Color + Design Speak

Design Guide



exterior® PORTFOLIO

Design elements: combining to build powerful curb appeal

One of the biggest stages to showcase your personality is your home exterior.

Everyone has their own take on style and how to communicate it. But with the growing number of design choices, things can get a bit overwhelming. It helps to focus on three general areas.

Coordinate multiple materials.

Most modern designs use about three of the following: lap siding, board & batten, shake in the gables or stone as a knee or feature wall. Mixing textures that complement each other adds design depth and expresses distinction.

Use bolder trim.

Working in a wider profile trim in crisp white or a coordinating bolder color is a dramatic way to frame and highlight the rest of your exterior.

Expand on color.

Employ rich, deep color in the same hue or explore the full palette and use more than one color to distinguish your home. The days of only white clay beige homes are behind us.

These guidelines and considerations are simply suggestions. At the end of the day, you're the only one you need to impress.



Horizontal siding variations:

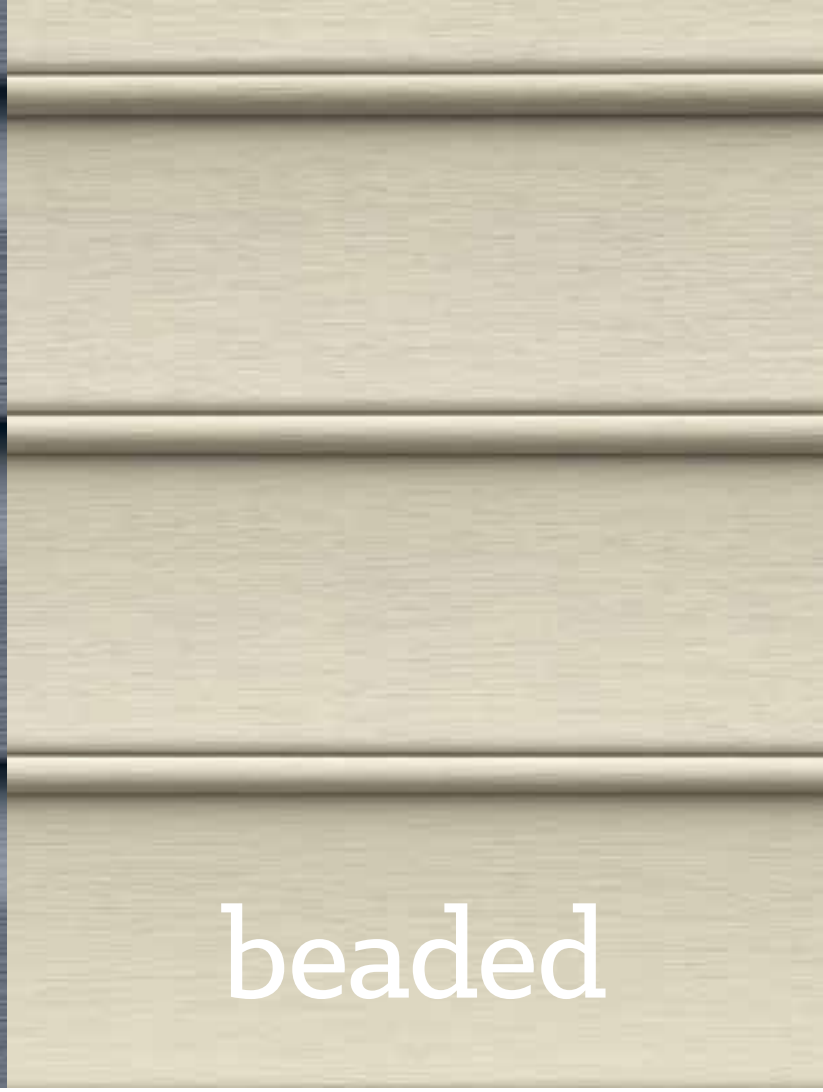


The straight lap clapboard style is represented by the thicker bottom edge of one board overlapping the one below it. Over time, this early version of clapboard evolved into straight narrow planks. **Known for its versatility**, clapboard has remained the “go to” siding style for centuries.



dutchlap

Dutchlap siding derives its personality from the carved notch at the top edge of each panel. It creates shadow lines to subtly enhance the curb appeal of homes that already carry their own historic charms: namely **Cape Cods, Colonials and Bungalows.**



beaded

Beaded siding uses a rounded groove along the bottom edge of the panel to convey a more sophisticated level of visual interest and emphasize the clean lines of **contemporary homes.** Pay attention to the styles you see in your neighborhood and region, but ultimately use your personal vision as your guide.

Choosing panel height:



Selecting your siding panel height—usually ranging from 3” to 7”— is not a random choice. **Wider panels add visual weight to larger Colonial or Craftsman homes. Narrower panels retain the charm and scale of smaller Cape Cods.** But these are rules that can be tastefully broken. A wider panel siding can give a more confident presence to a modest cottage. Or mix narrow and wide siding to add visual depth.

Going in a distinctly different direction:



board & batten siding

Royal® Board & Batten Siding makes a strong vertical and versatile statement. It manages to add **contemporary distinction** to a farmhouse while also providing rustic charm to a more modern style home. Use as a contrasting accent up in the gables or down around the porch.

Adding charm by layering texture



Dramatic and pastoral, Royal® Shake & Shingles adds compelling visual interest to virtually any style home. Royal® carries a range of looks from the subtle woodgrain of our double 5” shingle to the bold profile of our hand split shake. Atlas Stone™ Composite Stone Panels use a stacked design to echo popular stone styles and come in a range of neutral to bold colors. **Pairing the charm of shake with the solidity and dimension of Atlas Stone creates an even richer design story.**



Finishing with trim:





it takes every detail

Trim is the cohesive element that pulls your whole exterior together and helps your architectural style fulfill its potential. Use ornately designed window moulding to accentuate the quaint character of a Cape Cod. **Consider wide trim profiles to complement contemporary colors and transition between siding materials on a Craftsman.** Use thinner detailed trim to echo the precise geometric shapes of a Colonial.

These examples are just a starting point. Apply your own design sense to fully finish your exterior.



ELM GROVE™ D4 IN CLAY AND RYE,
EXTERIOR PORTFOLIO® VINYL TRIM IN ASPEN WHITE

Use the power of color to announce your home.

Perfectly arranged color combinations deeply differentiate your home exterior and reveal new facets of curb appeal across every type of siding and architectural style. The challenging part: actually feeling at home with the right color.

That's what this guide is for. Use the photos, palettes and tips on the following pages to find your home's true color arrangement. You'll find palettes representing a broad range of vinyl siding, trim and accents. Be prepared to be informed and inspired.

And get ready to dream.



THROUGHOUT THIS BROCHURE, YOU'LL SEE A VARIETY OF PALETTES. REMEMBER TO ALWAYS USE THE PRIMARY COLOR AS YOUR STARTING POINT.

Make your opening statement with our new colors.

Whether featured or functioning as a highlight shade, the latest Exterior Portfolio® colors make their presence felt. They optimize the design of home styles spanning from Modern to Eclectic, Ranch to Cape Cod to Craftsman.

Bold Regatta and versatile Mocha shades work in concert across shake and clapboard siding styles to project unmistakable energy and warmth.

COLOR TIPS

To help your selection process, we've created three palettes:

- Traditional is made up of colors that are a bit more classic.
- Versatile works across many home styles yet still feels unique.
- Bold is great for those who want to make a tasteful statement.

VINYL
PRIMARY COLOR

VINYL
ACCENT COLOR

TRADITIONAL

LIGHTHOUSE RED

BONE

METROPOLITAN GRAY

VERSATILE

SPRUCE

CANYON

BOLD

GRAPHITE

CARBON

TRADITIONAL

CLAY

ASPEN WHITE

PEARL

VERSATILE

MOCHA

REGATTA

BOLD

INDIGO

STONE HARBOR

ACTUAL SIDING COLOR MAY VARY SLIGHTLY FROM PRINTED BROCHURE.



PORTSMOUTH™ D7 CEDAR SHINGLES IN REGATTA,
PREMIUM POINTE® D4 IN MOCHA,
EXTERIOR PORTFOLIO® VINYL TRIM IN PEARL

Choosing color: both thinking and dreaming are encouraged.

It's quite important to think about how well a color combination pairs with the personality of a Modern Farmhouse. But it's equally vital to imagine how your home co-exists with its natural environment, and whether or not you get the same warm feeling approaching your driveway the 100th time as you did the first.

COLOR TIPS

- Base color choices on logic and your personal taste.
- Don't get too serious. Choosing color can be fun.
- Use these palette names as a guide, not as a directive.

VINYL
PRIMARY COLOR

VINYL
ACCENT COLOR

TRADITIONAL

PEPPERCORN

WHEAT

VERSATILE

CYPRESS

GREYSTONE

BOLD

REGATTA

CARBON

DRIFTWOOD

TRADITIONAL

STONE HARBOR

ASPEN WHITE

VERSATILE

POLARIS

GRAPHITE

BOLD

SADDLE

PEARL

REGATTA

ACTUAL SIDING COLOR MAY VARY SLIGHTLY FROM PRINTED BROCHURE.





CRANEBOARD® D6 IN PEARL,
PORTSMOUTH™ D7 CEDAR SHINGLES IN REGATTA,
ARCHITECTURAL ESSENTIALS™ TRIM IN PEARL

TRADITIONAL

CYPRESS

ESPRESSO

VERSATILE

SMOKY ASH

GRAY MOSS

BOLD

LIGHTHOUSE RED

RYE

SLATE

TRADITIONAL

OCEANSIDE

CLAY

VERSATILE

COUNTRY BEIGE

MOCHA

BOLD

NANTUCKET

WHEAT

CANYON

Feast your eyes on exterior-interior color connections.

Whether soothingly, elegantly or playfully, colors should express themselves in one cohesive flow, from the front porch to the family room to the back patio. The right combinations can tell a memorable story.

COLOR TIPS

- Tell a story with your color.
- Think about color in schemes, not just one at a time.
- Keep color flowing from exterior to interior.

VINYL
PRIMARY COLOR

VINYL
ACCENT COLOR

TRADITIONAL

GREYSTONE

PEARL

VERSATILE

SLATE

SADDLE

BOLD

MOCHA

CYPRESS

WHEAT

TRADITIONAL

POLARIS

COUNTRY BEIGE

VERSATILE

DRIFTWOOD

ASPEN WHITE

BOLD

INDIGO

RYE

CARBON

ACTUAL SIDING COLOR MAY VARY SLIGHTLY FROM PRINTED BROCHURE.



PORTSMOUTH™ HAND-SPLIT SHAKE IN CYPRESS AND SPRUCE,
EXTERIOR PORTFOLIO® VINYL TRIM IN COUNTRY BEIGE



TRADITIONAL

PEPPERCORN

CLAY

VERSATILE

ESPRESSO

CANYON

BOLD

CARBON

SPRUCE

CYPRESS

TRADITIONAL

METROPOLITAN GRAY

LIGHTHOUSE RED

VERSATILE

OCEANSIDE

WHEAT

BOLD

GRAPHITE

NANTUCKET

BONE

This is not the time for caution. It's the time for expression.

This is your home and these are your color choices, so there's no such thing as being too bold or taking too many chances. The palettes below were created to guide and inspire you, and never ever limit you. Dare we say, have fun!

COLOR TIPS

- Be as expressive with your home colors as you are with other kinds of color.
- Use the palettes to guide you to colors that fit your home and your personality.

VINYL
PRIMARY COLOR

VINYL
ACCENT COLOR

TRADITIONAL

SLATE

COUNTRY BEIGE

VERSATILE

CLAY

GRAY MOSS

BOLD

OCEANSIDE

GREYSTONE

ASPEN WHITE

TRADITIONAL

POLARIS

ASPEN WHITE

VERSATILE

PEARL

INDIGO

BOLD

SPRUCE

RYE

ESPRESSO

ACTUAL SIDING COLOR MAY VARY SLIGHTLY FROM PRINTED BROCHURE.





CRANEBOARD® BOARD & BATTEN IN LIGHTHOUSE RED,
PORTSMOUTH™ D5 CEDAR SHINGLES IN COUNTRY BEIGE

TRADITIONAL

REGATTA

DRIFTWOOD

VERSATILE

COUNTRY BEIGE

ESPRESSO

BOLD

CARBON

PEPPERCORN

LIGHTHOUSE RED

TRADITIONAL

CYPRESS

CANYON

VERSATILE

GRAPHITE

WHEAT

BOLD

GREYSTONE

MOCHA

METROPOLITAN GRAY


ATLAS STONE™ BY ROYAL IN OXFORD

ATLAS STONE™

COMPOSITE STONE PANELS

COMBINING DIMENSION WITH DISTINCTION

Atlas Stone™ Composite Stone Panels make every exterior a standout. Low-maintenance and highly durable, the stacked design contributes a richly handsome aesthetic and possesses contemporary looks that emulate the design of popular stone styles.

EVERY SHADE IS A PERFECT COMPLEMENT

A broad selection of neutral to bold shades complement any siding color, and make Atlas Stone a compelling addition to home styles ranging from Ranch to Craftsman to Contemporary. As a guide to choosing a shade and creating curb-appealing contrasts, always consider your home's surrounding textures and colors.

PRIMARY

ACCENT

ACCENT

COLORS



POLARIS

DRIFTWOOD



CYPRESS

CANYON



INDIGO

BONE



CARBON

GREYSTONE



PEPPERCORN

WHEAT

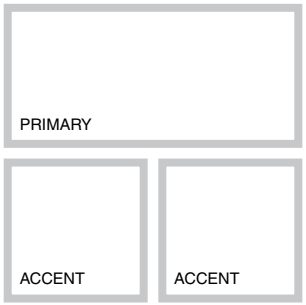
CEDAR RENDITIONS®

MERGING STREAMLINED WITH STURDY

Cedar Renditions™ Design Series combines versatile, natural wood shades and a contemporary, streamlined presence with the durability of thicker gauge aluminum siding. The result is next-level curb appeal that will distinguish the entire look of your home for years to come.

TWO KINDS OF CHARISMA

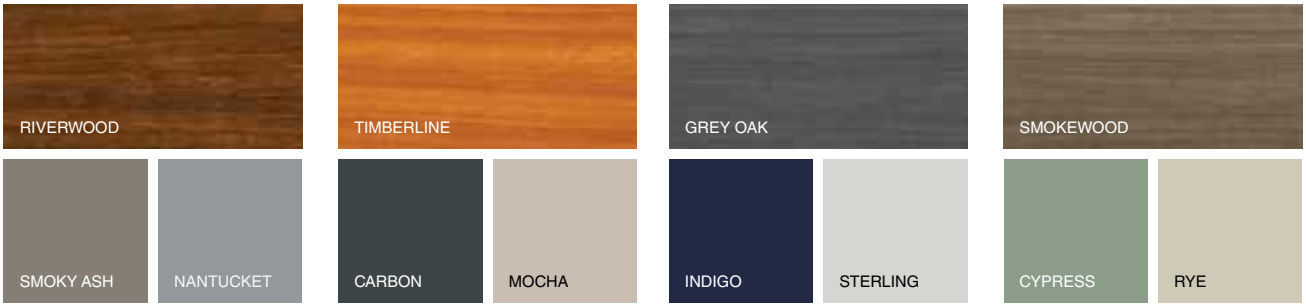
Our woodgrain and solid colors project a full range of options, lending visual stopping power to a broad array of accents. The natural warmth of our woodgrains provides a perfect balance to complementary materials like brick and stone. And our solid colors create an unmistakably contemporary aesthetic.



TRADITIONAL



PREMIUM



 ACTUAL SIDING COLOR MAY VARY SLIGHTLY FROM PRINTED BROCHURE.



CEDAR RENDITIONS™ D4 IN CEDAR BARK

TIGHT-CUT IN MISSION POINT



VERSETTA STONE®

THE ORIGINAL ARTISAN-CRAFTED STONE PANEL

Versetta Stone® is the only siding to master the true look of hand-laid stone walls with panels that offer virtually undetectable joints. Whether it's for interior or exterior applications, natural shapes and handcrafted details achieve world-class design that feels warm and epic all at once.

PRIMARY

ACCENT

ACCENT

STONE DIMENSION AND PRESENCE

Versetta delivers the elegant look of stone, adding timeless texture and visual interest. Offered in a curated collection of popular colors, the natural shapes and handcrafted details takes home design to the next level.

Colors



PEARL

INDIGO



METROPOLITAN GRAY

LIGHTHOUSE RED



POLARIS

ASPEN WHITE



CARBON

PEPPERCORN



ESPRESSO

CANYON



CARBON

ASPEN WHITE













BOUNDLESS™

Where some see boundaries, Westlake Royal Building Products™ sees opportunities to drive innovation, elevate design and deliver solutions that redefine the industry. Our comprehensive selection of products, materials and widely expressive color palettes and textures meet any home demand—inside and out, East Coast to West. Giving everyone the tools and technology to transform spaces into anything they want. This is our mission. And it's Boundless™.















SIDING & ACCESSORIES TRIM & MOULDINGS ROOFING STONE WINDOWS OUTDOOR LIVING

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Exterior Portfolio
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