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Nova Color Artists Acrylic Gesso, Mediums, Varnishes and Gels are 100% acrylic and suitable for use on most non-slick, non-oily surfaces such as canvas, paper, fabric, wood, plaster, masonry, fiberglass, and many leathers.

No.	<i>Nova Color Gesso</i>	<i>finish*</i>	<i>opacity</i>	<i>color</i>	<i>consistency</i>	<i>use on flexible surface**</i>	<i>when mixed with paints or tints</i>	<i>Uses</i>
200	Gesso	flat	semi-opaque	white	heavy creamy fluid	yes	creates tints (pastels)	White base coat for most substrates. Semi-opaque white for mixing.
201	Black Gesso	flat	opaque	black	heavy creamy fluid	yes	creates shades	Black base coat for most substrates
No.	<i>Nova Color Mediums & Varnishes</i>	<i>finish*</i>	<i>opacity</i>	<i>color</i>	<i>consistency</i>	<i>use on flexible surface**</i>	<i>when mixed with paints or tints</i>	<i>Uses</i>
204	Matte Medium	flat	translucent	no color	creamy fluid	yes	no significant change to color	Mix with paint to extend or create glaze. Collage glue. Matte base coat for most substrates including canvas.
205	Matte Varnish	satin	clear	no color	heavy creamy fluid	yes	no significant change to color	Mix with paint to extend or create glaze. Collage glue. Satin picture varnish & topcoat. Satin base coat for most substrates including canvas.
206	Gloss Medium & Varnish	glossy	clear	no color	creamy fluid	yes	no significant change to color	Mix with paint to extend or create glaze. Collage glue. Glossy picture varnish & topcoat. Glossy base coat for most substrates including canvas.
216	Exterior Varnish	satin	clear	no color	creamy fluid	yes	no significant change to color	Mix with paint to extend or create glaze. Collage glue. Satin topcoat for exterior surfaces.
217	Slow Dry Matte Liquid	flat	clear	no color	thick heavy fluid	yes	no significant change to color	Create matte glazes with more open time
233	Novaplex 233	glossy	clear	no color	creamy fluid	yes	no significant change to color	Mix with paint to extend or create glaze. Collage glue. Softer, slightly stickier film than other mediums and varnishes.
235	Novaplex 235	glossy	clear	no color	very fluid (like skim milk)	yes	no significant change to color	Mix with paint to extend or create glaze. Add to paint to make more fluid for spraying and to main-tain film strength.
299	Acrylic Retarder	none	clear	no color	loose paste	yes	no change to color	Add to paint or glaze to increase open time. Additive only--contains no acrylic binder.
No.	<i>Nova Color Gels</i>	<i>finish*</i>	<i>opacity</i>	<i>color</i>	<i>consistency</i>	<i>use on flexible surface**</i>	<i>when mixed with paints or tints</i>	<i>Uses</i>
207	Nova Gel	glossy	clear	no color	stiff paste	yes	no significant change to color	Thicken paint or to create impasto. Collage glue or canvas adhesive.
208	Matte Gel	waxy	clear	no color	extra stiff paste	yes	no significant change to color	Thicken paint or to create impasto. Collage glue or canvas adhesive.
209	Super Gel	glossy	clear	no color	extra stiff paste	yes	no significant change to color	Thicken paint or to create impasto. Collage glue or canvas adhesive.
213	Flex Gel	glossy	clear	no color	loose paste	yes	no significant change to color	Thicken paint or to create impasto. Collage glue or canvas adhesive.

No.	Nova Color Texture Paste	finish*	opacity	color	consistency	use on flexible surface**	when mixed with paints or tints	Uses
202	Texture Paste	matte	opaque	white	heavy stiff paste	somewhat	creates tints (pastels)	Build white texture. Sandable.
203	Black Texture Paste	matte	opaque	black	heavy stiff paste	somewhat	creates shades	Build black texture. Sandable.
218	Tintable Texture Paste	matte	semi-opaque	off-white	slightly loose paste	somewhat	no significant change to color	Mix with color to create thick matte paint. Build texture. Sandable.
250	Coarse Lava Gel	matte	semi-opaque	mottled gray	stiff paste	somewhat	dull colors	Build coarse grayish textures. Paintable.
251	Lightweight Texture Paste	matte	opaque	white	light stiff paste	somewhat	creates tints (pastels)	Build white texture. Shrinks less. Somewhat sandable.
<i>*finish--Sheen progression: glossy--- semi-gloss--- satin--- eggshell--- matte (flat)</i>								
<i>**flexible surface: can be bent, such as canvas, paper, fabric, leather etc.; an inflexible surface remains flat or unbendable, such as wood, plaster, masonry etc.</i>								

Q What is a medium? A A medium is a fluid or paste that can be added to paint without decreasing its adhesion.

Q What is the difference between Nova Color Titanium White #118 and Gesso #200? A Titanium White #118 is heavily pigmented with titanium dioxide white pigment. Nova Color Gesso #200 has less white pigment. Gesso #200 contains calcium carbonate (also known as whiting or marble dust) that gives it a flat (non-shiny) and toothy (faintly gritty) surface. Gesso #200 is also less opaque than Titanium White #118. Gesso #200 can be used as a flat, semi-opaque white paint for mixing. Gesso is less expensive for use as a primer or surface sealer and gives a pleasant painting surface.

Q What is the difference between a gel and a texture paste? A A gel dries clear and can be mixed with paint without altering the paint color. Gels are used to create impasto paints. Gels remain flexible. Texture paste is usually used to build up or create relief in an underpainting. Texture paste contains fillers which aid in holding its shape. Nova Color #202 Texture Paste dries opaque, hard and sandable. #251 Lightweight Texture Paste dries opaque, stiff, and shrinks less than #202. Color mixed with #202 Texture Paste or #251 Lightweight Texture Paste creates pastels. #218 Tintable Texture Paste has very little color change when mixed with paint and dries stiff and matte. #218 Tintable Texture Paste is not as stiff when wet and can be used as paint when mixed with colors.

Q What is the difference between “opaque”, “transparent”, and “translucent”? A Opaque colors tend to blot out or obscure the color of the surface on which they are applied. Transparent colors tend to “show-through” the surface below. Translucent colors partially obscure the surface beneath. Transparent colors can be made more opaque by the addition of white, #218 Tintable Texture Paste, opaque colors or by applying additional coats of paint. Opaque colors can be made translucent by the addition of a clear medium such as Nova Color #204 Matte Medium, #205 Matte Varnish, #206 Gloss Medium & Varnish, or #216 Exterior Varnish, or by mixing with transparent colors.

Q Can I add water to gel or another thick medium and make a fluid varnish or medium? A It is best to select a medium with the consistency you need. Adding

water can reduce adhesion or create an uneven look to the finish. You can add water up to 10% without effecting the adhesion.

Q Can I use gel as a final topcoat or picture varnish? A Gel is a palette knife consistency. Gel can be used as a final topcoat but usually one of the fluid varnishes is preferred (#205 Matte Varnish, #206 Gloss Medium & Varnish, or #216 Exterior Varnish).

Q How can I get fewer brushstrokes in my varnish? A Nova Color tends to show brushstrokes. Spraying is the only method to completely eliminate brushstrokes. To lessen the appearance of brushstrokes you can thin with water and use a soft brush. Some commercial ‘flow’ products are available that will work with Nova Color. At present we do not make a flow enhancer.


Q I want a really matte topcoat, so can I use #204 Matte Medium as a final picture varnish? A We have customers who use #204 Matte Medium as a final picture varnish or topcoat but it is tricky. #204 Matte Medium will appear cloudy in heavy layers, thick brushstrokes or if pooled in crevices. #204 Matte Medium will make colors appear less brilliant. We suggest #205 Matte Varnish as a topcoat or final picture varnish.

Q Can I use #204 Matte Medium or #205 Matte Varnish as a “clear” gesso? A Yes. All Nova Color Varnishes and Mediums except #299 will seal porous surfaces such as canvas, wood, plaster stucco, etc.

Q Can I use Nova Gel to adhere my mural to a wall? A Yes. We have many customers who use #207 Nova Gel as an adhesive for Nova Color acrylic murals painted on fabric. Estimate of coverage is 40-50 square feet per gallon. #208 Matte Gel and #209 Super Gel also work but they are more expensive.

Q Can I use Nova Color Varnishes and Gels to add texture or brushstrokes to a digital print? A Yes, if the print paper and inks are not water sensitive. Nova Color is water based and can make some paper wrinkle or curl (such a magazine pages). Some inks may run when wet. Some ink pigments will migrate through acrylic varnish layers over time. Many customers use Nova Color Varnishes and Gels for this application.

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