

Liquitex® BASICS

The everyday acrylic range.



BASICS ACRYLIC

Everyday acrylic paints, mediums, surfaces, and tools. For all types of creatives. All types of painting. Formulated with artist-grade pigments. Now with a range of Fluid colors, more tools, and surfaces.

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:

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



72
COLORS



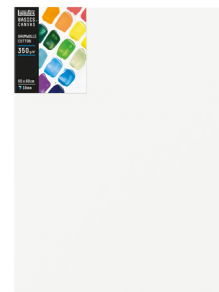
48
COLORS



12
MEDIUMS



3
SIZES



4
SIZES



24
TOOLS

Basics is for all creatives - from those new to painting to experienced artists. Ideal if you're a beginner. If you're on a budget. Perfect for all painting techniques and exploration.

Formulated with lightfast* fine art pigments, the Basics collection is made up of 72 medium viscosity acrylic colors, 48 fluid viscosity smooth colors, your essential 12 mediums and brushes, tools, canvas textured paper and canvas in a range of sizes.

*Fluorescent and metallic paints are naturally less lightfast.



The colors

A palette of 72 colors for Basics Acrylic and 48 colors for Basics Acrylic Fluid 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 both beginners and artists with more experience, for fine art practice and for creative work.

The mediums

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

Functional. Streamlined. Easy 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

An abstract acrylic painting featuring a mix of vibrant blue and purple hues. The brushstrokes are visible, creating a textured and layered effect. The colors transition from light blues at the top to deeper purples and blues towards the bottom. The overall composition is dynamic and expressive.

There's no more versatile paint 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 are permanent when dry

They dry quickly

They stick to almost any surface

They flex

They are low odor

You can clean them up with water while wet

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 □

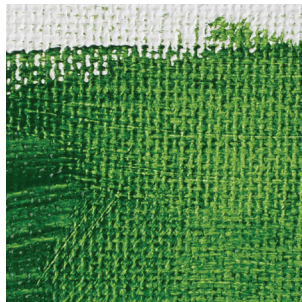
LIGHTFASTNESS

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.



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.

WHY CHOOSE BASICS?

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

Made for all creatives, Basics gives you the perfect balance of quality and economy. 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, tools, and surfaces are well-designed and resilient.

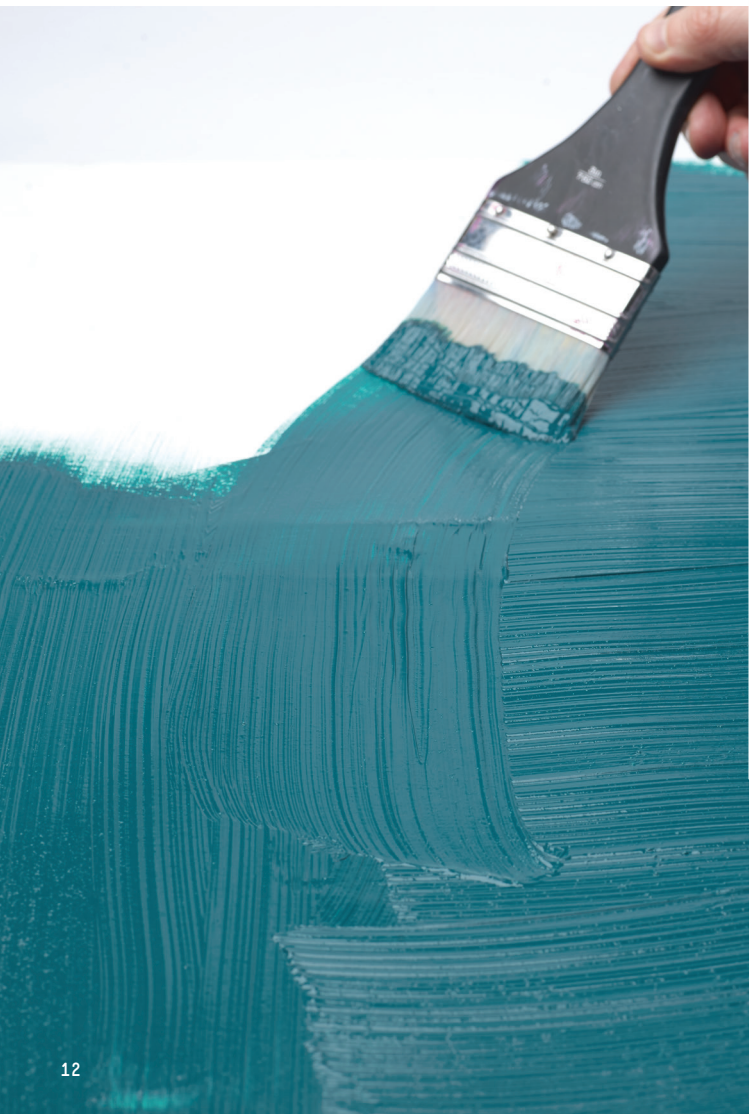
*Fluorescent and metallic paints are naturally less lightfast.



Economical

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 compatible. 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

Your work has a life beyond you.

Hanging on a client's wall. In your home. 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

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

Basics Acrylic



0.34oz & 2.54oz sets only
4oz (118ml) 72 colors
8.45oz (250ml) 36 colors
14oz (400ml) 30 colors
32oz (946ml) 22 colors

Basics Acrylic Fluid



4oz (118ml) 48 colors
8.45oz (250ml) 12 colors

Basics Acrylic Mediums



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

Basics Tools & Surfaces



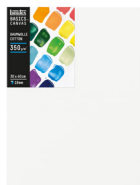
5 shapes in a range of brush sizes



5 large scale brush shapes
2 PC/PZ



3 sizes



4 sizes

Techniques

Basics acrylic colors are ideal for all painting techniques plus:

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

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.



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 drying 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.



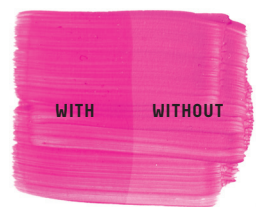
LIGHT MODELING PASTE
A lightweight opaque paste for 3D effects. Mix with color and build in thin layers, or overpaint once dry.



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.



LARGE SCALE BRUSH SETS

Large scale brush sets are ideal for big jobs like priming canvases, murals, laying in backgrounds. Two hair options available: Synthetic nylon bristles are perfect for soft/mid-body color and mediums, giving smooth, even distribution. Natural bristle heads hold thick color/mediums well and give visible brush marks.



TOOLS & SURFACES

TOOLS

Durable palette knives in two useful sets - one metal, one plastic. Contains multiple sizes designed to help manipulate color & mediums easily - ideal for impasto, color mixing and applying paint directly onto your surface.

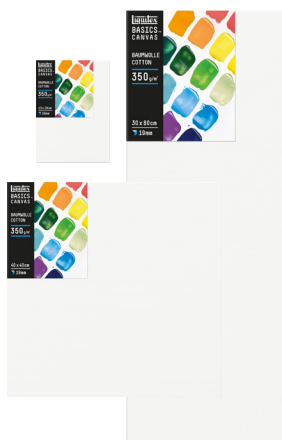


CANVAS TEXTURED PAPER PADS

Put color to paper with these ultra-useful canvas paper pads. When you don't want to go with a canvas, but need something reliable, this is your go-to. Acid-free paper sheets with the subtle texture of canvas texture, bound together and easy to store.

CANVAS

Put color to surface with three ready-to-go painting canvases. Archival. Acid-free. Non-toxic. The medium texture cotton canvas is pre-primed with a triple layer of acrylic gesso all set to receive acrylic color. Stapled at the rear, stretched on a FSC certified softwood frame.



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

Good pigment load

Good range of colors

Two consistencies of paint (fluid and medium viscosities)

Straightforward pricing - same prices across all colors of the same size*

Choice of 12 mediums

PROFESSIONAL

High pigment load

Broad range of colors

Wide choice of paint viscosities and formats

Different series pricing according to pigment and manufacturing complexity

Choice of 54 mediums

*Note Basics Acrylic Fluid metallic, iridescent and fluorescent colors are Series 2

COLOR CHART

159 CADMIUM YELLOW LIGHT HUE P13	045 TRANSPARENT YELLOW P1128	410 PRIMARY YELLOW P174	830 CADMIUM YELLOW MEDIUM HUE P174 • P183	163 CADMIUM YELLOW DEEP HUE P183 • PW6
292 NAPHTHOL CRIMSON PR170	047 TRANSPARENT RED PR209	311 CADMIUM RED DEEP HUE PR170 • PV19	116 ALIZARIN CRIMSON HUE PERMANENT PR206 • PR202	415 PRIMARY RED PV19
115 DEEP VIOLET PR122 • PV23 RS	391 PRISM VIOLET PR122 • PV23 RS	263 PURPLE GRAY PV23 • PR188 • PW6	186 DIOXAZINE PURPLE PV23 RS	680 LIGHT BLUE VIOLET PW6 • PV23 RS • PB29
470 CERULEAN BLUE HUE PB29 • PB153 • PG7 • PW6	570 BRILLIANT BLUE PG7 • PB153 • PW6	770 LIGHT BLUE PERMANENT PW6 • PG7 • PB153	046 TURQUOISE BLUE PG7 • PB153 • PW6	660 BRIGHT AQUA GREEN PG7 • PW6
218 LIGHT OLIVE GREEN PG7 • P174 • P142 • PW6	222 LIME GREEN PG7 • P174 • PW6	840 BRILLIANT YELLOW GREEN PW6 • P13 • P174 • PG7	205 GREEN GRAY P142 • PB29 • PW6	530 BRONZE YELLOW P142 • PBk11 • PR101
331 RAW UMBER PB7	128 BURNT UMBER PB7	434 UNBLEACHED TITANIUM PW6 • P142 • PBk11 • PR101	436 PARCHMENT P142 • PBk7 • PW6 • PG7	430 TRANSPARENT MIXING WHITE PW6
238 IRIDESCENT WHITE	049 IRIDESCENT GRAPHITE	052 SILVER	051 GOLD	054 BRONZE
984 FLUORESCENT BLUE	985 FLUORESCENT GREEN			

72
COLORS

Basics Acrylic

620 VIVID RED ORANGE P073 • P139	720 CADMIUM ORANGE HUE P073	510 CADMIUM RED LIGHT HUE P174 • PR9	151 CADMIUM RED MEDIUM HUE PR170 • PR9	321 PYRROLE RED PR254
810 LIGHT PORTRAIT PINK PW6 • P036 • PR188	048 ROSE PINK PR188 • PW6 • PR122	500 MEDIUM MAGENTA PW6 • PR122	114 QUINACRIDONE MAGENTA PR122	590 BRILLIANT PURPLE PW6 • PV23 RS
320 PRUSSIAN BLUE HUE PB153 • PV23 RS • PBk7	380 ULTRAMARINE BLUE PB29	381 COBALT BLUE HUE PB29 • PB153 • PW6	316 PHTHALOCYANINE BLUE PB153	420 PRIMARY BLUE PB153
142 BLUE GRAY PB153 • PW6 • PBk7 • PB29	317 PHTHALOCYANINE GREEN PG7	224 HOOKER'S GREEN HUE PERMANENT PG7 • PBk9 • P174	350 PERMANENT GREEN DEEP PG36 • PBk7	312 LIGHT GREEN PERMANENT PG7 • P174 • PW6
416 YELLOW OXIDE P142	601 NAPLES YELLOW HUE PW6 • P142 • P183	330 RAW SIENNA P142 • PR101 • PBk9	335 RED OXIDE PR101 • P142	127 BURNT SIENNA PBk9 • PR101
432 TITANIUM WHITE PW6	599 NEUTRAL GRAY 5 P142 • PBk9 • PW6	310 PAYNE'S GRAY PBk9 • PB29 • PR122	244 IVORY BLACK PBk9	276 MARS BLACK PBk11
053 COPPER	981 FLUORESCENT YELLOW	982 FLUORESCENT ORANGE	983 FLUORESCENT RED	987 FLUORESCENT PINK

KEY TO CODING

OPACITY RATING

- Opaque
- ◐ Semi-Opaque
- Transparent

ASTM LIGHTFASTNESS RATING

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

COLOR CHART



Basics Acrylic Fluid



48
COLORS

KEY TO CODING

SERIES

SI Series 1

S2 Series 2

OPACITY RATING

■ Opaque

◐ Semi-Opaque

□ Transparent

ASTM LIGHTFASTNESS RATING

☀ Excellent

☀ Very good

☀ Not ASTM rated

ONGOING INNOVATION

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.

Create your own techniques with archival results.

Liquitex materials give 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 Ranges

All products are water-based and lightfast*

PROFESSIONAL



HEAVY BODY ACRYLIC

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



SOFT BODY ACRYLIC

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



ACRYLIC GOUACHE

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



SPRAY PAINT

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



ACRYLIC MARKER

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



ACRYLIC INK

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.



SURFACES AND TOOLS

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



BASICS

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

*Fluorescent and metallic paints are naturally less lightfast. Not applicable to surfaces and tools.

Artists' acrylics
since 1955.

Liquitex[®]



liquitex.com

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