

EXTERIOR TRENDS REPORT

Color+ Design

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NOYAL Building Products

When it comes to expressing our home exteriors, we're getting braver. We're making color and design speak in all kinds of ways-from putting bold colors front and center to enriching exteriors with contrasting styles to expanding our outdoor space and creating seamless indoor-outdoor transitions. Use this guide to discover some of the ways you can turn a trend into your own compelling focal point.





Expanded Julion

Zuri® Premium Decking in Weathered Gray and Chestnut

"Having additional access to outdoor spaces is becoming increasingly key as how we entertain evolves."

Beau Clowney ARCHITECT

2020 Southern Living Idea House

Zuri® Premium Decking in Weathered Gray



Connect interior/exterior styling cues and extend outdoor time with openair patios, full kitchens, entertainment centers, low-maintenance decking and decked-out pergolas.

Zuri Decking searches have increased by 114%*



Protip

Match your decking color to the flooring inside your home for a smooth indoor/ outdoor transition.

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Nodern Design & Contemporary Naterials

Cedar Renditions[™] Designer 6" Siding in Timberline

Atlas Stone[™] Composite Stone in Sierra



Protip

Incorporating accent siding is key to achieving a balanced modern exterior. Choose a contrasting color for maximum effect.



Celect® Trim in Frost

"Design is going to go minimalist in 2021. Clean lines and saturated hues are going to gain popularity."



MANAGING EDITOR

LiveAbode

Celect® Board and Batten in Wrought Iron



Modern Design & Contemporary Materials

Powerfully capture the simple and streamlined contemporary aesthetic: utilize dark grays and blues and contrast them with wood textures and bold trim.

Cedar Renditions sales have tripled*

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Transitional Amhouse

Celect[®] 7" Clapboard in Frost

T3 Solid Soffit in Black

Celect® Board & Batten in Frost



Transitional *Farmhouse*

Incorporate a board & batten, Craftsman-style white exterior with dark accents. Mix in bold-hued door and window trim and other elements that exemplify the farmhouse style, like a contemporary style house number or industrial-inspired porch light fixture.

Demand for board & batten has increased by 30%*



Protip

Mixing siding styles adds texture to a monochromatic exterior. Pair board & batten with clapboard to elevate the farmhouse style.



"I see the farmhouse style evolving to use dark siding instead of the long-popular white, as dark siding colors continue to trend."

adam McCool

PRODUCT/MARKETING MANAGER

Royal[®] Building Products

CASE STUDY: NEIGHBORHOOD STANDOUT



4" Market Square[®] Clapboard in Indigo SurEdge[™] PVC Trim in White When this homeowner decided he was ready to remodel the exterior of his home, he had an advantage that few homeowners do—he's been in the business of selling siding, roofing, windows and other exterior home products for nearly three decades.

They knew what they *loved*. And they found it.

Pairing Market Square siding with easy-to-fabricate SurEdge[™] Trim created a rich exterior that stands out against the backdrop of neutral tan and gray homes in their neighborhood. And at less than half the cost of a fiber cement installation, more of the renovation budget went toward eye-catching design elements, like a copper roof on the front portico. "I've renovated four homes, and this is the first renovation where every time I pull out of my driveway there's a big smile on my face."





Celect® Trim in Frost

Celect® 7" Clapboard in Wrought Iron

"Designers consistently tell us that homeowners want a bolder look that turns a house into a statement home."

ohnson,

DIRECTOR, PRODUCT & MARKETING VINYL SIDING

Royal[®] Building Products



Achieve a higher-profile look by using extroverted shades like deep blue or navy in the main exterior areas, unadorned Craftsman-style trim and wider siding profiles.

b Dark gray and navy blue were top sellers*

Celect® 7" Clapboard in Carriage Red



Revitalize by pairing bold colors with neutral accents. Match dark siding with light trim. Or simply add a bold color to your gables, shutters or door for a subtle touch.







Apply accent cladding where it can highlight an architectural feature, like gables, a bump out or a full addition.





"Shingle-style siding will continue to be popular because of its warm, welcoming feel. Nothing says comfort like pulling up to a home that incorporates shingle-style siding."

Kate Rumson,

CREATIVE DIRECTOR

The Real Houses of Instagram





Work approximately three materials into your exterior. Deepen distinction with clapboard on the sides, shake in the gables, board & batten for the porch, stone as an accent wall, and coordinating trim and shutters to tie your whole home together.

Homeowners most often combine horizontal siding with at least one other profile or material when they use Royal[®] design tools.

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Royal[®] Building Products exists for one reason: to push the limits of what every type of exterior can be. We strive for best-in-class manufacturing and industry-leading innovation. What drives us? Every homeowner who demands exteriors that add value, perform impeccably, look amazing and make their lives easier. Our goal is to bring more products, more styles, more technology, more design insight and more sustainable solutions to the attention of everyone who cares about creating the best exterior possible. Build Royal[™]





CELLULAR COMPOSITE SIDING

ZURI® PREMIUM DECKING









ROYAL® SHUTTERS, MOUNTS & VENTS



ATLAS STONE[™]



PORTSMOUTH[™] SHAKE & SHINGLES



CEDAR RENDITIONS[®] ALUMINUM SIDING

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