



As any homeowner knows, choosing paint colors can be overwhelming. Use the following guide to help you explore and select interior color schemes you'll love!



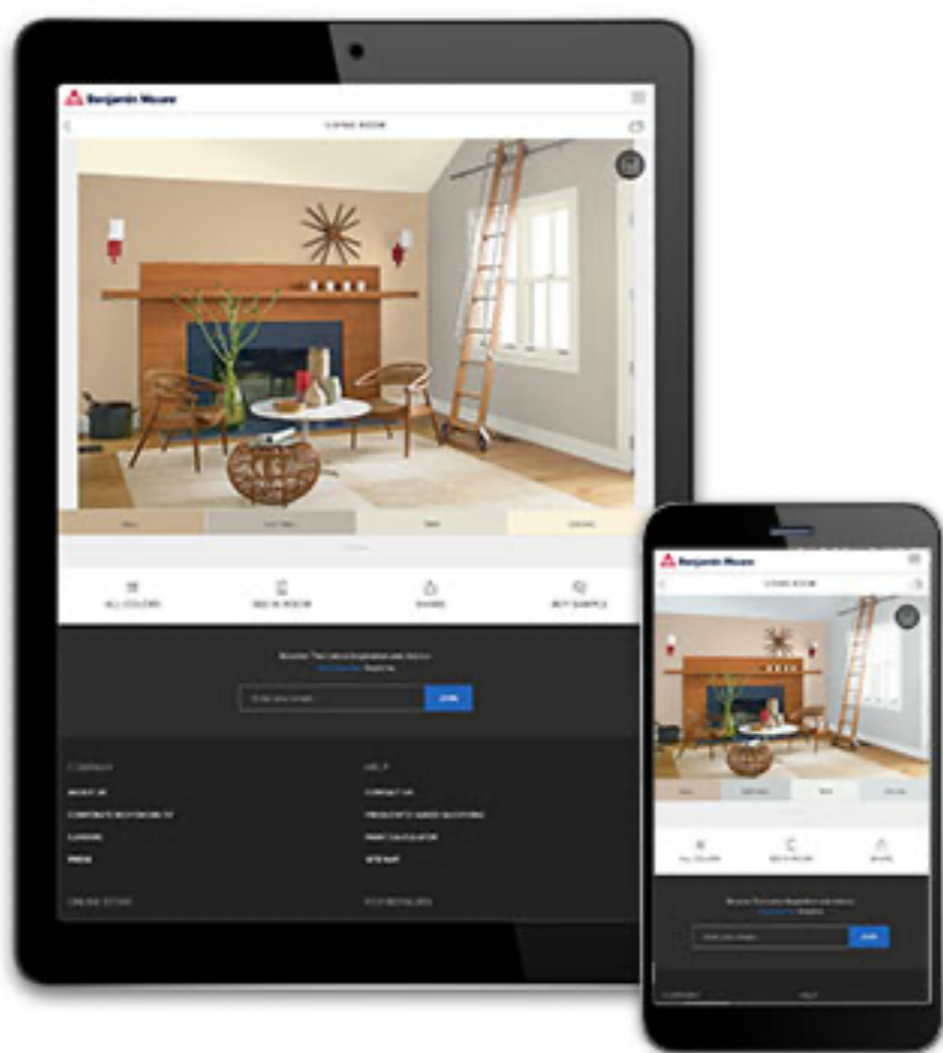
While there is no one-size-fits-all reply to "what's the best interior paint color," some thoughtful research goes a long way. Go into this exercise with an open mind and a commitment to exploring your creative side as you search for your perfect paint color.

Step #1: Analyze the Room for Interior Paint Ideas

Hardwood floors, countertops, a fireplace surround, area rugs, and of course furniture...the colors in these items will help determine which paint color families will work best in your room, and help narrow your options.

Additionally, the right paint color for any room should reflect the mood you want to create in the room as well as complement its architecture and style.

Paint truly transforms your space—see some of our favorite colors for [living room](#) and [bedroom](#) if you are selecting color for either of these important spaces in your home.



Step #2: Explore the Best Interior Paint Colors—for You

If you want to cut to the chase, check out our tried and true [most popular paint colors](#), where we highlight homeowner favorite colors including [Chantilly Lace OC-65](#), [Revere Pewter HC-172](#), [Hale Navy HC-154](#) and many more.

For a more deliberate approach, use magazines, online tools like [Pinterest](#) and our [Inspiration section](#) to find colors and color combinations that inspire you. Is your eye drawn to darker hues, fresh pastels or bold primary colors? Explore how paint and color work together in the [Color Handbook](#) and tap into our [online color tools](#).

Step #3: Get Color Chips, then Test with Paint Samples

Once you've selected the colors you're drawn to, visit your local Benjamin Moore retailer and pick up color chips and inspirational brochures to bring home.

While you may be tempted to use color swatches only to determine which color to use, the best way to test color in different lighting conditions is to [buy paint samples](#) from your [local Benjamin Moore retailer](#). Natural and artificial light can impact the appearance of color, so viewing it at different times of the day in all lighting conditions is crucial. Learn more about [paint color samples](#).



Tip: Paint on a poster board, not a wall, so you can easily see how colors will appear around the room.



Step #4: Pair Color with Quality Paint

Some painters may tell you that they can easily "match" any Benjamin Moore® color in another paint brand. This is simply not the case.

Engineered specifically by Benjamin Moore, for Benjamin Moore paints, our proprietary [Genex® Color Technology](#) sets us apart by delivering color and durability that is truly unmatched.

Make sure that the Benjamin Moore interior paint color you ultimately choose is realized to its full potential by using only [Benjamin Moore products](#).



Step #5: Get Started Any Time

When it comes to interior painting, you generally control the environment you're working in. Weather does not have to be a consideration—so interior painting is a year-round opportunity.

You can get well prepared with our other how-to articles including [how to pick sheen](#), [cut paint in a room](#), [prep a wall](#), and [how to paint a wall](#) so that you set yourself up for ultimate painting success.

Have More Questions? Visit or call your [local Benjamin Moore store](#) or contact [Customer Support](#).