



**20TH CENTURY®**

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PAINTS



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## A Guide to Color, Styles and Architectural Periods

This guide provides historic documentation for the signature colors featured in California Paints' 20th Century Colors of America. Throughout history, interior and exterior paint colors have been influenced by the social, political, cultural, artistic and literary trends of the time.

The 20th century marks one hundred years of social change, technological advances, and cultural diversity. From the invention of the internal combustion engine through the manufacturing and construction booms to the start of environmentalism, color has played a significant role. California Paints, in conjunction with Historic New England, has researched each color of the 20th Century Colors of America collection to bring you the most authentically documented historic color palette available today.

More than 30 of the colors in this collection are taken from house museums owned by Historic New England, the oldest, largest, and most comprehensive regional heritage organization in the nation. As a pioneer in documenting period paint colors and the steward of museum houses dating from the 1660s to the 1930s, Historic New England exemplifies authenticity in interior and exterior paint and decorative color.

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*To view color stories for the 20th Century Colors of America,  
visit [www.californiapaints.com](http://www.californiapaints.com)*

## ● 1900-1920 Arts and Crafts / Craftsman

The Arts and Crafts style emphasized the hand-crafted and the natural in all aspects of the home. In the natural grains of woods, especially golden oak, and in the variegated shades and textures of stone, tile, leather and metals. The Arts and Crafts palette includes earth tones as well as unexpected shades of copper, garnet red, olive and gold, and bright highlights of azure, imperial purple and turquoise.

*Signature Colors:*

*Call of the Wild, Cozy Bungalow, Combustion, Craftsman Gold, Rustic Green, Enamel Blue, Ballroom Blue, Ivory Cottage, Belfry Green\**

## ● 1920-1940 Art Deco / Art Moderne

The Art Deco / Art Moderne color palette reflects a shift to light, neutral shades with metallic undertones of silver and gold added to sand, gray, beige, and peach. Accents in exotic pastels such as orchid, seafoam green, coral, and pink were popular, along with saturated shades of orange, royal blue, Chinese red, and dark green.

*Signature Colors:*

*Inlaid Wood, Art Deco, Emerald City, Stainless Steel, Dust Bowl, Jazz Age*

*\* Historic New England Property Color*



## ● 1940-1960 Mid-Century Modern

The post-World War II housing boom and the popularization of modern architecture brought bold colors in deep tones into popularity once again. Earth tones dominated exteriors, while interiors featured sophisticated, modulated neutral shades like bone, gray-beige, pearl gray, and taupe alongside saturated accents in fuchsia, teal, evergreen, charcoal, and chocolate with strong contrasts in chartreuse, tangerine, gold, and sulfur yellow.

*Signature Colors:*

*Construction Boom, Conservative, Hot Tin Roof, Teal Accent*

## ● 1960-1980 Post Modern

Strong contrasts characterize the colors of the Post Modern / Cold War era: pale neutrals and pastel tints, used both inside and outside the home, contrast with bright, clear accent colors. Deep shades of gold, yellow-green, red-orange, or red-brown, and bright blue, mint green, and turquoise provide bursts of color in houses painted in warm beige, tan, avocado, peach, or cinnamon tones.

*Signature Colors:*

*Green Leisure, University Square, Urban Prosperity, Earth Day, Post Modern, Draft Card, Skyscraper*



# HISTORICAL PERIOD COLOR INDEX

● 1900-1920 Craftsman/Arts & Crafts

● 1940-1960 Mid-Century Modern

● 1920-1940 Art Deco/Art Moderne

● 1960-1980 Post Modern

PERIOD	COLOR NAME	PERIOD	COLOR NAME	PERIOD	COLOR NAME
●	Age of Youth	●	Greenberg	●	Seascape Jade
●	Aluminum Blue	●	Groovy Gold	●	Sensible White
●	Apollo White	●	Gropius White	●	Serene Scholar
●	Art Deco	●	Guided Copper	●	Sharkskin
●	Authentic Brown	●	Guided White	●	Skyscraper
●	Automotive	●	Heart of Darkness	●	Sleeper's Entry
●	Baby Boom	●	Hot Tin Roof	●	Social Norm
●	Ballroom Blue	●	Industrial Steel	●	Sock Hop
●	Bauhaus	●	Inlaid Wood	●	Soft Rock
●	Beatnik	●	Ivory Cottage	●	South Gallery
●	Beauport Green	●	Jazz Age	●	Speakeasy
●	Belfry Green	●	Jukebox	●	Spiral Staircase
●	Bold Backdrop	●	Lady's Glove	●	Stainless Steel
●	Bronzed Plate	●	Little's Landmark	●	Stickley Straw
●	Brown Sugar	●	Mid-Century White	●	Strong Punch
●	Call of the Wild	●	Mission Oak	●	Stylized White
●	Casablanca	●	Modern Elegance	●	Summer Haze
●	Century Beige	●	Modern White	●	Sunny Day
●	Clam Shell	●	Moon Landing	●	Suntan
●	Clare Rose	●	Mystique	●	Tangerine Burst
●	Classic Shutter	●	Natural Wood	●	Teal Accent
●	Combustion	●	Neutral Era	●	Time Honored
●	Concord Bloom	●	New Wave	●	University Square
●	Conservative	●	New World	●	Urban Brick
●	Construction Boom	●	North Gallery	●	Urban Prosperity
●	Counter Culture	●	North Pole	●	War Wary
●	Cozy Bungalow	●	Orange Revival	●	Wheatgrass
●	Craftsman Gold	●	Organic White	●	Wicker Basket
●	Crystalline	●	Parlor Shade	●	Wonderful Life
●	Draft Card	●	Peace & Love	●	World Peace
●	Dust Bowl	●	Peace Core		
●	Earhart	●	Peach Preference		
●	Earth Day	●	Peyton Place		
●	Eclectic Trim	●	Pop Art		
●	Electric Grid	●	Porcelain		
●	Emerald City	●	Post and Beam		
●	Enamel Blue	●	Post Modern		
●	Fahrenheit	●	Post War White		
●	Folk Art	●	Precious Stone		
●	Free Time	●	Pristine Pink		
●	Garden Terrace	●	Pure Restoration		
●	Garnet	●	Radio Wave		
●	Gatsby Gold	●	Rambler		
●	Glass Art	●	Relative White		
●	Glove White	●	Reviving White		
●	Golden Age	●	Rooftop		
●	Grant's Guest	●	Rosy Opal		
●	Graphic	●	Rustic Green		
●	Green Glass	●	Science Fiction		
●	Green Leisure	●	Sea Oats		



# HISTORIC NEW ENGLAND

*Defining the past. Shaping the future.*

Historic New England, the oldest, largest, and most comprehensive regional heritage organization in the nation. As a pioneer in documenting period paint colors and the steward of museum houses dating from the 1660's to the 1930's, Historic New England exemplifies authenticity in interior and exterior paint and decorative color.

They bring history to life, while preserving the past for everyone interested in exploring the authentic New England experience from the seventeenth century to today. Historic New England owns and operates thirty-six historic homes and landscapes spanning five states. The organization shares the region's history through vast collections, publications, public programs, museum properties, archives and family stories that document more than 400 years of life in New England.

For more information, please contact:

Historic New England, 141 Cambridge Street,  
Boston, MA 02114, 617.227.3956 or visit on-line  
at [www.HistoricNewEngland.org](http://www.HistoricNewEngland.org)



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