

#### **Additional file 4: Paint colours used in field trials.**

Supplementary Table 6: CIELab values of target natural colours and chosen paint colours (as sample cards and actually painted on models), and quantification of colour differences between them.

Strategy	Paint colour name	Median colour of the target natural areas	Colour of chosen paint sample card	Distance between target median & paint card colour (CIEDE2000)	Colour of chosen paint	Distance between target median & paint (CIEDE2000)
Specialist - grass	“Chartreuse” R228B	L = 48.889 a = -12.702 b = 36.514	L = 55.020 a = -10.127 b = 39.169	6.472	L = 61.043 a = -10.820 b = 44.831	12.109
	“Pressed Olives” R239A	L = 48.889 a = -12.702 b = 36.514	L = 51.396 a = -9.328 b = 34.562	3.283	L = 55.095 a = -8.731 b = 35.166	6.634
Specialist - bracken	“Aged Cognac” R101F	L = 42.232 a = 9.945 b = 23.479	L = 37.667 a = 9.962 b = 17.182	5.479	L = 42.182 a = 10.824 b = 21.923	1.377
	“Village Pub” R100F	L = 42.232 a = 9.945 b = 23.479	L = 38.517 a = 12.058 b = 18.059	5.454	L = 42.778 a = 12.350 b = 22.722	2.289
Specialist - leaf litter	“Char Latte” R106D	L = 58.350 a = 12.916 b = 24.107	L = 59.724 a = 9.981 b = 25.537	3.063	L = 65.542 a = 10.627 b = 31.536	7.801
	“Toffee Coffee” R101D	L = 58.350 a = 12.916 b = 24.107	L = 58.880 a = 15.738 b = 21.839	3.078	L = 64.762 a = 17.307 b = 28.286	6.222
Specialist - bramble	“Herb Garland” R262A	L = 41.079 a = -6.603 b = 21.972	L = 42.525 a = -8.520 b = 16.813	4.018	L = 44.046 a = -10.180 b = 16.866	5.548
	“Leafy Greens” R261A	L = 41.079 a = -6.603 b = 21.972	L = 40.511 a = -7.802 b = 12.980	5.740	L = 41.529 a = -10.354 b = 11.865	7.684
Generalist	“Florentine Dream” R108F	L = 44.777 a = 1.796 b = 22.399	L = 45.21 3 a = 1.196 b = 23.949	3.160	L = 45.389 a = 0.316 b = 26.649	2.594
	“Wagon Train” R106F	L = 44.777 a = 1.796 b = 22.399	L = 42.830 a = 4.765 b = 22.882	3.844	L = 44.624 a = 4.335 b = 24.871	2.554