

Give colour and life to your shop

Practical guides
to optimise your shop

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A

25 tips to read before painting your shop

Advertising and marketing use the symbolic “power” of colours to encourage customers to buy.

93% of people are initially attracted by the appearance of a product, compared to 6% by its texture and 1% by its smell. It is therefore essential to understand the connotations of colours in order to create an attractive shop layout and/or display.

Consciously or subconsciously, colours affect our perception and mood in everyday life, and can even influence our buying behaviour. They are the quickest way of conveying messages, emotions and meanings. The worlds of advertising and marketing are well aware of this “power”. And with good reason !

93% of consumers say they are initially attracted to a product by its appearance, compared to just 6% by its texture and 1% by its smell.



To succeed, you must therefore understand the profile of your target customer.

If you are targeting an international customer base, opt for “universal” colour associations. While in the West, white is associated with purity, in China it symbolises death!

Similarly, women are generally more attracted to soft colours and receptive to tints. They tend to prefer blue, purple and green, and are less keen on colours such as grey, brown and orange. Men, on the other hand, appreciate vivid colours and are more receptive to shades. They tend to prefer blue, black and green, but are less receptive to brown, orange and purple.

To learn more, visit: <https://www.alioze.com/couleur-marketing-web>

Choose a colour to “match” your business

1. If you sell high-end products, choose black, which evokes luxury, elegance and class. It also symbolises refinement, and even mystery.
2. In need of a little trickery to “enlarge” your space? Keep surfaces white.

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3. White is also ideal if you sell health or hygiene products, as it symbolises cleanliness.
4. Do you run a branch of a bank or insurance firm? Consider blue, which inspires confidence and trust.
5. Is your space dedicated to beauty or relaxation? Violet can create a sense of tranquility.
6. If you want to promote relaxation and a feeling of “zen”, for instance in a store dedicated to wellness, health foods or organic produce, choose green. This colour is easy on the eye, (so forget neon and “Granny Smith” shades), and has a calming effect on the nervous system.
7. To direct your customers’ attention towards a specific product, try yellow: eye-catching and cheery, this colour is generally used for promotions in windows, and customers recognise and identify this signal instantly.
8. Red should be used sparingly as it is synonymous with urgency and can “stress” your customers, increasing their heartrate. Save it for sales and promotions.
9. Orange implies urgency, or even aggression. Like red, it should therefore be used to draw attention to special offers or stock clearances.



Yellow
youth, energy
freindlyness, warmth

Orange
health, attraction,
thirsth, youthful

Pink
protection, compassion,
faithfulness, sensitivity

Red
passion, danger,
excitement, urgency



Purple
spirituality, wisdom,
vision, royalty

Blue
confidence, sincerity
tranquility, integrity

Green
life, growth,
healing, fresness

Brown
friendly, earth,
outdoors, longevity



White
purity, hope,
freshness, cleanliness

Gray
stability, strength of character,
authority, maturity

Black
power, evil,
secret, glamour

Go green

- 10.** In order to respect the environment, as well as your own health and that of your staff, choose paints free from solvents and co-solvents. Remember, some water-based paints also contain co-solvents.

More info at:

<http://www.ecoconso.be/fr/Peintures-environnement-et-sante>

- 11.** Choose paints low in volatile organic compounds (VOCs).

How to decipher labels with

ease: <http://www.ecoconso.be/fr/Les-etiquettes-sans-prise-de-tete,550#reflexes>



- 12.** Avoid paints containing heavy metals or over 1% in additives.
- 13.** Natural paints do not contain heavy metals. They use pigments derived from minerals (Sienna, iron or manganese oxide), vegetables (valerian, tea, onion), or animals (cochineal).
- 14.** As well as offering various colourways, clay plaster is a natural way of regulating the humidity of your premises.

Discover more tips on how to make your shop environmentally friendly in our guide "43 easy tricks to create an eco-responsible shop".

From floor to ceiling

- 15.** The colour of your ceiling does not have a significant impact on artificial lighting, but it is essential in the distribution of natural light to the back of your shop. Making the most of this natural light allows you to reduce your energy consumption.
- 16.** If you have a business in which customers are seated (salon, beauty parlour, etc.), choose matte paintwork to avoid creating bright spots that could be dazzling.
- 17.** The floor of a shop is rarely completely clear and open. Furniture often occupies a large area: the colour of the floor will therefore have minimal effect on the quality of artificial lighting.
- 18.** If you need worksurfaces or tables (wrapping station, product display), choose light, matte colours, which are easy on the eye.

- 19.** The colours of your shop should be visible even before customers set foot inside, in the shopfront and window display. Colour coordination is a key aspect of the overall feel of the window display. Avoid black and dark colours in your display. These risk creating a mirror effect, preventing passers-by from clearly seeing the items on show.

A few rules of good taste

- 20.** Pro tip: limit yourself to a maximum of three colours, used in varying proportions, 80% for the dominant colour, 15% for the second and 5% for the third. The latter is used as an accent to the environment created by the other two colours.



Cool Colours

Warm Colours

- 21.** If you are aiming for balance, use a colour wheel to choose three adjacent colours (next to one another on the circle). If you follow this advice you can't go wrong!

Remember, changes to the colour of your shopfront are subject to planning regulations: seek information from your local authority before picking up the paintbrush! And if you want to repaint the facade in the original colour, check with the authorities that this colour was properly authorised.



- 22. It is not always easy to combine colours successfully. A relatively simple solution is to choose a neutral tone - white or grey for example -, and add a few decorative elements, or an entire wall, in a contrasting colour. The visual result will be attractive and you can easily transform the whole effect, simply by changing the feature colour.
- 23. To make an interior appear larger, you could paint it entirely white, or choose pale shades of the same colour, such as three pale blues. Used along with mirrors and well-designed lighting, this strategy is highly effective.

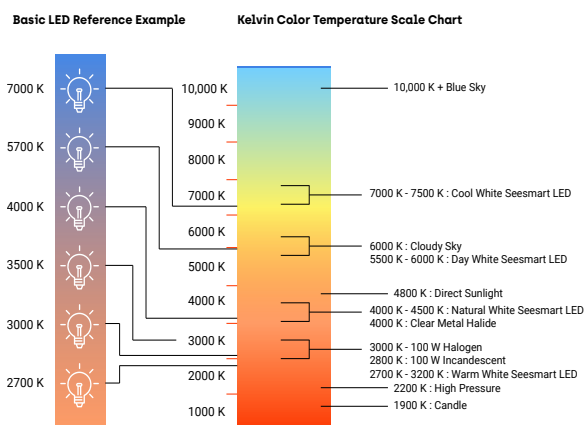
The right mix of colour and light: a winning combo!

- 24. If the colour of the products you sell matters (e.g. clothing, fresh meat, flowers), you should be particularly careful when choosing a combination of colour and lighting.

Colours change depending on the type of lighting used, which affects their brightness and saturation. The factor to take into account is the colour rendering index, or "CRI". Optimum colour rendering requires a CRI of 100, equivalent to daylight. LED lights offer the best CRI on the market, often exceeding 90.



- 25. Are you aware of the "colour temperature" of lighting? It is measured in kelvin (K) and ranges from warm shades (orange dominant – 2500 K to 3000 K) to cool shades (blue toned 5300 K +). Our advice: to enhance the appearance of all colours, choose a colour temperature between 2700 et 3000 K.



B

Who are we?

hub.brussels is the Brussels Agency for Business Support.

hub.brussels is driven by the ambition to make Brussels the most attractive and pleasant place to launch a business.

We offer tailored support, free tools and proven expertise to strengthen your independence, simplify your decisions, and help you succeed in Brussels and beyond.

hub.brussels is also over 200 attentive, dedicated and passionate people, and a promise to support, inspire and propel you, your business, and your most daring projects...

We are hub.brussels; we are with you.

Contact

Got a question or comment on this practical guide? Want to design a shop interior that is both eco-friendly and on trend? Contact the hub.brussels Retail

Design expert, Thibaut Surin, at the following address:
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Thanks

hub.brussels offer our warmest thanks to everyone who has contributed, directly or indirectly, to making this guide a reference on the subject of sustainable shop fitting and design.

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