

Five Popular Front Door Colors and What They (Might) Say about You

Whether or not we realize it, the colors with which we surround ourselves—in our clothes, cars, and homes—reveal a lot about us. For example, bright colors often indicate an outgoing personality, while subdued colors imply a more low-key persona. Each time we associate color with ourselves or our home, we tell a visual story about the way we want others to see us.

How can a hue say so much about you? Color has a psychological component through which we often communicate our moods, feelings, emotions, and personality. One way we do that is through the paint colors we choose, even on the exterior of our home.

The entire exterior color scheme has meaning, but the color of the front door is especially important. Like a necktie, the focal point of an outfit, the front door is the focal point of the home. The color there sends a strong message, in the case of the front door, providing insight into how we view our home.

So, what does your front door color say about you and the way you regard your home? Here's what a color psychologist might say about some of the most common front door colors:

BLUE

Often the most popular color, a blue front door signals that the homeowner views his or her home as a place of refuge—calm, serene, and relaxing. Blue signals the perfect retreat from an often harsh and demanding world.

GREEN

Green is another popular color for the front door, and with good reason. Psychologically speaking, green connotes health, safety, tranquility, and harmony, all highly desirable attributes for the home environment.





BLACK

Those who paint the front door black are communicating something entirely different about their homes. A black front door projects strength, sophistication, power, and authority. Black indicates to all who enter or even passersby that the home is a serious place inhabited by a person of substance.

RED

A powerful “punch” color, red is the color of passion. By painting the front door red, the homeowner is saying that the home within is a vibrant place full of life, energy, and excitement.

BROWN

Whether painted or stained, a brown front door looks natural and organic, but it can send mixed messages in terms of color psychology. On the one hand, brown conveys warmth, stability, and reliability, but certain darker shades of brown signal a desire for privacy or even isolation.



Very likely, the color you’ve chosen for your front door projects the way you want your home to be viewed. However, if you inherited the color from the previous owner or if you want to say something different about yourself and your home, you can easily change the color. It takes only a few hours of prep and repaint a standard size front door and by applying a durable, top quality 100% acrylic latex paint, you can make a totally different color statement that will last for years. 🌳

