Bloggers Can't Get Enough of These 5 Timeless Paint Colors

by Tommie Ethington
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AIMÉE MAZZENGA DESIGN: ALAINA KACZMARSKI

When I moved into my apartment and saw the walls needed a facelift, the first place I went wasn't to the paint aisle at my local hardware store. Instead, I pulled up the home tour of one of my favorite bloggers.

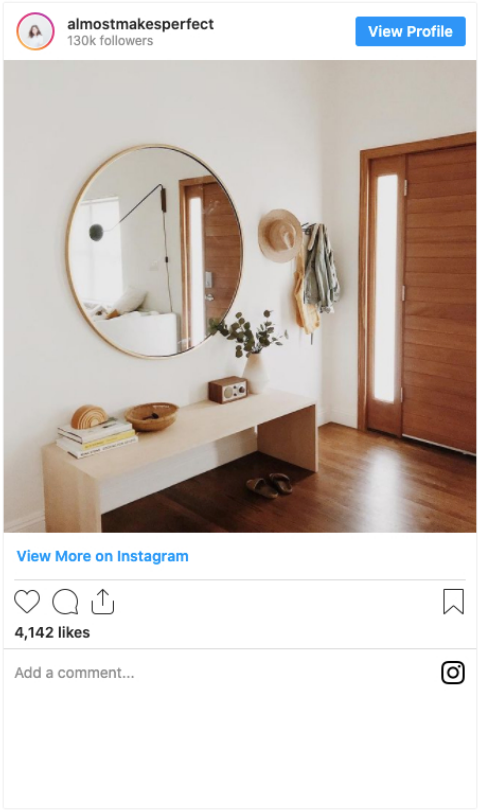
For years, I've followed along as Alaina Kaczmarski, co-founder of The Everygirl and blogger behind Elizabeth Street Post, decorated one space after another. I devoured the oh-so-good "before" and "after" pictures, and realized what I love most about her design aesthetic is how airy each room feels. This is thanks, in large part, to the crisp white paint color. Alaina's go-to is Behr's Ultra Pure White. It's the perfect blank canvas that manages to feel clean but still warm and welcoming, and it allows furniture and architectural details to really shine.

Paint transforms a space, but it also takes on a life of its own depending on the surroundings. That's why, after a couple of coats of Ultra Pure White, my previously-dark living room was glowing, but (sadly) still didn't look identical to Alaina's Victorian-

inspired brownstone. The lighting, angles, and a room's décor all affect how paint appears on your walls, which is why I love seeing the same color splashed across different homes. These five paint colors are gracing the brushes of home décor bloggers everywhere. Let's take a look.

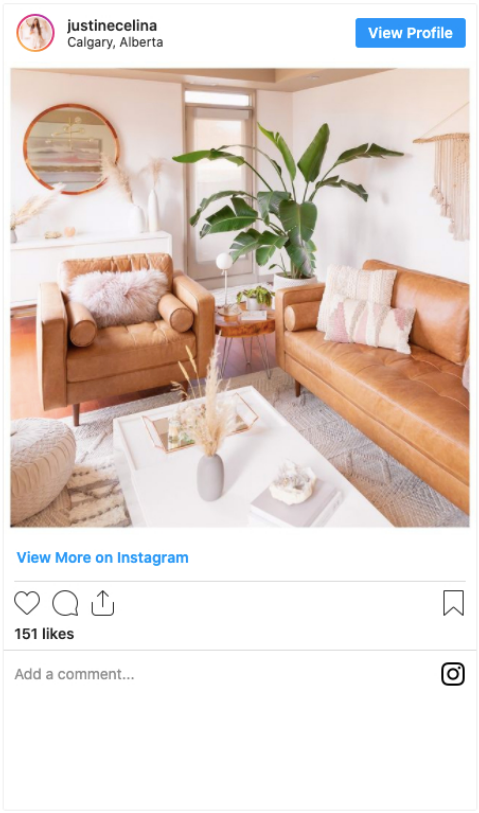
Behr Ultra Pure White

It's not just me and Alaina—others think it's the perfect white, too.



From the outset, this entryway designed by Molly Madfis of Almost Makes Perfect, sets a Mid-Century Modern tone. A raw-wood waterfall bench, round mirror, and peek-a-boo window complement the Ultra Pure White walls in her Los Angeles home.

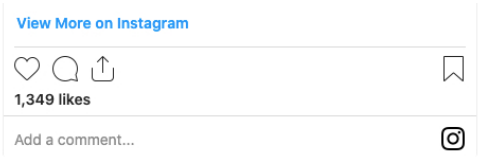
Aniko Levai of Place of My Taste contrasted her upper cabinets, painted in Ultra Pure White, with her kitchen's moody lower half. She also used it on the built-in bookshelves and stone fireplace in her living room—notice how different textures change the overall look of the paint.



Canadian lifestyle blogger Justine Celina used Ultra Pure White in a flat finish. The darker trim, leather furniture, and wheat-colored accents give her living room a relaxed, bohemian vibe.

Farrow & Ball Calamine

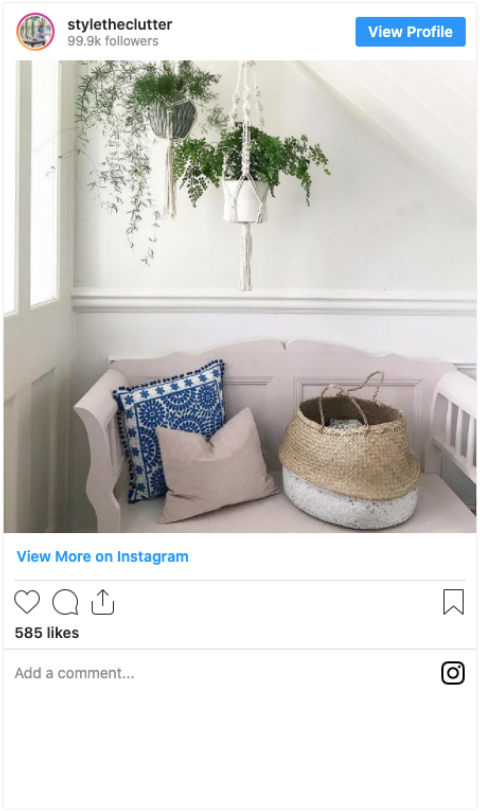
I first heard about Calamine from Emily Henderson, who included it in a roundup of her team's favorite pastel paint colors. The British brand Farrow & Ball infuses a hint of grey that "prevents this subtle pink from being too sugary." In other words, it's not just for little girl's rooms. Big girls (and boys!) can have fun with it, too.



If it's pink you love, do yourself a favor and follow the U.K.-based Pink House Living. The blog's founder, Emily Murray, is an expert in all-things pink (even her hair is pink!). Here, she uses a pop of Calamine around the windows in her sitting room. She also featured a dreamy countryside estate on her blog that sports the same hue in a glam dressing area.

The couple behind Chris Loves Julia juxtaposed Calamine with buffalo-check tile in this sweet bathroom belonging to their daughters.

Another U.K. blogger, Caroline Rowland of Patchwork Harmony, chose Calamine for her cheerful kitchen. Paired with a mint-green light fixture, it evokes a retro feel.



Leoma Harper of Style the Clutter arranged a nook under her stairs with this charming bench that proves Calamine isn't just for walls. She also took a paintbrush to her daughter's dollhouse, that I now wish were life-size.

Sherwin Williams Mindful Gray

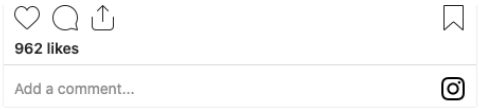
Joanna Gaines favored this muted neutral on *Fixer Upper,* and it's since adorned the walls of many a chic farmhouse.

KariAnne Wood of Thistlewood Farms built this swoon-worthy butler pantry, featuring her collection of vintage milk glass vessels set against a backdrop of Mindful Gray. She then altered the formula for her kitchen island.

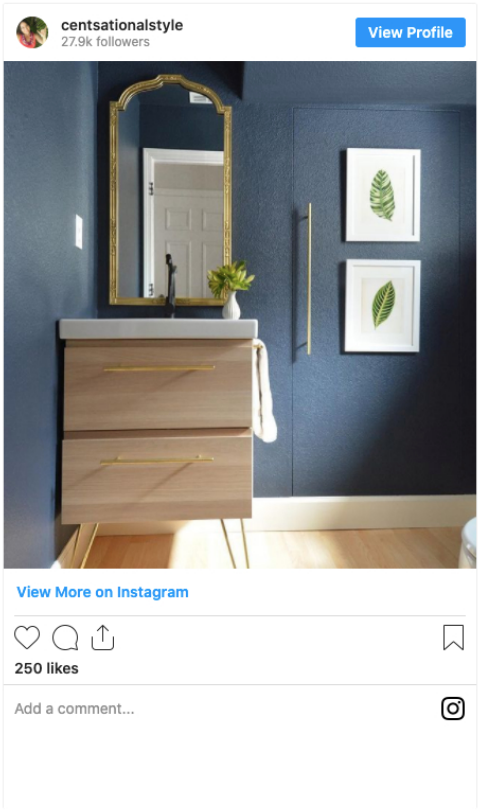
Founder of Our Forever Farmhouse, Erica Mueller turned her bedroom into a peaceful retreat with a little help from Mindful Gray.

Benjamin Moore Hale Navy

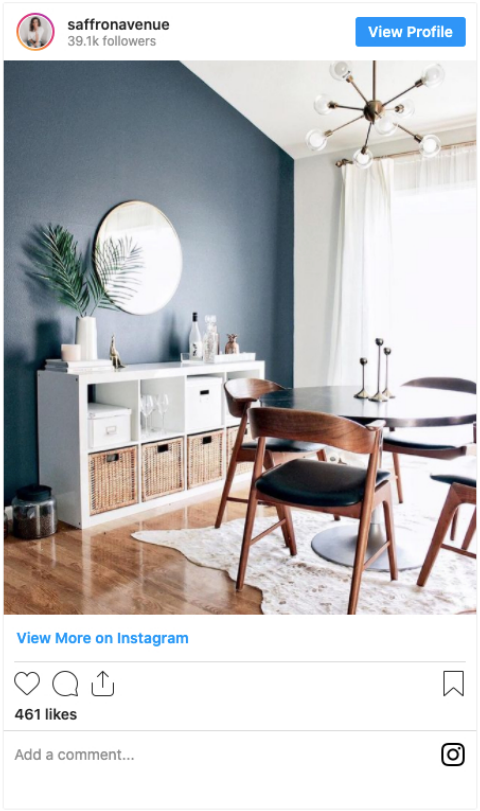
You'd be hard-pressed to find a blue that generates as much buzz in the blogger community as Hale Navy. It's deeply saturated, moody, and, according to Benjamin Moore, evokes "storied exploits at sea."



I love this Granny-chic wall, made possible with Hale Navy and Charlotte Smith's creativity. Head to At Charlotte's House to see the rest of this colorful bedroom.



This powder room dreamt up by Kate Riley of Centsational Style is proof that dark hues like Hale Navy work in small spaces.

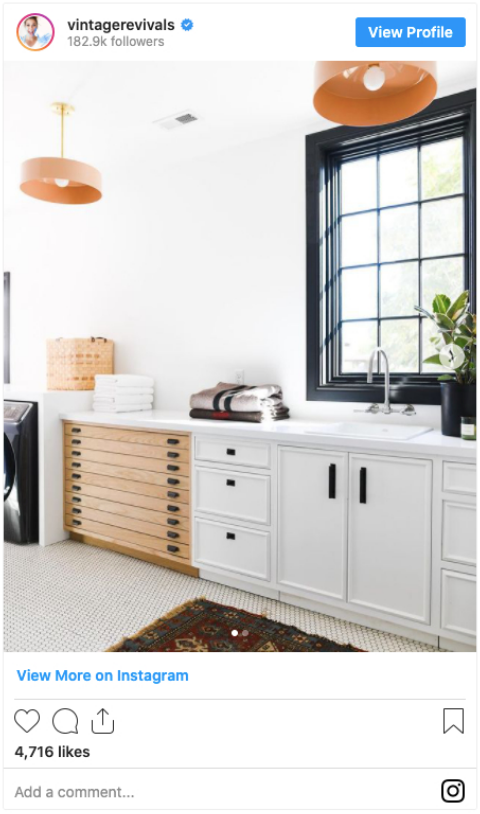


Straw baskets, palm fronds, a pineapple cocktail shaker—I'm not sure if these subtle details are Angela Mondloch's nod to Hale Navy's nautical roots, but either way, it's working. See

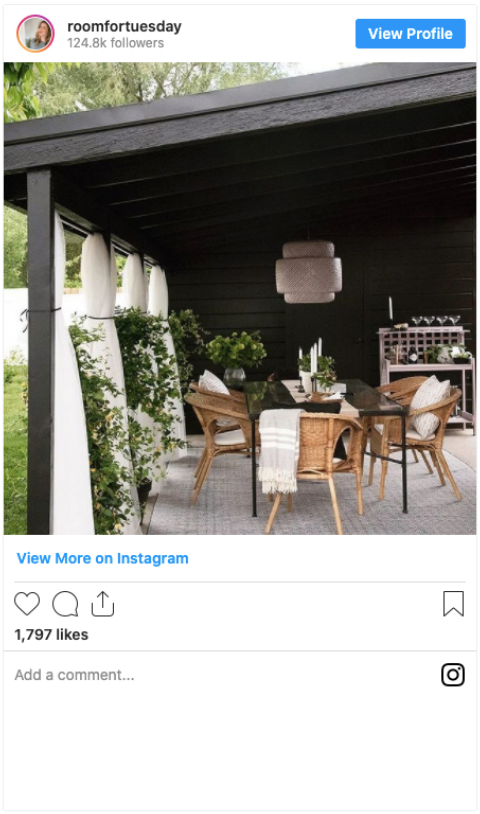
more of her midwest mid-century modern style on Saffron Avenue.

Sherwin Williams Tricorn Black

Mandi Gubler of Vintage Revivals put it best when she said, "it is THE BEST BLACK PAINT COLOR EVER." I'd have to agree it warrants that kind of all-caps excitement.



Mandi is a fan of Tricorn Black for interior trim, seen here in her laundry room. Another stand-out project included the exterior of her family's garage-turned-workshop.



I'd dine al fresco every night if this was my home. Sarah Gibson details how she turned this shabby carport into the perfect outdoor entertaining space on Room for Tuesday (hint:

Tricorn Black played a huge role in setting the mood). Also, don't miss her bathroom reveal that left me wondering if I should paint my ceilings black, too.

Up next: FYI: Experts Always Notice These Mistakes in Your Paint Color Choices