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REAL ESTATE | DESIGN

What Color Should I Paint My Front Door?

Design professionals share the four most important points to consider when choosing how to decorate your main entrance

THE COLOR YOU CHOOSE for your primary portal is no throwaway decision. It “sets the tone for the entire experience of the home; just like the first impressions of a person do,” said Anne Tollett, an interior designer with Hanover Avenue, in Richmond, Va.

If you want to play it safe, a glossy black remains a favorite among designers (who consider black a color, by the way) and the indecisive. But if black seems like a bore, take into account the following advice before you hit the paint store.

Consider where you live

Take a look around. As Davina Ogilvie, a Brooklynite and founder of drapery brand Wovn Home, noted, “In a Northeastern city, a tropical coral door will stand out in a way that’s not ideal.” Paint companies can help you avoid a geographical gaffe. Regional Color Palettes at [BenjaminMoore.com](https://www.benjaminmoore.com), for one, offers suggestions based on location (see also our tips below).

Drive around your neighborhood. “If you live on a street with earthy-hued houses, such as olive and terra cotta,” offered Birmingham, Ala., interior designer Danielle Balanis, find a color that will tastefully pop in that context (say, a burnt red) without being an eyesore like blinding yellow.



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Amid lush tropical plants, “Benjamin Moore’s Chartreuse in a satin finish is sure to keep spirits sultry,” said Lexington, Ky., designer Isabel Ladd.



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In an arid, desert-like climate, Ms. Ladd suggested Benjamin Moore’s San Antonio Rose in a flat sheen for a sophisticated but earthy vibe.



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In verdant locales, “Benjamin Moore’s Peale Green is a subtle compliment to the evergreens, but use a lacquer finish for pizzazz,” said Ms. Ladd.