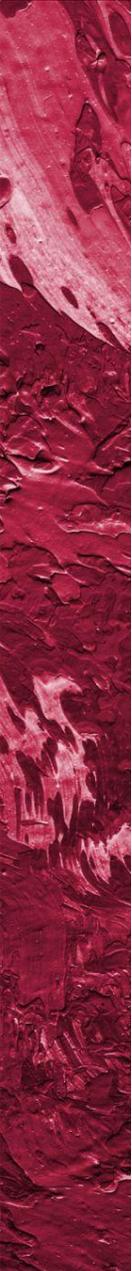




ARANTIA

CRAFTSMAN PAINTERS

Latest Color Design Trends for 2023



Latest Color Design Trends

What We'll Be Covering:

PANTONE 2023 Color of the Year

PANTONE home + interiors 2023

PANTONE design examples

Benjamin Moore Color of the Year 2023

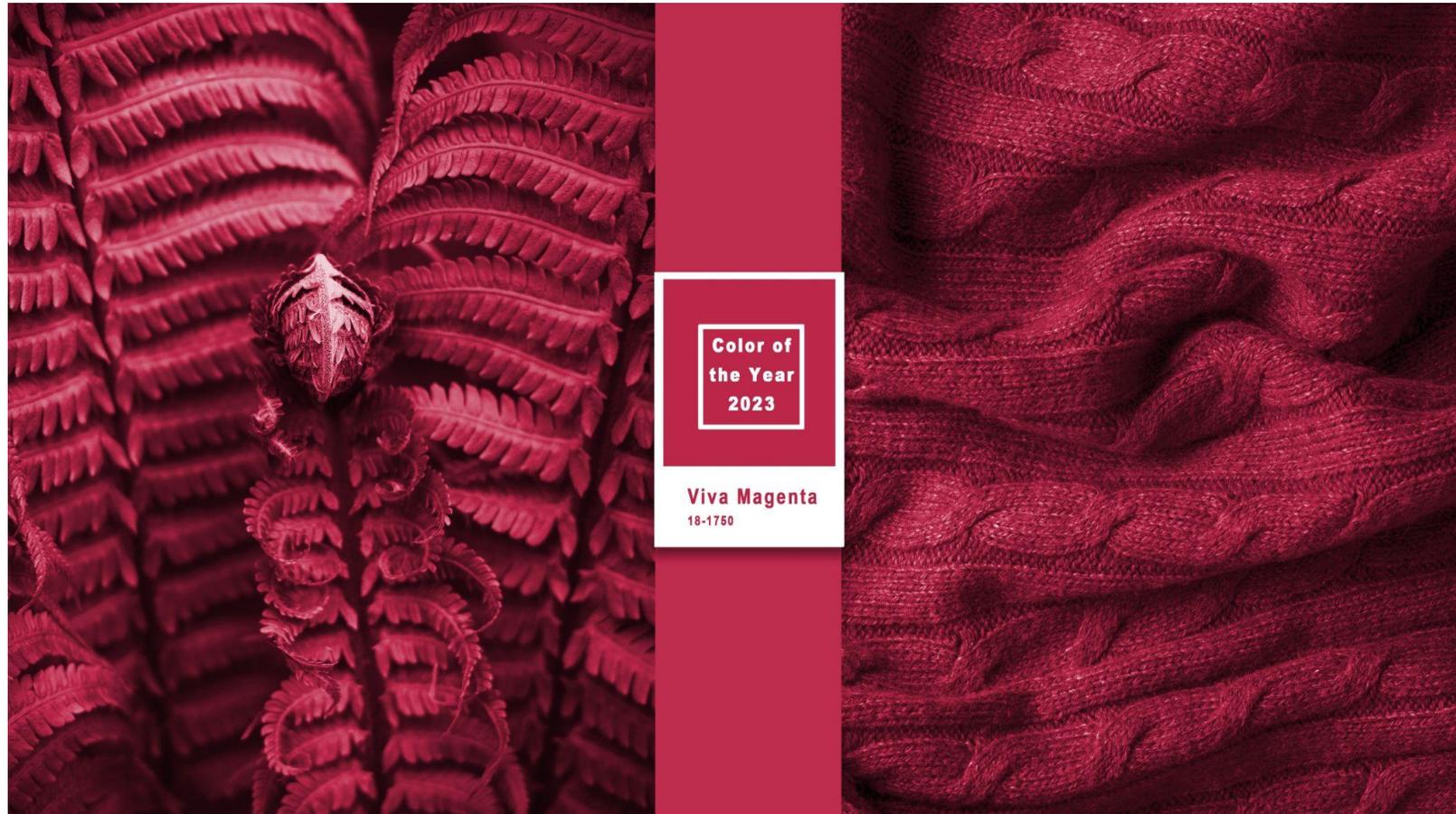
Benjamin Moore Color Trends 2023 Palette

Benjamin Moore design examples

About Arana

Get in Touch

Latest Color Design Trends



Credit: Pantone

Pantone Makes It Playful...



Credit: Pantone

Viva Magenta!

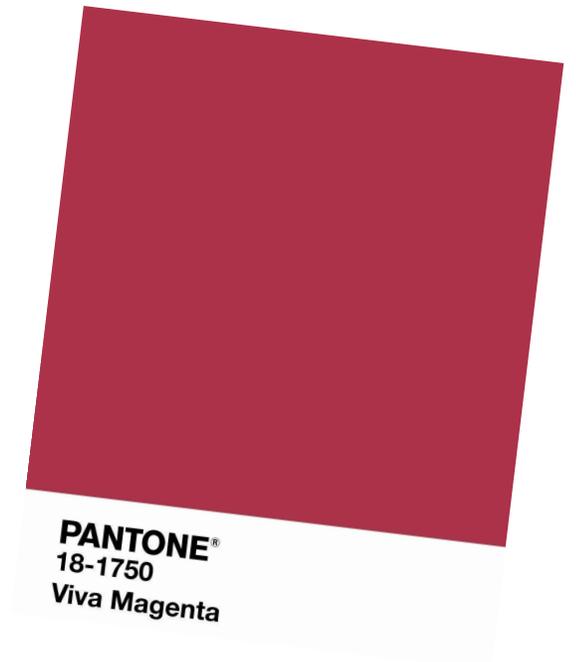
PANTONE 2023 Color of the Year
18-1750 Viva Magenta

“ In this age of technology, we look to draw inspiration from nature and what is real. PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal, one of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known. ”

Rooted in the primordial, PANTONE 18-1750 Viva Magenta reconnects us to original matter. Invoking the forces of nature, PANTONE 18-1750 Viva Magenta galvanizes our spirit, helping us to build our inner strength.

Leatrice Eiseman

Executive Director, Pantone Color Institute



Credit: Pantone



Welcome to the Magenta-verse:

Viva Magenta's organic origins hail from the cochineal beetle. This insect produces carmine dye, one of the most precious, strongest, and brightest of the natural dye family.

The Color of the Year 2023 merges the richness, warmth, and strength of natural materials with the open horizons of the digital world.

This "magentaverse" creates new opportunities for us to express ourselves and the raw fortitude of Viva Magenta inspires us to do so with confidence and bravery.

Credit: Pantone



Latest Color Design Trends

PANTONE home + interiors 2023

Pantone's Color and Design Trends for 2023 forecast:

- color palettes for home furnishings in 2023 that entice us to engage with what we believe and love
- youthful, tech-inflected pastels and vivid brights radiating positivity and an invitation to dive into life
- warm neutrals and upbeat midtones to further communicate an optimistic message in a quieter but nonetheless positive manner
- neutral accents paired with shimmering metallics to display celebratory notes of glamour and style

Source: Pantone

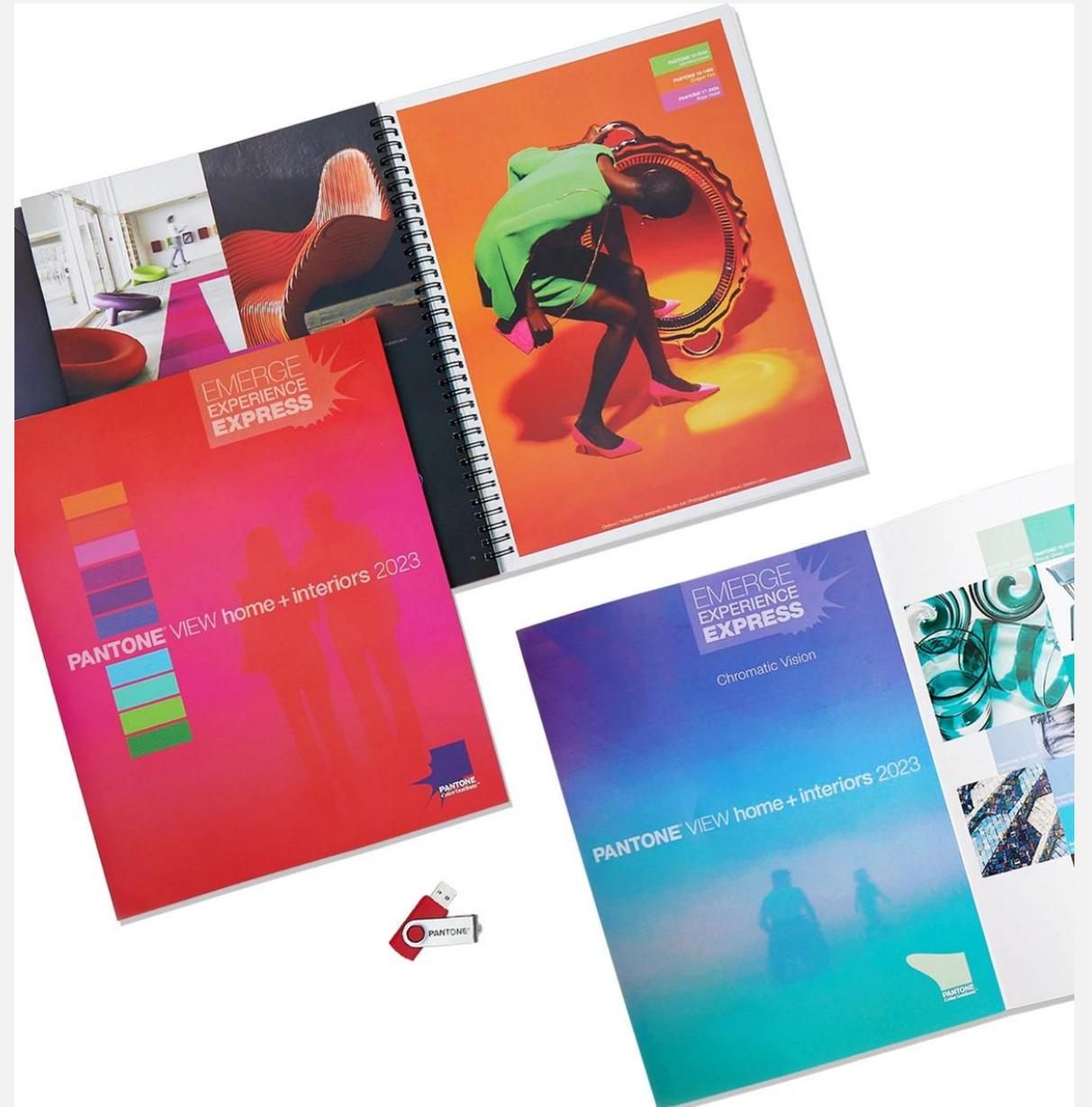
Harness the full power of the Color of the Year:

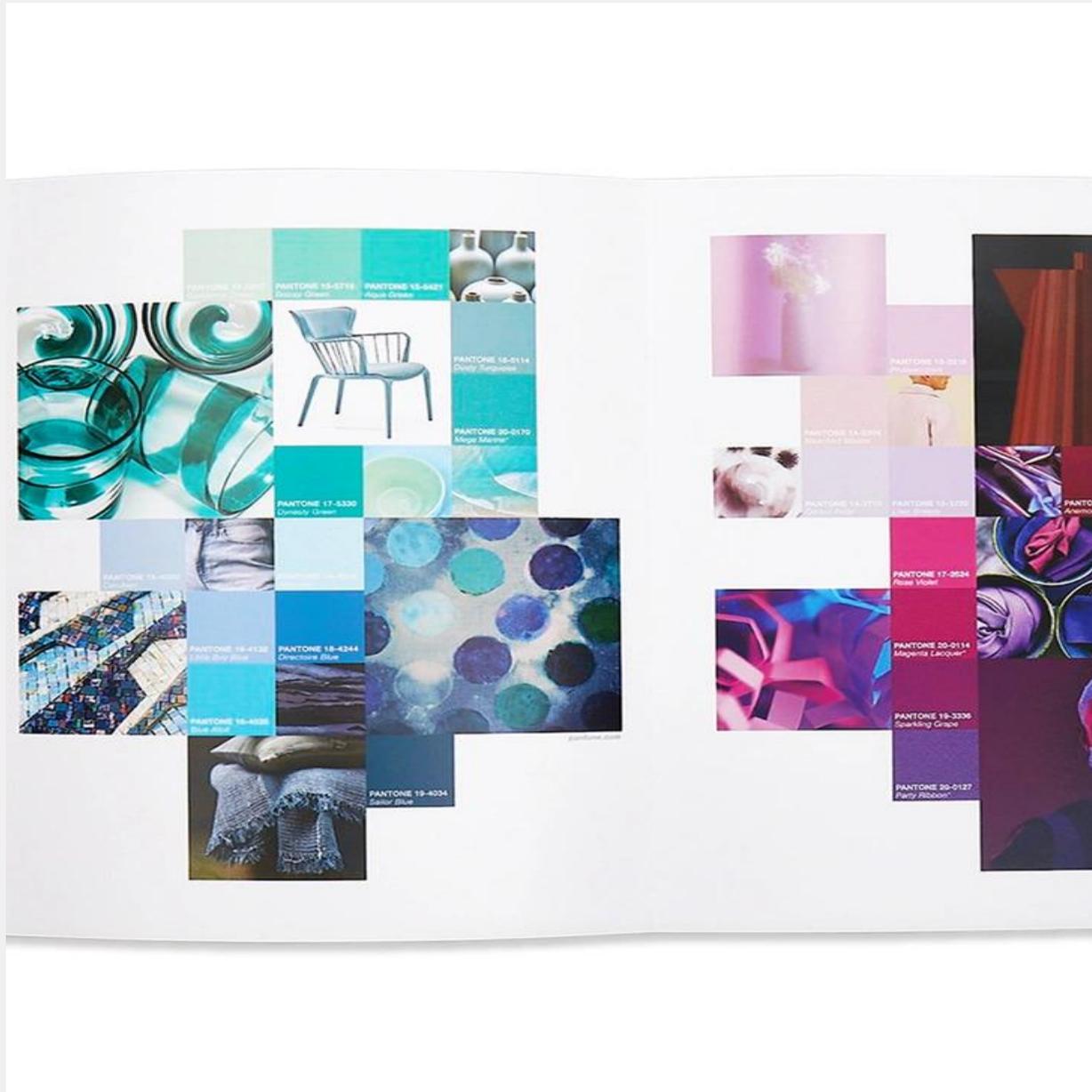
Viva Magenta can be the ideal bold tone for a velvet couch or lacquered wall.

Clients who desire a more neutral space may appreciate it as a pop of color in a sculptural Murano glass lighting fixture or striking ikebana floral arrangement punctuating an all-neutral dining room; or a glowing abstract canvas or NFT projection in a white entryway.

Viva Magenta packs a lot of drama in a small dose.

Credit: Pantone





Credit: Pantone

Color of
the Year
2023

Viva Magenta
18-1750



Credit: Pantone

Explore
the Magentaverse

PANTONE®
Pale Dogwood
13-1404

PANTONE®
Gray Sand
13-1010

PANTONE®
Gray Lilac
13-3804

PANTONE®
Viva Magenta
18-1750

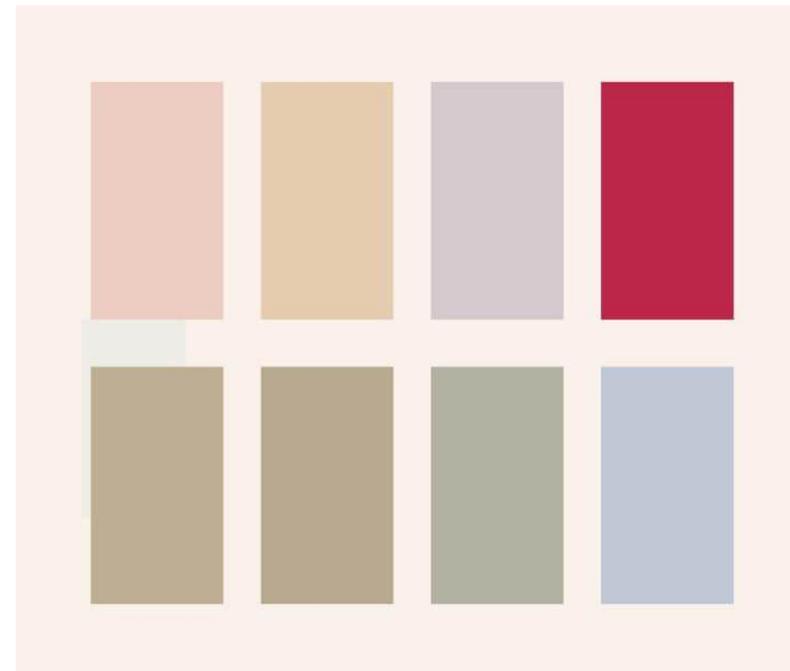
PANTONE®
Pale Khaki
15-1216

PANTONE®
Fields of Rye
15-1115

PANTONE®
Agate Gray
15-6307

PANTONE®
Plein Air
13-4111

IGNITE



Latest Color Design Trends



2023 Color of the Year Raspberry Blush 2008-30

*A vivacious shade of coral tinged with pink, **Raspberry Blush** enlivens the senses with an electric optimism.*

- **Amp up the saturation:** Paint an arch or accent wall with this confident color.
- **Envelop yourself:** Use on walls, ceiling, and trim to create impact.
- **Enliven beloved spaces:** Bring a blush update to a deep red dining room; give a lift to the living room with **Raspberry Blush** walls and wainscoting; or add a pop of color in the powder room with this warm coral shade.

Source: Benjamin Moore



Latest Color Design Trends



Credit: Benjamin Moore




Benjamin Moore®

Credit: Benjamin Moore

Latest Color Design Trends

Benjamin Moore® Color Trends 2023 Palette



Wenge AF-180
Wengé
Wengé



Cinnamon 2174-20
Canela
Cannelle



Conch Shell 052
Caracola Marina
Tofino Sunset CC-156
Crépuscule de Tofino



Raspberry Blush 2008-30
Colorete Frambuesa
Tourbillon de Framboises



North Sea Green 2053-30
Verde del Mar del Norte
Vert de la Mer du Nord



Starry Night Blue 2067-20
Azul de Noche Estrellada
Bleu Nuit Étoilée



Savannah Green 2150-30
Verde de Savannah
Vert Savane



New Age 1444
Nueva Era
Nouvel Âge

NEUTRAL PAIRINGS | EMPAREJAMIENTOS NEUTROS | DUOS NEUTRES



White Heron OC-57
Blanco Garza
Blanc Tourterelle



Etiquette AF-50
Etiqueta
Étiquette



Gray Owl OC-52
Búho Gris
Chouette Grise



Onyx 2133-10
Ónix
Noir Absolu

Credit: Benjamin Moore

Credit: Benjamin Moore







Work with Us!

Arana Craftsman Painters supports our contracting and design partners by providing:

Technical Expertise

- We meet with you and/or your clients, onsite or by phone to answer questions and provide estimates

Marketing Visibility

- We feature our industry partners in our direct-mail and email newsletters, social media posts, and on our blog. We've also published articles in *Oakland Magazine* with a primary intent of highlighting our referral partners.

Educational Presentations

- Color Design, Materials Composition, and Trends
- Cabinet Refinishing Best Practices
- Woodwork Stripping, Refinishing, and Color-Matching
- Eco-Friendly Products and Trends
- Wallpaper Trends

We will bring our knowledge to you — plus lunch or afternoon cocktails! Contact us to schedule an appointment.



Lmb

LAURA MARTIN BOVARD
INTERIORS

“Arana holds the vision for our projects - a quality that is paramount to our success. We are only as good as the vendors we work with and Arana is one of our most trusted allies.”

LAURA MARTIN BOVARD,
INTERIOR DESIGNER



ARANA
CRAFTSMAN PAINTERS



“ Arana has been painting for our general contracting company for several years. They provide excellent work with personal service. Whether interior or exterior, residential or commercial, they are highly recommended. I used them to paint my own house, which, as a contractor, is my highest praise. ”

MICHAEL MCCUTCHEON,
MCCUTCHEON CONSTRUCTION





About Arana

We have over 100 years' combined industry experience!

Arana is a trusted service provider working in finer homes and vibrant communities throughout the bay area since 2004

Our company is award-winning!

- Best of Houzz, Design 2022, 2021; Best of Houzz, Service 2018
- Neighborhood Favorite Award, Nextdoor; 2022
- *Oakland Magazine* Best Bay Area Painting Contractor; 2019; *nominated in 2020, 2019, 2018, 2017, 2016*

We contribute our services to charitable endeavors:

- Piedmont "Heart of the Home Tour" project participant 2015, 2016, 2017, 2018, 2019, 2020
- Ronald McDonald House, collaborator with multiple interior designers; 2017

Arana Craftsman Painters Contact Information

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510.847.0155



Catherine Baldi

PRINCIPAL AND COMPANY MANAGER



Ernesto Perez Arana

PRINCIPAL AND FIELD SUPERVISOR



Steve Rubenstein

PRODUCTION MANAGER & LEAD ESTIMATOR

