



Color and Painting Guidelines

Colors should harmonize with the primary and secondary colors found in the building's materials and storefront. Clawson's building colors include red, brown and yellow bricks, terracotta trim, and storefront materials consisting of steel, wood or aluminum. This means that most of the color besides masonry is expressed via non masonry cornices, windows, awning fabrics and via signs. In general, consider the following guidelines regarding color and paint:

- Masonry wall surfaces that have not been painted should remain unpainted. In particular, unpainted brick and stone surfaces should remain unpainted. Concrete block found occasionally on side and rear walls can be painted.
- While the primary building colors should be generally maintained and respected, one new major trim color, perhaps a darker color that complements or contrasts with the existing building colors, could accentuate doors, windows, and other storefront parts. A somewhat lighter minor trim color could also be used to highlight smaller building details.
- As there will be limited opportunities for adding more colors to most buildings in downtown Clawson, creativity and discretion should be used in deciding where and what colors can be used where masonry is predominate. A more vibrant color palette may be used but businesses should refrain from garish colors, iridescent and neon colors.
- Use of color in downtown should be conveyed via awning fabrics, signs, doors and window frames, wooden surfaces, metal surfaces, tile in bulk heads and entryways, and stucco if painted.

Please refer to the Downtown Clawson suggested Color Palette for guidance.