

# Liquitex

## BASICS™ ACRYLIC

The everyday acrylic range.



# BASICS ACRYLIC

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Everyday acrylic paints, mediums and tools. For all types of artist. All types of painting. Formulated with artist-grade pigment. Now with an expanded color palette, more mediums and a fresh look.

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We invented the world's first water-based acrylic paints back in 1955. Basics is our student-quality line formulated to the exacting Liquitex standard.

## Paint character:

Medium viscosity	✓
Fine art pigments	✓
Satin finish	✓
Easy blending	✓
Range of opacities	✓
Essential mediums & tools	✓
Fully AP certified for safety and educational use	✓



# 72

COLORS

# 12

MEDIUMS

# 05

BRUSHES

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**Basics is for all - from those new to painting to experienced artists. Ideal if you're a beginner. If you're on a budget. Perfect for underpainting or sketching if you're a serious artist. And for color scoping and exploration if you're a creative professional.**

Formulated with lightfast\* fine art pigments, the Basics collection is made up of 72 medium viscosity acrylic colors, your essential 12 mediums and 5 starter brushes in a range of sizes.

\*Fluorescent and metallic paints are naturally less lightfast.



## The colors

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**A palette of 72 colors made with the highest quality fine art pigments.**

You'll find all your essentials as well as some specialty colors, all with a good pigment load. It's balanced for beginners and artists with more experience, for fine art and design work.

## The mediums

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**Adjust your paint with an expanded range.**

The collection includes everything you need to prep and finish your work, and to change your paint's character. This is your essential range when starting to use mediums and designed to be an accessible option, especially when used with Basics colors.



## Look & feel

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**More functional. More streamlined. Easier to use.**

You've told us what you want out of your paint tubes and bottles – and we've designed our Basics packaging accordingly. The design lets you see more of the true paint color inside and shows all the technical information - pigment, opacity, lightfastness and safety information - on the front.

# ACRYLICS: THE BASICS




**There's no more versatile paint system in the world.**

Acrylic paint is made of two carefully balanced elements – pigment and a water-based acrylic emulsion, which binds it all together. When you squeeze the paint out of the tube, the water in the emulsion starts evaporating into the air. Once it's all evaporated you're left with a dry, flexible acrylic film of color which is permanent, water-resistant and extremely stable.

**They dry quickly**

**They flex**

**You can clean them  
up with water while wet**



They're permanent when dry

They stick to almost  
any surface

They are low odor

You can adjust them  
with mediums

# TERMS EXPLAINED

## AP SEAL

Basics colors are independently tested by the Art and Creative Materials Institute at Duke University, and hold the Approved Product (AP) safety seal. This means they are certified to contain no materials in sufficient quantities to be toxic or harmful to humans or to cause health problems.

## PIGMENT

The color particle that dictates a paint color. Some paints contain just a single pigment, others more than one. The individual pigments are listed on the pack and color chart.

## OPACITY/TRANSPARENCY

Each pigment has its own character so the symbol tells you if it's opaque ■  
semi-opaque ▣  
or transparent □

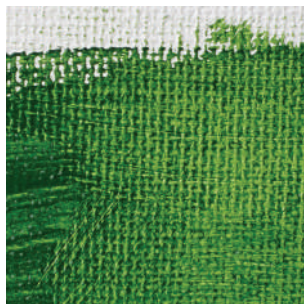
## LIGHTFASTNESS

How long will it resist fading? Each pigment is rated on scale by the American Society for Testing & Materials (ASTM). Basics paints are all ASTM I (excellent) or II (very good) and considered permanent and lightfast\* for 50-100+ years in gallery conditions.



### MASSTONE

The color straight from the tube – rich and concentrated.



### UNDERTONE

The color applied thinly or diluted - generally more transparent.





#### **TINT**

When a color is mixed with white.



#### **SHADE**

When a color is mixed with black.

\*Fluorescent and metallic paints are not given a rating by the ASTM.



# WHY CHOOSE BASICS?

**Liquitex invented artists' acrylics back in 1955 and we've specialized in acrylics ever since.**

Basics gives you the perfect balance of quality and economy. Made for all artists, Basics acrylics are student-quality. This means they are made with the same lightfast\*, fine art pigments we use in our professional range but just a lighter load. Mediums are easy to use and give an archival finish. Brushes are well-designed and resilient.

\*Fluorescent and metallic paints are naturally less lightfast.

## Highest quality pigments

**The same quality fine art pigments as our professional range.**

All Liquitex paints use the highest quality pigments and go through the same rigorous manufacturing process. The only difference is that with Basics we use a lower concentration of pigment than our professional paints. For Basics, fine art pigments are selected and milled using the latest basket bead-mill technology, in the same way as Soft and Heavy Body Acrylics. Pigments are ground with tiny reinforced ceramic beads to give fine dispersion, great color development, strength and brightness, before being added to the acrylic emulsion.

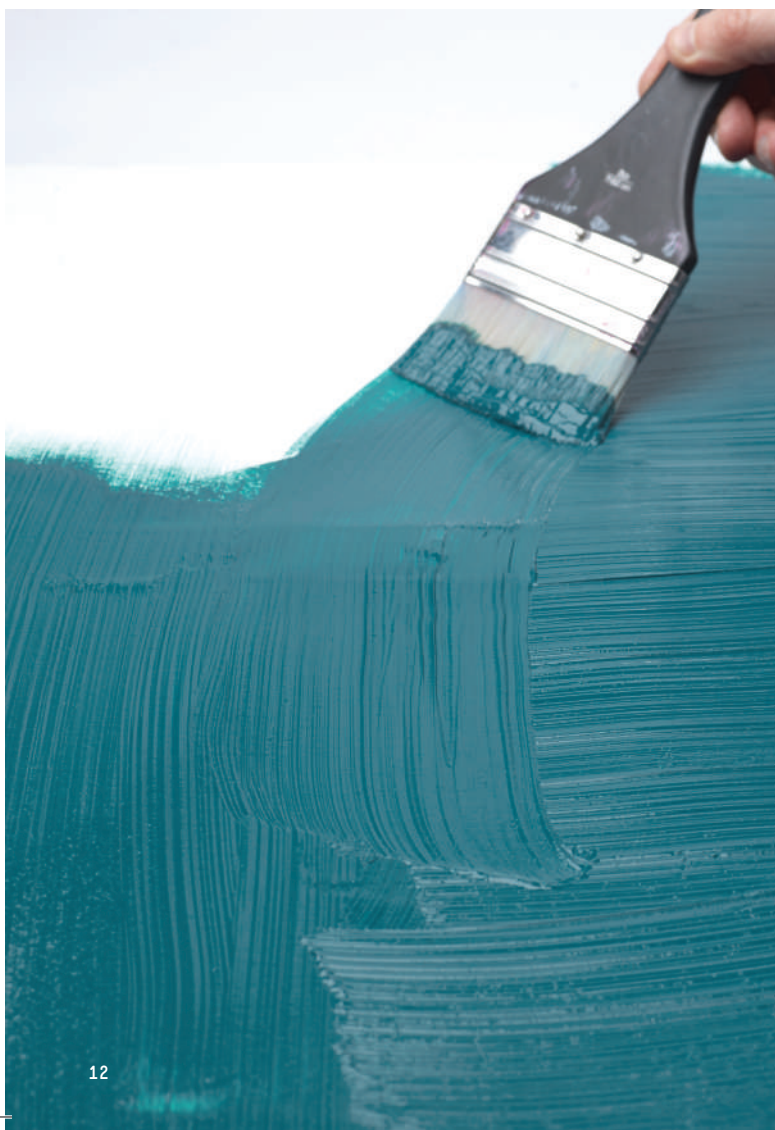


# Economical

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**Push your budget harder with Basics.**

Use on their own or combine together with professional materials – if they're made by Liquitex, they're all intermixable. Perfect for everyday use, for sketching out preliminary ideas, for underpainting before laying down your final paint application and for covering large areas.



# Archival quality

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**Your work has a life beyond you.**

Hanging on a client's wall. In a gallery. It needs to stay as you intended. As with all Liquitex paints, the pigments have passed extensive tests for lightfastness. Your work will have the greatest archival permanence possible, withstanding color shifting or fading to stay vibrant and true.



## Safe

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**Basics acrylics are safe for you to use.**

All colors hold the Approved Product seal from the Art and Creative Materials Institute and are ideal for studio and educational use.



Conforms to  
ASTM D 4236

# THE RANGE



0.34oz  
& 2.54oz  
sets only

4oz  
(118ml)  
72 colors

8.45oz  
(250ml)  
36 colors

14oz  
(400ml)  
30 colors

32oz  
(946ml)  
22 colors

## Techniques

Basics acrylic colors are ideal for all painting techniques plus:

Sketching & underpainting	✓
Color theory/mixing	✓
Collage & mixed media	✓

As you gain experience, you'll want to try new techniques. Experiment with your materials or pick up one of these ready-made Basics techniques kits, which gives you all the tools you need, plus a step-by-step guide.

Building texture	✓
Wet on wet	✓
Intermixing	✓
Intro to mediums	✓





**8.45oz (250ml)  
& 3 larger sizes of Gesso**  
12 mediums



**5 shapes**  
in a range of  
brush sizes

## Surfaces

**If your paint sticks to it, you can use it.**

Canvas	✓
Paper & board	✓
Wood	✓
Masonry	✓
Metal	✓
Styrofoam	✓
Stone	✓
Ceramics	✓
Textiles	✓

# MEDIUMS

## How do you make your acrylic paint work harder?

These mediums cover all the bases and are a good introduction before you enter the world of professional mediums. They let you prep your surfaces, adjust viscosity, flow and sheen. You can change paint opacity, drying time and texture, or protect your finished work. Start with one of our intro sets or buy them individually.



### GESSO

An opaque matte white ground. Apply to surfaces to seal and prepare before painting.



### GLOSS FLUID MEDIUM

A colorless acrylic medium. Mix with color to thin and add transparency or use on its own as a collage adhesive. Gives an archival gloss finish.



### GLOSS GEL MEDIUM

A colorless acrylic gel medium. Mix with color to thicken, add transparency and slow drying time. Gives an archival gloss finish.



### GLOSS HEAVY GEL

As Gloss Gel Medium, but thicker. Ideal for impasto applications.





#### **MATTE FLUID MEDIUM**

A colorless acrylic medium. Mix with color to thin and add transparency or use on its own as a collage adhesive. Gives an archival matte finish.



#### **MATTE GEL**

A colorless acrylic gel medium. Mix with color to thicken, add transparency and slow dry time. Gives an archival matte finish.



#### **IRIDESCENT MEDIUM**

A reflective metallic medium. Mix with color or use on its own.



#### **COARSE TEXTURE MEDIUM**

A grainy effects medium. Mix with color, use on its own or overpaint. Great for special effects.



#### **LIGHT MODELING PASTE**

A lightweight opaque paste for 3D effects. Mix with color and build in thin layers, or overpaint once dry.



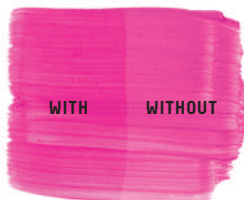
#### **MODELING PASTE**

An opaque paste for 3D effects. Mix with color and build in thin layers. Overpaint, sand or carve when dry.



#### **GLOSS VARNISH**

Protects your finished work from UV damage, dirt and dust, with an archival gloss finish.



#### **MATTE VARNISH**

Protects your finished work from UV damage, dirt and dust, with an archival matte finish.

# BRUSHES

**Basics brushes are the perfect way to begin.**

Made with long handles and white nylon bristles, they're durable, easy to clean and hold good amounts of color. Their medium-soft texture bristles give the ideal responsiveness for Basics paints and any soft/medium-bodied acrylics. Choose from five shapes in a range of sizes.

## **ROUND**

A round or pointed tip bristle for detail, glazing, controlled washes and filling in small areas.



## **BRIGHT**

A short, flat bristle with edges curved in at the tip, great for short, controlled strokes.



## **FLAT**

A rectangular, square-ended bristle for bold strokes and chisel-like lines, great for washes, impasto, filling in wide spaces and straight edges.



## **FILBERT**

A flat, oval-shaped bristle for broad strokes with a soft edge, the filbert is super versatile and great for blending.



## **FAN**

A flat, fan-shaped bristle for smoothing, blending, softening, feathering and adding textural effects.



# PROGRESSING

As your budget expands, or you get more serious, you may want to start exploring the more specialist lines of Liquitex Professional.

Higher pigment loads give stronger colors, a wider range of mediums let you create new effects. And you try different acrylic paint textures and formats – from inks to fine art spray paint.



BASICS	PROFESSIONAL
Good pigment load	High pigment load
Good range of colors	Wide range of colors
One consistency of paint (medium viscosity)	Choice of paint viscosities and formats
Straightforward pricing - same prices across all colors of the same size	Different series pricing according to pigment and manufacturing complexity
Choice of 12 mediums	Choice of 48 mediums

# COLOR CHART

<p>159 Cadmium Yellow Light Hue PY3</p>  	<p>045 Transparent Yellow PY128</p>  	<p>410 Primary Yellow PY74</p>  	<p>830 Cadmium Yellow Medium Hue PY74 • PY83</p>  	<p>163 Cadmium Yellow Deep Hue PY83 • PW6</p>  
<p>292 Naphthol Crimson PR170</p>  	<p>047 Transparent Red PR209</p>  	<p>311 Cadmium Red Deep Hue PR170 • PV19</p>  	<p>116 Alizarin Crimson Hue Permanent PR206 • PR202</p>  	<p>415 Primary Red PV19</p>  
<p>115 Deep Violet PR122 • PV23 RS</p>  	<p>391 Prism Violet PR122 • PV23 RS</p>  	<p>263 Purple Gray PV23 • PR188 • PW6</p>  	<p>186 Dioxazine Purple PV23 RS</p>  	<p>680 Light Blue Violet PW6 • PV23 RS • PB29</p>  
<p>470 Cerulean Blue Hue PB29 • PB15:3 • PG7 • PW6</p>  	<p>570 Brilliant Blue PG7 • PB15:3 • PW6</p>  	<p>770 Light Blue Permanent PW6 • PG7 • PB15:3</p>  	<p>046 Turquoise Blue PG7 • PB15:3 • PW6</p>  	<p>660 Bright Aqua Green PG7 • PW6</p>  
<p>218 Light Olive Green PG7 • PY74 • PY42 • PW6</p>  	<p>222 Lime Green PG7 • PY74 • PW6</p>  	<p>840 Brilliant Yellow Green PW6 • PY3 • PY74 • PG7</p>  	<p>205 Green Gray PY42 • PB29 • PW6</p>  	<p>530 Bronze Yellow PY42 • PBk11 • PR101</p>  
<p>331 Raw Umber PB7</p>  	<p>128 Burnt Umber PB7</p>  	<p>434 Unbleached Titanium PW6 • PY42 • PBk11 • PR101</p>  	<p>436 Parchment PY42 • PBk7 • PW6 • PG7</p>  	<p>430 Transparent Mixing White PW6</p>  
<p>238 Iridescent White PW6</p>  	<p>049 Iridescent Graphite PW6</p>  	<p>052 Silver PW6</p>  	<p>051 Gold PW6</p>  	<p>054 Bronze PW6</p>  
<p>984 Fluorescent Blue PW6</p>  	<p>985 Fluorescent Green PW6</p>  			

72  
COLORS

<p>620 VIVID RED ORANGE P073 • PY139</p> <p>■ ☀</p>	<p>720 CADMIUM ORANGE HUE P073</p> <p>■ ☀</p>	<p>510 CADMIUM RED LIGHT HUE PY74 • PR9</p> <p>■ ☀</p>	<p>151 CADMIUM RED MEDIUM HUE PR170 • PR9</p> <p>■ ☀</p>	<p>321 PYRROLE RED PR254</p> <p>■ ☀</p>
<p>810 LIGHT PORTRAIT PINK PW6 • P036 • PR188</p> <p>■ ☀</p>	<p>048 ROSE PINK PR188 • PW6 • PR122</p> <p>■ ☀</p>	<p>500 MEDIUM MAGENTA PW6 • PR122</p> <p>■ ☀</p>	<p>114 QUINACRIDONE MAGENTA PR122</p> <p>■ ☀</p>	<p>590 BRILLIANT PURPLE PW6 • PY23 RS</p> <p>■ ☀</p>
<p>320 PRUSSIAN BLUE HUE PB15:3 • PY23 RS • PBk7</p> <p>■ ☀</p>	<p>380 ULTRAMARINE BLUE PB29</p> <p>■ ☀</p>	<p>381 COBALT BLUE HUE PB29 • PB15:3 • PW6</p> <p>■ ☀</p>	<p>316 PHTHALOCYANINE BLUE PB15:3</p> <p>■ ☀</p>	<p>420 PRIMARY BLUE PB15:3</p> <p>■ ☀</p>
<p>142 BLUE GRAY PB15:3 • PW6 • PBk7 • PB29</p> <p>■ ☀</p>	<p>317 PHTHALOCYANINE GREEN PG7</p> <p>■ ☀</p>	<p>224 HOOKER'S GREEN HUE PERMANENT PG7 • PBk9 • PY74</p> <p>■ ☀</p>	<p>350 PERMANENT GREEN DEEP PG36 • PBk7</p> <p>■ ☀</p>	<p>312 LIGHT GREEN PERMANENT PG7 • PY74 • PW6</p> <p>■ ☀</p>
<p>416 YELLOW OXIDE PY42</p> <p>■ ☀</p>	<p>601 NAPLES YELLOW HUE PW6 • PY42 • PY83</p> <p>■ ☀</p>	<p>330 RAW SIENNA PY42 • PR101 • PBk9</p> <p>■ ☀</p>	<p>335 RED OXIDE PR101 • PY42</p> <p>■ ☀</p>	<p>127 BURNT SIENNA PBk9 • PR101</p> <p>■ ☀</p>
<p>432 TITANIUM WHITE PW6</p> <p>■ ☀</p>	<p>599 NEUTRAL GRAY 5 PY42 • PBk9 • PW6</p> <p>■ ☀</p>	<p>310 PAYNE'S GRAY PBk9 • PBk29 • PR122</p> <p>■ ☀</p>	<p>244 IVORY BLACK PBk9</p> <p>■ ☀</p>	<p>276 MARS BLACK PBk11</p> <p>■ ☀</p>
<p>053 COPPER</p> <p>■ ☀</p>	<p>981 FLUORESCENT YELLOW</p> <p>□ ☀</p>	<p>982 FLUORESCENT ORANGE</p> <p>□ ☀</p>	<p>983 FLUORESCENT RED</p> <p>□ ☀</p>	<p>987 FLUORESCENT PINK</p> <p>□ ☀</p>

## KEY TO CODING

### OPACITY RATING

- Opaque
- Semi-Opaque
- Transparent

### ASTM LIGHTFASTNESS RATING

- ☀ Excellent
- ☀ Very good
- ☀ Not ASTM rated

# A HISTORY OF INVENTION

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**Challenging the established ways of doing things is in our DNA.**

It's how we invented the first water-based acrylic paint in 1955, helping to revolutionize the art world. Before 1955, oils, watercolors and solvent-based acrylics were the only choices for artists. Our new acrylic, created by our founder Henry Levison, could be used on almost any surface. It dried quickly, cleaned-up with water and worked in a range of viscosities. Henry tried to come up with a name that captured the essence of the medium and the fact that it could go from fluid liquidity to heavy texture - and everywhere else in between. He called it Liquid Texture or Liquitex.



## Infinite intermixability

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**Create your own techniques with archival results.**

Liquitex intermixability gives you the power to combine any of our paints and mediums, any way you like. Compatible binders let you seamlessly layer, blend and mix all our products with stable, archival results.

# The Liquitex intermixable system

All products are water-based and lightfast\*

PROFESSIONAL



## HEAVY BODY ACRYLIC (105 COLORS)

High viscosity acrylic, ideal for impasto and texture. Retains crisp brush strokes and palette knife marks.



## SOFT BODY ACRYLIC (100 COLORS)

Low viscosity acrylic. Multi-technique, with great surface coverage. Retains subtle brush strokes.



## ACRYLIC GOUACHE (50 COLORS)

The most highly pigmented of all our paints. Solid, flat, matte. No brush strokes. No cracking. No need to dilute.



## SPRAY PAINT (100 COLORS)

Professional pigmented matte paint in a spray. Low odor, water-based technology, highly lightfast\*.



## ACRYLIC MARKER (50 COLORS)

Permanent acrylic paint made with fine art pigment. In a marker-style pen for the ultimate control.



## ACRYLIC INK (35 COLORS)

Ultra-fluid acrylic ink made with lightfast\* fine art pigment. No dyes. No fade. Water-resistant when dry.



## MEDIUMS

Acrylic mediums for every technique. Every surface. From high functioning preps to experimental effects and finishes.



## TOOLS

Professional brushes, palette knives and accessories. Designed with artists. Built to last.



## BASICS (72 COLORS)

Everyday acrylics, mediums and tools made for all artists - from students to professionals.

BASICS

\*Fluorescent and metallic paints are naturally less lightfast.

Artists' acrylics  
since 1955.

**Liquitex**<sup>®</sup>



[liquitex.com](http://liquitex.com)

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