



Architectural & Design Resource Guide

The Ultimate Reference for Professional Paint Selection



Interior



Aura® Interior

Regal® Select Interior

Ben® Interior

Eco Spec® Interior

Aura® Exterior

Unparalleled Color Depth, Richness, and Longevity

Outstanding Washability and Durability

Step into Benjamin Moore Premium with Effortless Application, Flawless Results

Benjamin Moore's Greenest Paint

Our Ultimate Exterior Paint for Breathtaking Results

- ▶ Our longest-lasting premium interior paint for a luxurious finish
- ▶ Aura's exclusive Color Lock® technology ensures rich, vibrant color
- ▶ Scrubbable coating resists scuffing and burnishing

- ▶ Proprietary stain-release technology for outstanding washability without losing sheen
- ▶ Exceptional flow and leveling ensures a premium and uniform finish
- ▶ Scuff resistance that stands up to daily wear and tear

- ▶ Offers a full line of zero-VOC, low-odor premium-quality options
- ▶ User-friendly paint that is easy to apply, easy to touch up, and easy to maintain
- ▶ Extended open time to keep a wet edge no matter the experience level

- ▶ Offers zero VOC, low odor, and zero emissions
- ▶ Certified **asthma & allergy friendly**® and Green Seal® certified
- ▶ Delivers a smooth application and touch-ups blend seamlessly

- ▶ Aura's exclusive Color Lock® technology ensures long-lasting color
- ▶ Breathable coating is less prone to blistering
- ▶ Provides long-term durability and protection from rain, snow, wind, and UV damage

Eligible for LEED® v4 Credit

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Matte (N522)
Eggshell (N524)
Satin (N526)
Semi-Gloss (N528)

Flat (N547)
Matte (N548)
Eggshell (N549)
Satin/Pearl (N550)
Semi-Gloss (N551/0551)

Matte (N624)
Eggshell (N626)
Satin/Pearl (N628)
Semi-Gloss (N627)

Primer (N372)
Flat (N373)
Eggshell (N374)
Semi-Gloss (N376)

Flat (N629)
Low Lustre (N634)
Satin (N631)
Soft Gloss (N632)

*May not be available in all areas. Check with your local retailer for availability.

**After application over wood, primed surfaces, or previously painted surfaces, 77°F and 50% RH (Relative Humidity). Other surfaces such as hardboard or vinyl may require longer dry time.

Exterior

Speci



Regal® Select Exterior

Element Guard®

Woodlux® Exterior Stains

Aura® Bath & Spa

Waterborne Ceiling Paint

The Favorite for Durability and Adhesion

For Exteriors that Stand Up to the Elements

The Ultimate Protection for Outdoor Beauty

Color Richness for High-Humidity Environments

Premium Ultra Flat Finish for Ceilings

- ▶ Exceptional adhesion, even on chalky substrates
- ▶ Beautiful, durable finish resists fading, cracking, and peeling
- ▶ Provides a mildew-resistant coating
- ▶ Excellent flow and leveling

- ▶ Stands up to sun, rain, and the elements
- ▶ Can be applied in temperatures as low as 35°F and resists rain as soon as 60 minutes** after application
- ▶ Provides a mildew-resistant coating

- ▶ Protects under a variety of weather conditions, including UV exposure and frost, and provides a mildew-resistant coating
- ▶ Reduces cracking and peeling with easier recoating
- ▶ Available in a wide range of opacities and colors

- ▶ A luxurious matte finish that stands up to moisture
- ▶ Aura's exclusive Color Lock® technology ensures rich, vibrant color
- ▶ Stands up to washing with no color rub-off
- ▶ Provides a mildew-resistant coating

- ▶ Ultra-flat finish hides imperfections and reduces glare
- ▶ Applies easily with minimal spatter
- ▶ Dries quickly for fast recoats

Eligible for LEED® v4 Credit

Eligible for LEED® v4 Credit

Flat (W105)
Low Lustre (W103)
Soft Gloss (W096)

Flat (763)
Low Lustre (764)
Soft Gloss (765)

Translucent,
Oil-Based (591/C591)
& Water-Based (691)

Semi-Transparent,
Oil-Based (592/C592)
& Water-Based (692)

Semi-Solid,
Oil-Based (593/C593)
& Water-Based (693)

Solid, Water-Based (694)

Ultra Flat Solid,
Water-Based (695)

Matte (532)

Ultra Flat (508)

Residential

Commercial

				
Advance®	Fresh Start® Interior & Exterior Primers	Scuff-X®	Ultra Spec® 500 Interior	Ultra Spec® EXT
Factory-Finish smoothness for Cabinets, Doors, and Trim	A Premium Start for a Premium Finish	Unmatched Durability for High-Traffic Areas	Professional-Quality Interior Coating	Professional-Quality 100% Acrylic Resin Exterior Paint
Cures to a hard furniture-quality finish A waterborne alkyd formula that offers stunning results Exceptional application with easy soap and water cleanup	▶ Maximum hiding for drastic color changes ▶ Delivers excellent enamel holdout for a uniform finish ▶ Excellent adhesion to multiple substrates ▶ Suppresses stains and blocks tannins	▶ Patented scuff- and chip-resistant technology ▶ Quick drying for minimal disruption and fast job turnaround ▶ Provides a reduction in maintenance and repainting	▶ Zero-VOC, low-odor formula ▶ Outstanding application properties and excellent durability ▶ Quick drying and recoat times for same-day return to service	▶ Excellent film durability and hide ▶ Resistant to color fading, blistering, and alkali while providing a mildew-resistant coating ▶ Dries quickly for fast recoat
	Eligible for LEED® v4 Credit	Eligible for LEED® v4 Credit	Eligible for LEED® v4 Credit	
Satin (792) Semi-Gloss (793) High Gloss (N794)	Undercoater & Primer/Sealer (032)* High-Hiding All-Purpose Primer (046) All-Purpose Primer (C085)* Deck & Siding Primer (094)*	Matte (N484) Eggshell (N485) Satin (N486) Semi-Gloss (N487)	Primer (N534) Flat (T535) Low Sheen-Eggshell (T537) Eggshell (T538) Satin/Pearl (T545) Semi-Gloss (T546)	Flat (W447) Low Lustre (W455) Satin (W448) Soft Gloss (W449)

A Legacy of Craftsmanship

Benjamin Moore has been dreaming in color since 1883. Innovation and craftsmanship define Benjamin Moore, a company that has been committed to providing premium paint products, unrivaled colors, and best-in-class trade services for more than 140 years.

Our paints are produced with the highest-quality ingredients, including proprietary pigments and resins, meticulously handcrafted and designed to perform. This dedication to quality is driven by a team of 100+ chemists, engineers, and technicians at our state-of-the-art research and development facility.

Precision in Every Specification

Protect your vision with a thoughtfully prepared paint specification or schedule. This detailed blueprint ensures clear communication, exact execution, and a seamless foundation for project success.

Master the art of specification in five steps:

- 1. **Explore a spectrum of colors.** With over 3,500 hues, Benjamin Moore offers a vast array of options to inspire your palette.
- 2. **Choose the perfect finish and product.** Tailor your selection to meet the unique demands of your project, as the finish and product you choose can significantly impact the outcome.
- 3. **Collaborate with our experts.** Consider our Benjamin Moore Architectural & Design Representatives (ADRs) an extension of your team, providing invaluable insights and support.
- 4. **Ensure accuracy.** Work closely with your painter to request samples and test the paint on-site, confirming product and color precision before moving forward.
- 5. **Set a standard.** Include “No Substitutions” in your specification or schedule to protect the integrity of your project, eliminating the risk of substitutions or color mismatches that could undermine your design.

The Perfect Sheen

From the subtle elegance of a matte finish to the shine of a high gloss, each sheen brings its own unique character to a space. Benjamin Moore’s portfolio of products delivers premium performance across the sheen spectrum.

Flat/Ultra Flat	Matte	Eggshell	Satin/Pearl	Semi-Gloss	High Gloss
Ceilings, Walls in Low-Traffic Spaces	Walls, Living Rooms, Dining Rooms, Bedrooms	High-Traffic Walls, Living Rooms, Dining Rooms, Bedrooms	High-Traffic Walls, Trim, Doors, Cabinets	Trim, Doors, Cabinets, Wainscoting	Trim, Doors, Cabinets, Architectural Details

More Forgiving of Imperfections ←—————→ More Durable



Unmatchable Color

Discover the Benjamin Moore Color Collections: eight expertly curated palettes ranging from historical elegance to contemporary sophistication. With a diverse array of 3,500+ hues, you'll find the perfect colors for any project or style to elevate your space with timeless beauty.

Benjamin Moore Classics® Collection: Legacy colors that stand the test of time.

Color Preview® Collection: Expressive colors across the spectrum.

Off White Collection: All the subtleties of white paint color in one place.

Historical Color Collection: Rooted in history, iconic today.

Designer Classics Collection: A thoughtful edit of comfortable and refined colors.

Affinity® Color Collection: Colors designed to live together.

Color Stories® Collection: Unique colors that respond beautifully to light.

Williamsburg® Color Collection: The authentic colors of Colonial Williamsburg.

Tools of the Trade

Benjamin Moore offers designers and architects the essential professional tools for every project: fan decks, designer kits, reference sets, limited-edition color catalogs, premium paint swatches, and more—everything needed to confidently specify paint and color. Connect with your ADR to request complimentary tools and learn more.

Explore
Benjamin Moore's
color collections.

Visit our website to
find your favorites.



Create your
own color dollops.

Search for and select a
color and then press the
"Create My Dollop" button.



Product Stewardship

Benjamin Moore's commitment to innovation and sustainability is reflected in our third-party certifications and product stewardship, ensuring the highest standards are met for trade professionals. We also partner with PaintCare, which operates an industry-wide program to collect leftover paint for reuse, recycling, or safe disposal. Visit their website to learn more.



Get to Know Your ADR

Benjamin Moore offers a dedicated team of Architectural & Design Representatives (ADRs) as a personalized resource to all professional designers and architects nationwide.

Scan to find your rep.



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FRONT COVER: WALL: Conch Shell 052

Paint colors shown are not exact matches to the Benjamin Moore paints listed. Actual results may vary. Paint sampling is strongly recommended prior to use.

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