

Traditional Palette



Clay Pigeon DB224-32	Heart's Content H701-32	Little Heart's Ease H803-21	Ferryland Downs H204-12	Redcliffe H204-22	Bonne Bay H401-42	Loyal A222-24	Carnelian DB224-12	Plumboy H805-42	Dark Tickle H805-52	Emerald Green 263	Chrome Green 231
White Gold P210-00	Brushed Cotton C117-10	Misky Rain H803-40	Logy Beige H201-10	Whiteway H803-50	Mauzy H805-20	Iceberg Alley P208-10	Moon Pond DB117-10	Bobby-Rooter H203-22	Genuine White P206-00	Signal Red 706	American Red 242
American Red 242	Oak Brown 209	Medium Grey 137	Persian Red 2015	Dory Buff 1302	Buff 203	Sea Spray Green 1316	Aqua 216	Chrome Green 231	Tahitian Blue 2014	Colonial Ivory 212	White
Mollyfodge H806-22	Bakeapple Jam H705-52	Heaven's Gate C202-32	Blasty Bough H204-32	Red Island H703-22	Christmas Syrup DA223-33	May Bush Blue C108-41	Burnt Islands B221-22	Scrunchions H802-10	Point Amour H806-32	Rising Sun B223-12	Memories of Brazil Street B222-42
Egyptian Cotton C128-10	Sheilagh's Brush H203-30	Crushed Linen C117-31	Bubbly Squall H204-40	Chalker Grey H705-20	Charmer DB118-10	Glitter Storm P222-00	Like the Swallow C118-31	Lassie Buns H805-11	Sugar Cube P223-00	Sleepwalker C202-22	Milky Tea C118-42
Indian Red 277	Sable 2017	Bright Red 1309	Red Ochre	Black	Old Ivory 805	Robin Egg Blue 45	Emerald Green 263	Royal Blue 208	Grey 141	Silver Grey 221	Charcoal 2012
Moldow H206-12	Duntara H705-12	Duckish C128-41	Mussels in the Corner H104-42	Harbour Deep H104-52	Bristol's Hope H206-42	Belgian Chocolate C228-22	Cupids H802-32				
Hard Tack H702-50	Snow Dwhigh H101-10	Foggy Dew P224-00	Beachy Cove P113-20	Doughboy H802-20	Nanny-Goat C126-20	Haystack H103-30	Tea Bun H502-50				
Bark 280	Signal Red 706	Cherry Pink 1525	Acorn Brown 104	Colonial Ivory 212	Maise 2011	Turquoise 116	Bright Green 244				

Jelly Bean Palette

yellow 717	orange 720	orchid	aqua 723	vernon 1656	red 702
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Paint History

Visitors to Newfoundland and Labrador often remark on the brilliantly painted houses and outbuildings. Traditionally, however, the colour palette in use in the province was very limited. In outport communities, most houses were white, with trimwork picked out in one of a very few colours. Stages, stores and netlofts were painted with homemade ochre paint, with trim usually painted white. By the early twentieth century, commercially-made paints became available, particularly with the establishment of the Standard Manufacturing Limited's paint division in 1907.

Standard Manufacturing Ltd. of St. John's was established by Marmaduke Winter in 1902. Originally started as a soap factory, Standard stopped making soap in 1938. In 1949, Newfoundland's entry into Confederation brought a drop in local sales, due to the dropping of import restrictions, but the company also expanded into mainland markets. In 1957 Standard established a distribution base in Dartmouth, Nova Scotia.

Colour choices, however, remained limited, and paint schemes remained fairly simple. In St. John's, downtown row houses were often painted one solid colour, with little attention paid to trimwork. Beyond St. John's, the paint colour of choice for private residences remained white.

Changes to paint technology in the 1950s and 1960s, and the introduction of tintable paint, saw great changes to the paint colours available to homeowners. Urban revitalization in St. John's in the 1970s and 1980s saw the introduction of more vibrant colours from the mainland, and the more widespread use of two-colour and three-colour paint schemes. The "jelly bean row" image of Newfoundland and Labrador is a fairly recent phenomenon, given the long history of painted structures in the province.

Red Ochre



Ochre is a substance composed of powdered hematite, or iron ore. The word "ochre" comes from the Greek meaning "pale yellow," and it can range in colour from orange to yellow, and from brown to red. Deposits of ochre are found throughout Newfoundland, notably near Fortune Harbour and at Ochre Pit Cove. While earliest settlers may have used locally collected ochre, people were later able to purchase pre-ground ochre through local merchants. Much of this ochre was probably imported from outside of Newfoundland and Labrador.

The dry ochre was mixed with fish oil, seal oil, or sometimes linseed oil to make paint; the smell of ochre paint being prepared is remembered by many. Variations in local recipes, shades of ore, and type of oil resulted in regional colour differences.



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paint chart created with assistance from R A Templeton Ltd. and Société Laurentide

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Historic COLOURS OF NEWFOUNDLAND



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