& play, teachers need their for rest \& play, teachers need their own space too. Re
laxing, restful and uolifting colors in staff rooms keep laxing, restful and uplifting colors in staff rooms keep
teachers motivated to see students through their learning journeys. Accent colors help spark a sense of energy in spaces within staff rooms. By managing contrast in lighting and color you can create a space that stands apart from other spaces, giving teachers the ooportunity to step out their daily environment for a while.


The past years a lot of research has been done to the
hospital's visual environment in order to find solutions for hospita's visual environment in order to find solutions for Problems related to the quality of healthcare facilities
Think of the growing healthcare consumption (partly due to aging), patient recovery as well as the motivation recruitment and retention of hospital staff. Aesthetics and environment quality are considered to be increasingly important. Cold, formal, inaccessible antiseptic hospital environments are more and more replaced by more
friendly and welcoming, attractive areas with color, variety and interest for patients, staff and visitors.
COLOR SOLUTION
When applied with the users' needs in mind, color can
improve patient's quality of life, reduce feelings of stress improve patients suality of life, reduce feelings of stress color can be an invaluable tool, aiding wayfinding and navigation ${ }^{*}$, ${ }^{*}{ }^{9}$. Optimal and appropriate color design, but also lighting, materials, art, planting, interior climate promotes a sense of well-being for all users of the building. Healthcare spaces need to be friendly and visually attractive, where the well-being of patients is enhanced, staff feel more motivated and visitors are greeted with a

Source 8: Color and Lighting in hospitiol desion, Hilary Dakke e.o. Color and Liohtion



Using the Healthcare
Color Palette, identify the type of space, revie the color ond product
options selected for tha spoce. Dont forget to
involve users.


Product information

HEALTHCARE COMMUNAL SPACE



RECEPTION \& CORRIDORS
Highly visible, welcoming entrance lobbies and recepcoms help put anxious patients and visitors at ease.A comfortable environment with a sense of open space
that is easy to navigate. Clear wayninding signs, with that is easy to navigate. Ceear waytinding signs, with
contrasting colors also help guests easily access different spaces within a healthcare facility. Accessibility can ent spaces within a heathcare facky. Access

HEALTHCARE COMMUNAL SPACE



WAITING AREAS
When in physical discomfort and with tensions running high, comfortable and reassuring waiting rooms can high, comfortable and reassuring waiting rooms can
help reduce anxiety and stress. Simple domestic colots, help reduce anxiety and stress. Simple domestic colors,
combined with neutrals and some lively effects and dec orative ornaments, create a more intimate environment that makes visitors feel at ease.

HEALTHCARE COMMUNAL SPACE

healthcare patient rooms



## PATIENT ROOMS

Calm and comfortable patient rooms are a safe haven to retreat to for rest and recovery. Colors have to be carefully selected and light delicately positioned. In general, limit the use of high intensity hues on large areas to help accurate visual diagnosis and to avoid overwhelm ing visual stimulation. Minimize bright green in patient ooms because it causes an unflatteringly skin reflection.

HEALTHCARE PATIENT ROOMS



PEDIATRY
Children often are fearful of medical treatments. Pediatric Units have to breath an air of familiority and comfort for units have to breath an air of familiarity and comfort for
children to cope with the unfamiliarity of their situation. Such an environment and, for example, a play area, can give children the comfort \& security they need to calm their nerves and to soothe their ailments. Colors can either be clear and bright or warm and varied. Avoid usino bright yellow for baby units since it reduces the ability to detect signs of jaundice

## HEALTHCARE PATIENT ROOMS




INTENSIVE CARE
Intensive Care Units need utmost care \& attention. Soft lighting, controlled by dimmers, creates a restful area
with minimal visual clutter While woll colors suould be gith ming, controlled by dimmers, creates a restrul area
with misual clutter. While wall colors should be kept neutral and light with either a flat or matt finishing, some color accents may be used sparingly in selected areas to avoid monotony. The environment must be kep clean, safe \& restful for the patient, while also supportng advanced medical equipment to function smoothly Avoid bright white since it could create glare.

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HEALTHCARE TREATMENT ROOMS


## HEALTHCARE TREATMENT ROOMS




ACTIVE TREATMENT ROOM
The active therapy or treatment room should stimulate the patient to recover by doing ohysical exercises. More saturated colors can be applied in active treatment rooms. Stimulating color-hues like intense red, orange and yellow will encourage patients to actively participate in their treatment's process and progress. In spaces were patients are in therapy to regain the ability to walk, were patients are in therapy to regain the ability to wa
floors could be divided into sections of different hues, which could activate, stimulate and show their daily progress.

HEALTHCARE TREATMENT ROOMS


## HEALTHCARE STAFF ROOM




STAFF ROOM
Not only do patients need their space for resting and ecovering, staff too needs their space. Especially when performing under high oressure it is important to be able to withdraw from time to time. Relaxing, restful and uplifting staff rooms keep healthcare professionals motivated to see patients through their speedy recover-
es. Contrast in color and lighting helo staff differentiote between their work and rest places. Health matters fo both patients and staff.


HEALTHCARE DEMENTIA


HEALTHCARE DEMENTIA



BEDROOMS
Color can be used within the design-solution as way of reinforcing positive personal connections and to provide stimulation within the space. We all enjoy being in places that are interesting and vibrant and make us feel secure. Colors reduce feelings of stress or anxiety. For bedrooms the main wall colors should be kept soft an light. Feature wall colors are often used for aesthetic purposes, howeverthey can also help with highighting
obstacles, i.e. pillars, handrails, radiators and can also aid with way finding. It is important to apply the color and contrast quidelines to these surfaces.



