

*Color + Design Speak*  
**A Royal<sup>®</sup> Design Guide**



# 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:



## straight lap

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:

wide siding

vs.

narrow siding

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.**



shake &  
shingles  
& stone

# 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.

**Our colors do more than enrich vinyl siding.  
They heighten every texture.**



**A full array of color.**



# Rich, powerful, versatile color: how to use it on your home.

Every siding and architecture style has its own color dynamic, which makes choosing the right colors for your home exterior an exciting challenge. Use the following pages of photos, palettes and tips to zero in on the perfect color combination. Our palettes include a mix of our vinyl siding, trim and accents, as well as palettes that pair well with Cedar Renditions™ and Atlas Stone™ Composite Stone Panels. Be thoughtful, playful and true to yourself. **Most of all, have fun.**



VINYL  
ACCENT  
COLOR



VINYL  
ACCENT  
COLOR



VINYL  
PRIMARY COLOR

# Our new colors: bold, rich and impossible to ignore.

Our new Royal® Building Products colors move bold, contemporary presence forward. As a feature or a highlight shade, they complete the curb appeal of a broad range of homes, from Modern and Eclectic to Ranch and Craftsman.

Use our Royal Rockslide and Urban Bronze shades as bold backdrops to brighten highlight colors in entry and porch areas, or as eye-catching contrasts to light-colored window accents.

## 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 works as lead or accent color to make a stronger statement.

VINYL PRIMARY COLOR

VINYL ACCENT COLOR

### TRADITIONAL



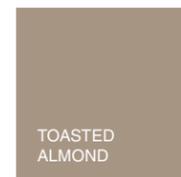
### VERSATILE



### BOLD



### TRADITIONAL



### VERSATILE



### BOLD



WOODLAND D45D IN ROCKSLIDE,  
ROYAL® BOARD & BATTEN IN URBAN BRONZE,  
ROYAL® VINYL TRIM IN WEDGEWOOD

## Choose color with your head and your gut.

There are logical color considerations—like how well bold tones highlight the porch posts of a Craftsman, or the importance of complementing your landscaping. Color is also forever linked with moods, memories and comfort levels, so make emotion part of your exploration as well.

### COLOR TIPS

- Base color choices on logic and your personal taste.
- Don't overthink it. Choosing color should be inspiring and fun.
- Use these palette names as a guide, not as a directive.



ROYAL® BOARD & BATTEN IN MIDNIGHT SURF, PORTSMOUTH™ D7 CEDAR SHINGLES IN FLAGSTONE, ZURI® PREMIUM DECKING IN CHESTNUT, ROYAL® COLUMN WRAPS IN WHITE

VINYL  
 PRIMARY COLOR

VINYL  
 ACCENT COLOR

#### TRADITIONAL



#### VERSATILE



#### BOLD



#### TRADITIONAL



#### VERSATILE



#### BOLD



#### TRADITIONAL



#### VERSATILE



#### BOLD



#### TRADITIONAL



#### VERSATILE



#### BOLD



# Keep your exterior and interior colors connected.

Color connects from outside to inside (and back again) to tell a story. Is it elegantly conservative and calming? Is it bright, punchy and thought-provoking? Consider the design flow of your entire home, because color influences every facet of it.

## 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.



ESTATE™ D4 IN CYPRESS, PORTSMOUTH™ SHAKE & SHINGLES IN IRONSTONE, AND ROYAL® TRIM IN VINTAGE CREAM



VINYL PRIMARY COLOR  
 VINYL ACCENT COLOR

### TRADITIONAL



### VERSATILE



### SILVER MIST

### BOLD



### TRADITIONAL



### VERSATILE



### BOLD



### TRADITIONAL



### VERSATILE



### BOLD



### TRADITIONAL



### VERSATILE



### BOLD

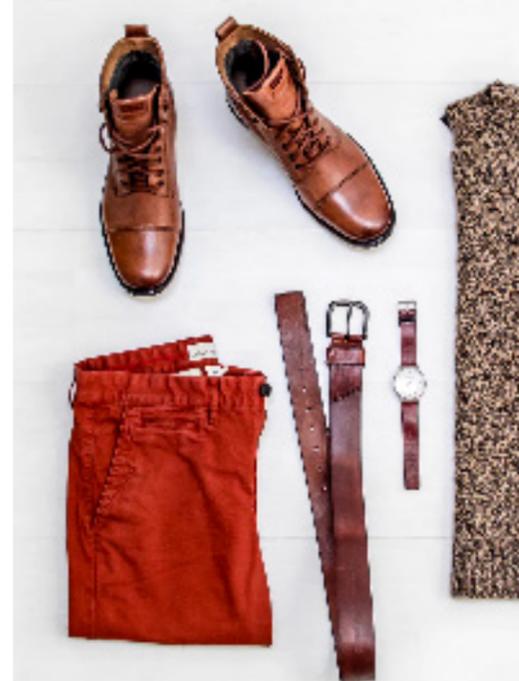


## Take a few risks for the sake of curb appeal.

Wondering if choosing a rich, dark color to accent the main portion of your home might be too bold? Think again. Taking risks with color can amplify presence. Just use the palettes below as a guide.

### 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.



ROYAL® BOARD & BATTEN IN REDWOOD AND COCOA, HAVEN® 6" IN HARVARD SLATE, ROYAL® TRIM IN WHITE, SHUTTERS IN CHOCOLATE

VINYL PRIMARY COLOR  
 VINYL ACCENT COLOR

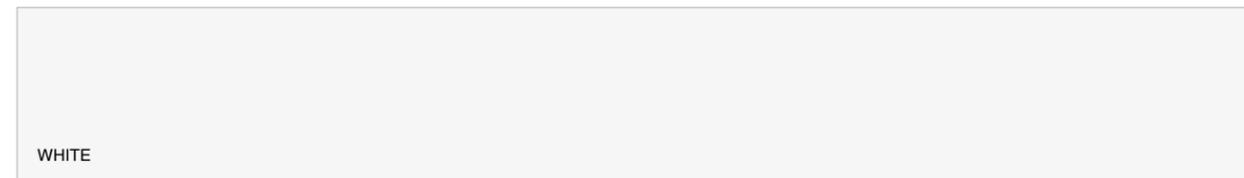
#### TRADITIONAL



#### VERSATILE



#### BOLD



#### TRADITIONAL



#### VERSATILE



#### BOLD



#### TRADITIONAL



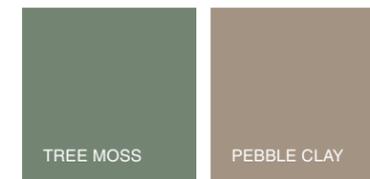
#### VERSATILE



#### BOLD



#### TRADITIONAL



#### VERSATILE



#### BOLD



# ATLAS STONE

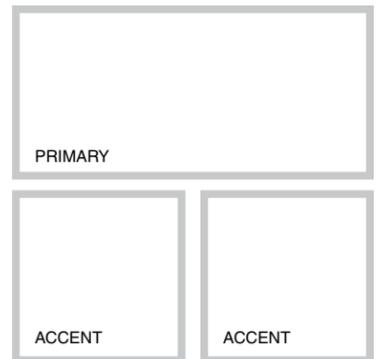
BY ROYAL

## COMBINING DIMENSION WITH DISTINCTION

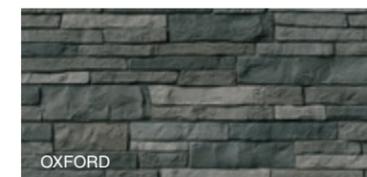
Atlas Stone™ Composite Stone Panels emulate the design of popular stone styles to act as a standout accent. Their stacked design conveys a richly handsome aesthetic and contemporary looks.

## 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.



### Colors

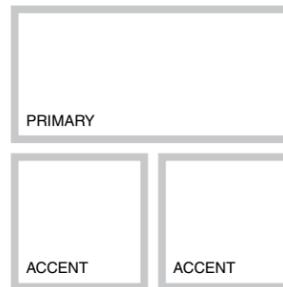


## MERGING STREAMLINED WITH STURDY

Cedar Renditions™ Design Series combines versatile, natural wood shades and a streamlined presence in a durable, thicker gauge aluminum siding. The result is contemporary curb appeal that can distinguish the entire look of your home.

## TWO KINDS OF CHARISMA

Cedar Rendition's woodgrain and solid colors project a full range of options, lending visual stopping power to a broad array of accents. The natural warmth of the woodgrains balances complementary materials like brick and stone. Solid colors create an unmistakably modern aesthetic.



### Traditional



### Premium

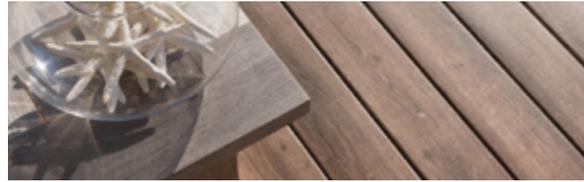


Royal® Building Products exists for one reason: to push the limits of what every type of exterior can be. We strive for best-in-class manufacturing and industry-leading innovation. What drives us? Every homeowner who demands exteriors that add value, perform impeccably, look amazing and make their lives 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™

# Build™



CELECT® CELLULAR COMPOSITE SIDING



ZURI® PREMIUM DECKING



ROYAL® TRIM & MOULDINGS



HAVEN® INSULATED SIDING



ROYAL® VINYL SIDING



ROYAL® SHUTTERS,  
MOUNTS & VENTS



ATLAS STONE™



PORTSMOUTH™  
SHAKE & SHINGLES



CEDAR RENDITIONS™  
ALUMINUM SIDING