



Hello Mauchline Community, Friends & Partners,

Let's talk about, Paint Colours!

Prime development in central Mauchline was from the mid-18th century to early 20th century, half of the Georgian period and all of the Victorian period. Due to the fashion at the time and the affordable paint pigments that were available the traditional Victorian colour palette was dark, with rich shades of maroon, red, burgundy, chestnut, dark greens, browns and blue.

The choice of colour may be driven by the branding of the retailer but a muted colour palette is more in keeping with traditional shopfronts and a well-chosen scheme can assist in picking out architectural detailing, yet be modern in appearance.





Four principal factors need to be considered when making a colour choice that is sympathetic to its historic environment:

1. The colours that would have traditionally been available during a particular period.
2. The environment in which the building sits.
3. The branding identity of the commercial premises.
4. In the case of signage contrast to ensure that it is readable, taking into account visitors who may have a visual impairment. What are reasonable adjustments?
 - Simple fonts
 - Text size
 - Colour contrast
 - Using both upper and lower case
 - Finish

To find out more about our recommended Mauchline Colour Palette visit our "**Downloads**" page on our website.

Yours sincerely,

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