



{FRESH} Color Schemes For Your Home Exterior



We love our colors!



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Your home is telling you what colors to choose. You just need to learn how to hear what it is saying.

{FRESH}

color schemes

- F**ixed Features
- R**egional Colors
- E**nvironment and Surroundings
- S**tyle of the Home
- H**istoric and Have-to-Use Colors

{introduction}

Every house is unique. Even within the same neighborhood, each home has distinct features along with a different family living inside.

The colors of your home's exterior should complement its distinctive qualities. In my previous book, *The {FRESH} Guide To Exterior Color*, I provided five considerations for choosing colors for the outside of your home. Now we're going a step further to learn about applying that color selection process to a variety of home styles.

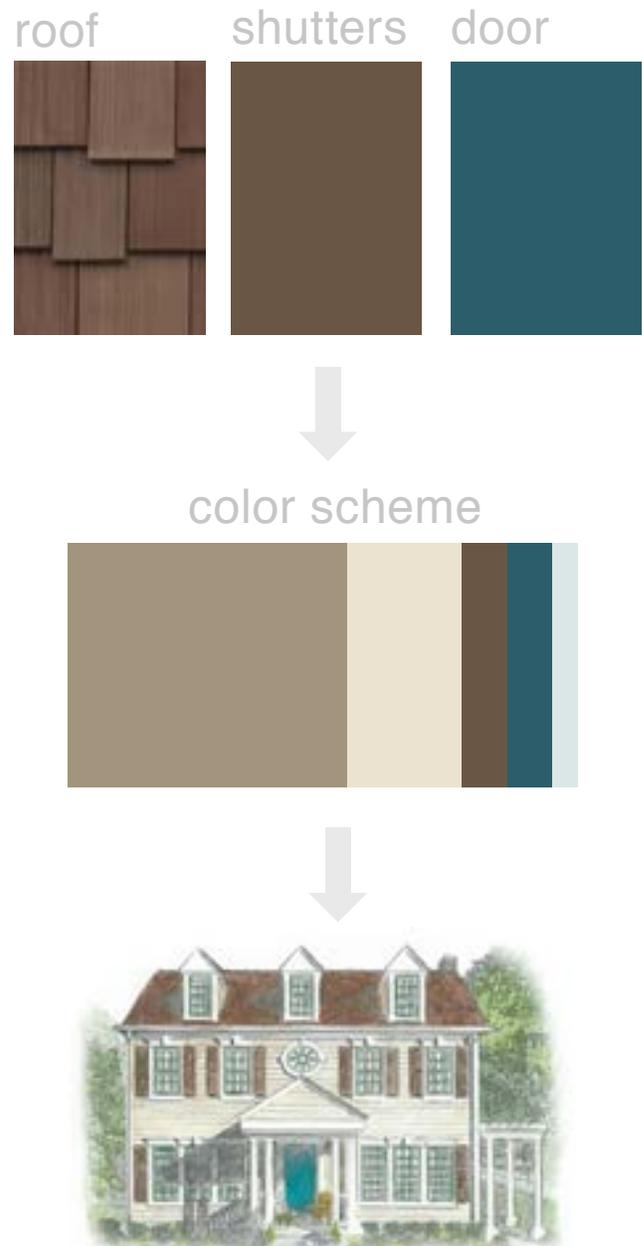
In this book you'll find a step-by-step approach for selecting colors for seven different styles of homes --- everything from Bungalow to European to Victorian. You'll see how I use the FRESH approach for color selections, working from the "top down" to establish eye-pleasing color themes for the outside of houses.

For each home style you'll first see three different color schemes that include the roof, siding, windows, door and trim. Then I'll walk you through my thought process for choosing a color scheme for a home of that style. You can find tips for how to work with different materials and exterior details within these sections of the book.

Don't worry if your home doesn't fall precisely into one of these seven home styles. By peeking inside my mind through the explanations and illustrations you can clearly see how to apply the same thought processes for your own home.

Once you understand the process, you'll discover that your home itself can point you in

the right direction for enhancing the exterior with an eye-pleasing color palette. And, by "shaking up" the exterior of your home you'll add more curb appeal, resale value and day-to-day enjoyment to your living space.



{colonial}



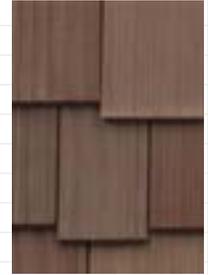
roof



Slate Black



Slate Gray



Autumn Blend



shutters



Bohemian Black



Loyal Blue



Rookwood Dark Brown



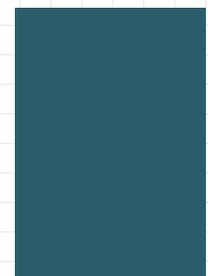
door



Bohemian Black



Rave Red



Really Teal

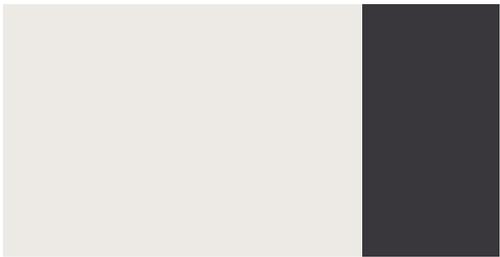


Gray, black & cedar are popular roof choices, but just about any color works on this style home.

The entranceway of a Colonial-style home is often the most prominent feature on the facade.

{FRESH}

color schemes



Snowbound, Bohemian Black



Colonial Revival Gray, Loyal Blue, Pure White, Rave Red



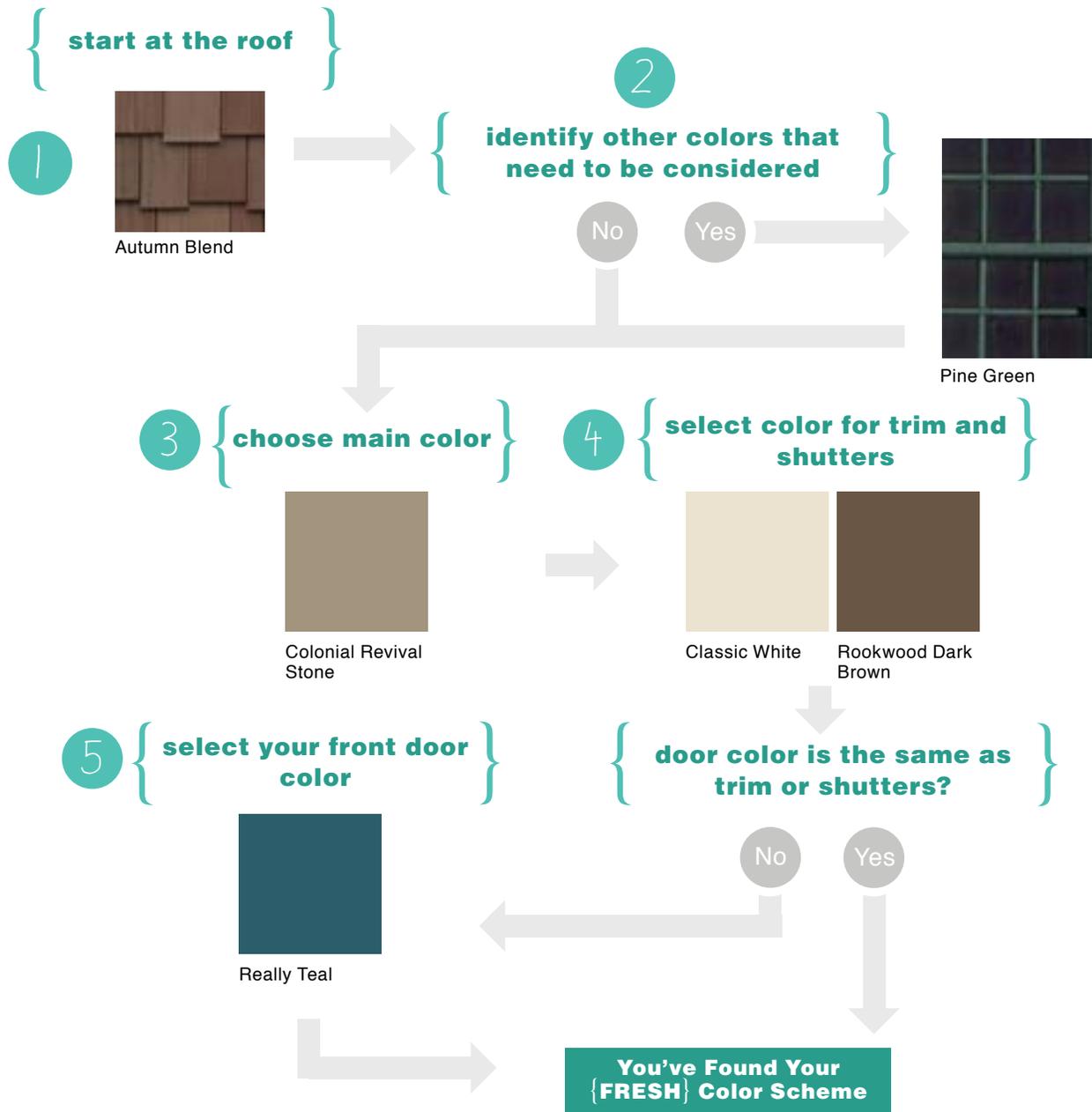
Colonial Revival Stone, Classic White, Rookwood Dark Brown, Really Teal, Blue Horizon

Colonial-style homes are known for symmetrical design with the front door in the center. The windows are aligned horizontally and vertically. The amount of architectural detail varies depending on when and where your home was constructed.

Two-, three- and four-color schemes are all possibilities for a Colonial-style home. The right number and placement of colors will depend on your personal preference.

* Colors from Sherwin-Williams

{colonial} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

The existing polymer shake roof color has variations in the tones but the overall color is a warm natural cedar.

2 Identify Other Colors That Need To Be Considered

Recently-installed windows with Pine Green grids need to be treated as a fixed feature. When window grids are a distinct color it is the one time they will weigh into your color scheme decisions.

The reason window grids aren't usually taken into consideration is because they don't carry much visual weight in your overall scheme. Often they are white or off-white and will fade into the background of your façade. For this reason you don't have to take their color into consideration when planning your scheme.

3 Choose Your Main Color

This home already has two colors. Now choose the third by thinking about what colors could work with cedar and Pine Green. Shades of brown, yellow, blue, warm gray or beige/tan are the natural choices.

As you consider colors there may be one you'd like with the existing colors not as your main color. Might it make a good accent color? If so, keep it in mind but don't choose the exact shade until you reach the point in the process for selecting that color.

For example, add to our two set colors, cedar and Pine Green the possibility of using blue in the scheme, and look for a main color that will work with all three. I selected Colonial Revival Stone. It is a warm neutral that will blend nicely with the cedar color of the roof, will allow the pine window grids to stand out and will be complimented by a blue.

4 Select Colors for Trim & Shutters

If replacement windows are being put in *and* you want a color other than white or off-white you need to select that color now. If your windows will remain the same select your frame color.

To accent the frame color, I chose Classic White for the trim pieces surrounding the window units.

If your home has shutters, now select the color for the shutters. In this example, I chose Rookwood Dark Brown, a tone slightly darker than the roof. By choosing a color that is in the same neutral tone as the roof will allow the Pine Green window grids and frames to be the prominent color at the window.

5 Find Your Front Door Color

On the Colonial-style home the front door is the main focal point on the façade. A contrasting color is often chosen for this reason. This is your opportunity to give even the most classic Colonial some personality. Really Teal was my choice to give character to this scheme.

Is Any Other Color Needed?

Look carefully at your home. Make note of which of the colors you have selected will be applied to each architectural detail of the exterior. Is there an area of the exterior that you haven't chosen a color for? On a Colonial this might be a porch ceiling or floor or garage door. If so, choose it now.

Blue Horizon

what your front door color says about your personality



Red: Just like you'd probably guess, this hue tells the world to "look at me!" Red is a bold choice for those who are not afraid of standing out on the block.



White: A crisp white door is for those who are (or would like to be) organized, neat and clean.



Green: If your door is green, you care about your home and your community and you have more traditional values.



Black: This is a timeless look, and you don't waiver for trends. You're consistent, conservative and reserved.



Blue: You have an easy go-with-the-flow personality and people flock to you.

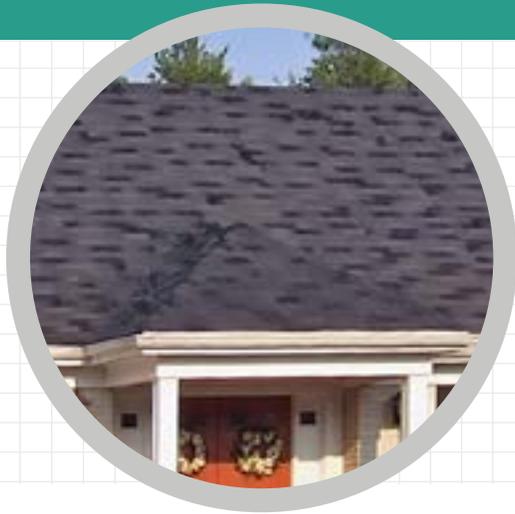


Yellow: If you choose this sunny hue for your door, you're most likely a leader of the pack.



Purple: You're comfortable taking risks and dreaming big. Some may call you a "free spirit."

{ranch}



roof



Slate Black & Slate Gray



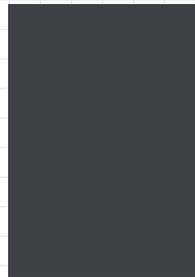
Espresso Blend



Tahoe Blend



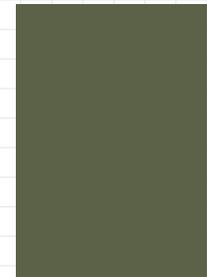
shutters



New Black



Chocolate Raspberry



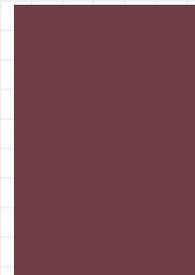
Dark Meadow



door



Tangerine Tango



Montpelier Red Velvet



English Walnut



Shutters that are as dark as the roof keep a single story looking balanced.

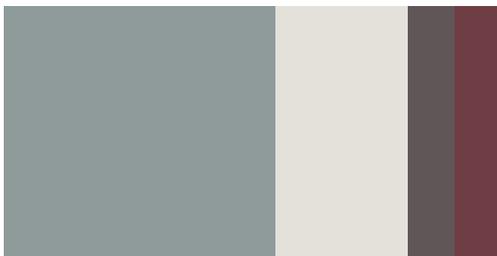
Repetition of vertical elements such as shutters, columns and cornerstones move the eye across the façade and highlight key home details.

{FRESH}

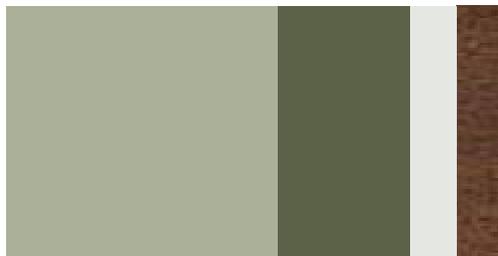
color schemes



Montpelier Madison White, New Black, Tangerine Tango



Café Blue, Gilded Linen, Chocolate Raspberry, Montpelier Red Velvet



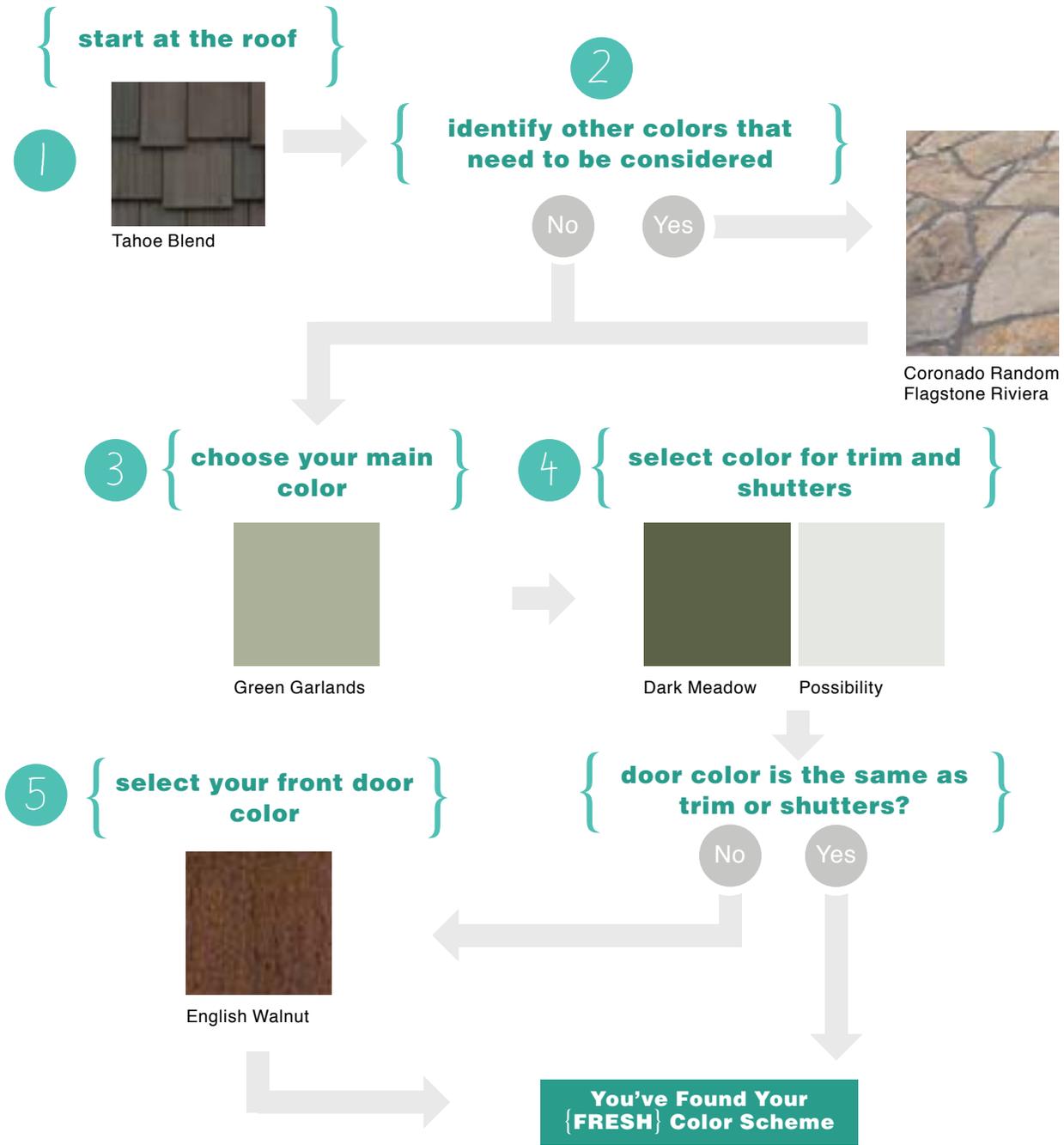
Green Garlands, Dark Meadow, Possibility, English Walnut

The type of home known as a Ranch or Rambler is an architectural style that originated in the United States. Noted for its long, close-to-the-ground profile, and minimal use of exterior and interior decoration, the Ranch originally epitomized the idea of a casual lifestyle.

Today, an asymmetrical rectangular, L-shaped, or U-shaped design is still the most popular design for these single story homes. The simple open floor plan fuses modern style with casual living.

* Colors from Valspar

{ranch} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

Upgrading from gray asphalt to a polymer shake roof in the Tahoe blend was the first step in creating a warm natural look for this home. The shake roofing tiles add a casualness to the home while adding more distinction to the roof itself.

2 Identify Other Colors That Need To Be Considered

A flagstone walkway in a blend of warm tones of brown and gray was the home's only other fixed feature to consider in addition to the roof. The neutral warm tones are beautiful with the new roof. The stone adds to the vision of a color scheme that blends with the home's natural surroundings.

3 Choose Your Main Color

This home is in a neighborhood where mid-tone colors of taupe, gray or beige dominate. In order to have a home that stands out --- while still fitting in --- I needed to take that into consideration. I selected Green Garlands because it was the green color desired by the homeowners and this toned down version of green works enough to complement the nearby homes.

With a Ranch-style home it is best to keep the color of the façade consistent to create a large field of color. Even if architectural details such as an alcove provides a natural place where the color could break, think carefully about changing color. It could divide the front of your home into three or more small parts when what you really want to create is one cohesive look.

4 Select Colors for Trim & Shutters

For this home style, the color chosen for the shutters is an excellent way to create rhythm that keeps the eye moving across the façade of the home. I chose Dark Meadow. This dark green on the shutters against the mid-tone main color has enough contrast to stand out and add visual interest.

Shutters that are as dark (or darker) than the roof color will also move the eye vertically upward, making a single-story home feel taller.

For the trim an off white called Possibility was chosen as a clean, unifying color for the exterior.

5 Find Your Front Door Color

As is the case with many Ranch-style homes, the front door of this house does not stand out. To draw attention to the door you can enhance the architectural details or add a contrasting color that fits with your scheme.

In this case, a new fiberglass door with doorlites stained English Walnut moves the eye toward the front entryway.



Green
Garlands

Is Any Other Color Needed?

The final color decision was what color to paint the garage door. Painting it in the same color as the trim was one option, but I preferred to paint it the main Green Garlands color. Even though the garage is on the side of the house, I wanted the garage doors to blend in with the entire home exterior.

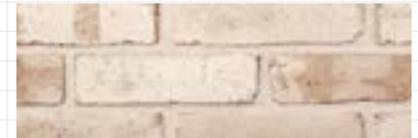
identifying colorcast of brick

If your home is all or partially brick, identifying the *colorcast* can help you to find a color scheme that harmonizes with your brick.

Below are some of the most common colorcasts for brick.



Red brick is a classic that works well with dark rich colors or historic mid-tones.



White brick softens the look of the brick and works great with light to mid-tone colors.



Gray brick is a versatile neutral that fits into just about any color scheme.



Pink has a soft, natural appearance that blends best with colors that are muted and light.



Brown, one of the darkest bricks, goes well with a wide variety of colors.

*Images courtesy of Belden Brick

{bungalow}



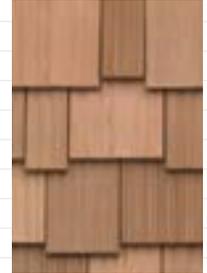
roof



Shake Slate Gray



Abruzzo Blend



New Cedar Blend



trim



Dove White



Appaloosa



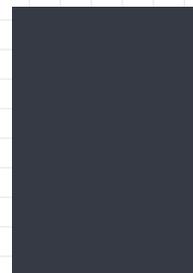
Chamois



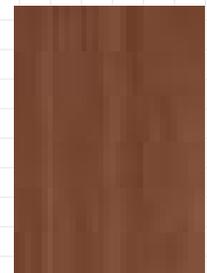
door



Oak



Purple Nite



Cedar



Bungalow-style home plans often utilize the area under the roof as living space rather than as an attic. Dormer windows, which provide light and ventilation are a common feature.

Bungalows usually have low-pitched roofs with a large surface area and wide, overhanging eaves.

Porches are considered hallmarks of the Bungalow-style.

{ FRESH }

color schemes



Nocturnal Sea, Dove White, Oak



Appaloosa, Durango, Purple Nite



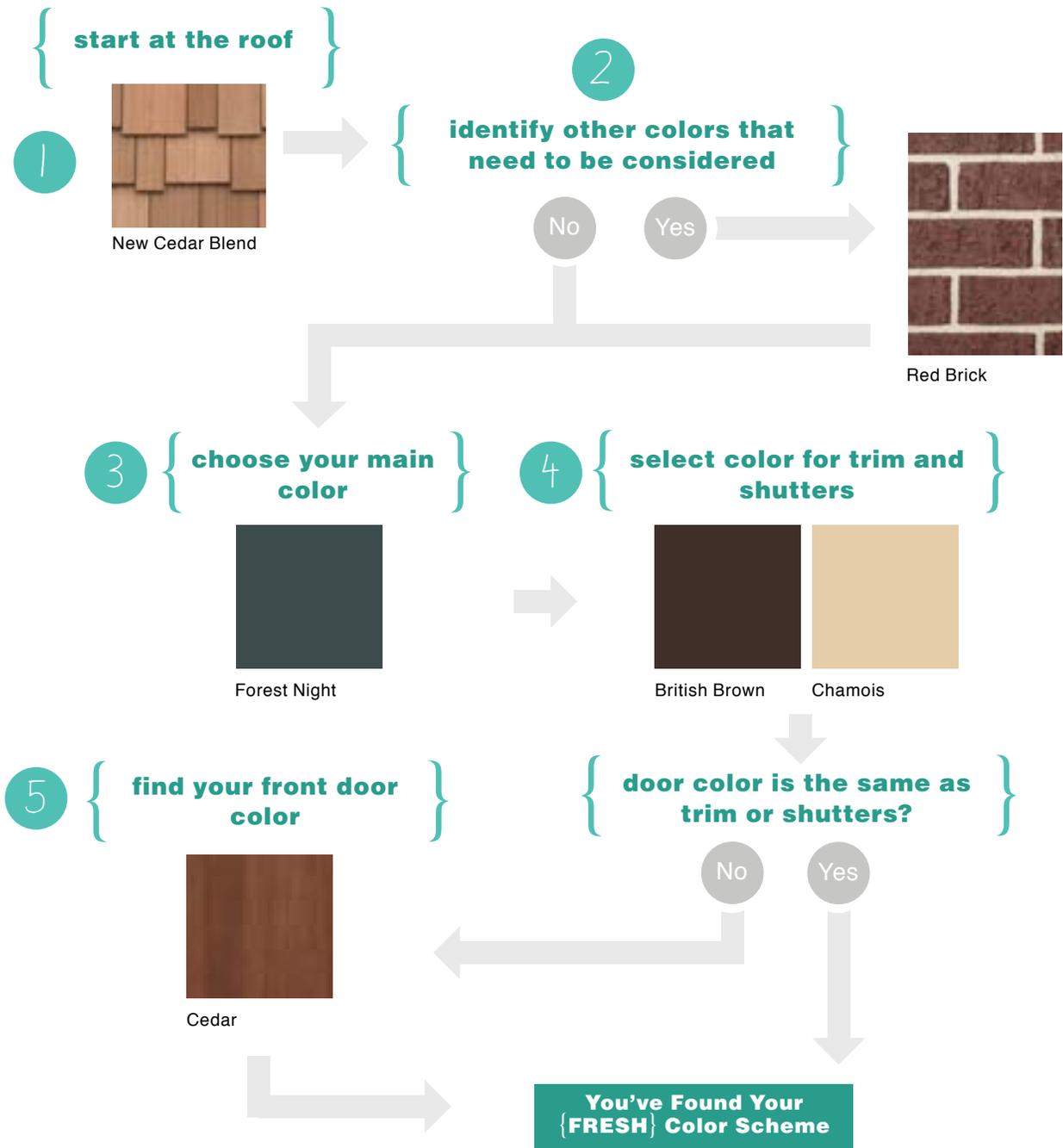
Red Brick, Forest Night, Chamois, British Brown, Cedar

Bungalow, a term that originated in India and found its way into the English language, was used in the late 19th century to describe large country or suburban houses built in Arts and Crafts or other Western vernacular styles.

Developers later began to use the term for smaller residential homes, which are either single story or have a second story built under a sloping roof, with dormer windows.

* Colors from Pratt & Lambert

{bungalow} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

To honor the style of this home, polymer shake roofing tiles in New Cedar were used on the roof. This blend includes a combination of five shades of cedar colors and complements the entire vision of the home.

2 Identify Other Colors That Need To Be Considered

The homeowners didn't love the dark color of the bricks on their home. I knew that the high contrast of their existing white trim was making the bricks seem that much darker. I also knew that the perception of a color could be changed by the colors surrounding it, so I worked on finding a color that would make the brick more attractive.

3 Choose Your Main Color

There was only a small area of the siding that was not covered with brick. For those areas I chose Chamois, a warm golden tan paint color that harmonizes with the New Cedar roof and the color of the bricks. Chamois contrasts with the brick to highlight the architectural details of the Bungalow-style and brings out the best of the color tones in the brick.

A second paint color, Forest Night, added to the peaks over the door and window areas, draws the eye upwards. Although the paint covers a small area, the color takes most of the attention away from the color of the brick.

4 Select Colors for Trim & Shutters

British Brown was my choice as an accent color for the urethane brackets above the door and near the dormer windows as well as the pot shelves under the lower windows. The Chocolate Brown window frames—another color choice that honored the history of this style of home --- inspired my choice of British Brown.

Chamois was used on the rest of the trim including column wraps to carry the color across more of the home and keep the focus on the entry and front porch details.

5 Find Your Front Door Color

Rather than paint the front door, I recommended replacing it with a classic-looking fiberglass entry door stained in cedar with a doorlite and sidelites that had decorative glass. This makes the entry a welcoming focal point for the home and stays with the type of door style found on original Craftsman bungalow homes.



Cedar

Is Any Other Color Needed?

The privacy lattice on the side porch was replaced and stained cedar to match the front door color.

talking about trim

Moulding, trim and decorative elements give your home its distinctive look. And, when selecting a *urethane product* that can be painted or stained, you can count on low-maintenance beauty.



Adding trim is an easy way to instantly add character.



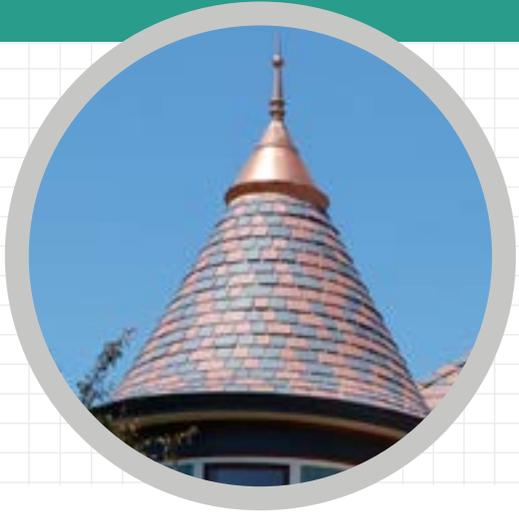
Spindles + style = an inviting porch



A trellis can give an entry door charm.

Simplicity is the hallmark of the Bungalow-style home; ornate details define the Victorian-style. How might you add character to your style?

{victorian}



roof



Red & Gray Custom Blend



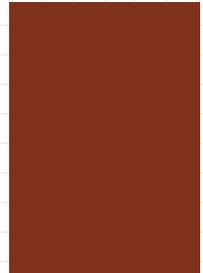
Harbor Gray Blend



Castle Gray Blend



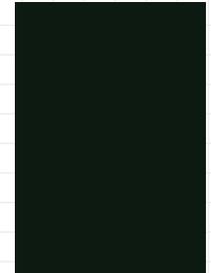
windows



Brick



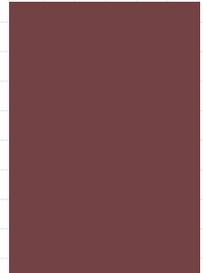
Cream



Bronze



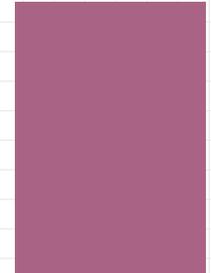
door



Quite Red



Oatlands Violet



Ibis Rose



Steep flaring roofs covered in shingles or decorative slate tiles are characteristic of the Victorian-style home. A turret or tower is often part of the asymmetrical design.

Unlike most styles of architecture, the four sides of a Victorian-style home are often completely different than one another.

The front door is always an important feature. Most Victorian home doors were divided into four or more sections with some sections being filled with colorful decorative glass.

{FRESH}

color schemes



Muddy River, Brick, Milk Paint, Quite Red

The colors historically found on Victorian homes were inspired by nature and ranged from light browns, tans and greens to darker, muddier colors than we often associate with this style of home today.



Homestead Resort Sunwash, Cincinnati Hotel Filson Blue, Oatlands Violet, Grand Hotel Awning Yellow

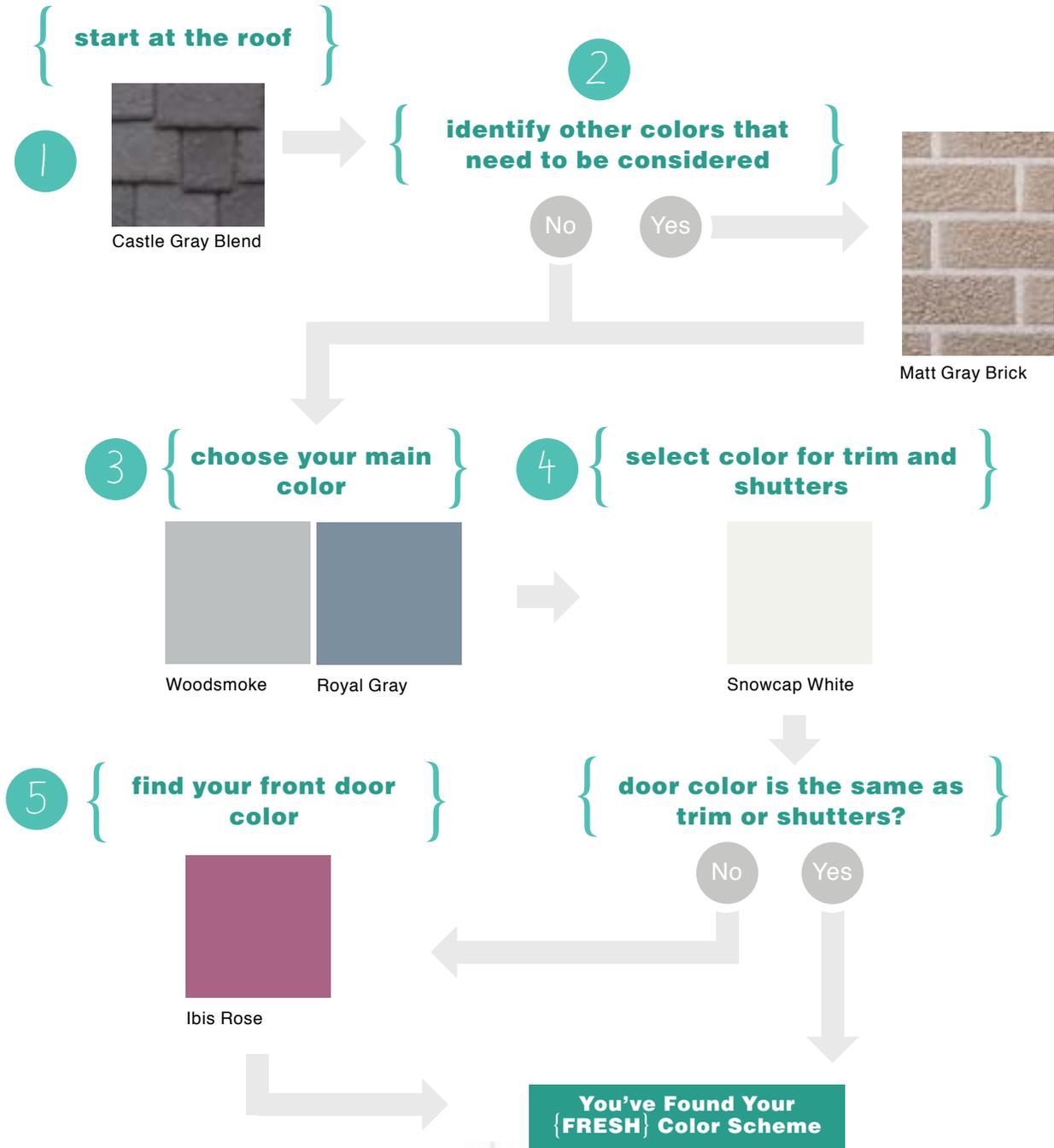


Woodsmoke, Royal Gray, Snowcap White, Ibis Rose, Porcelain Blue

The multi-color schemes now found on Victorian-style homes outline the architectural details and allow a wide variety of historic mouldings to stand out. Using contrasting colors allows the many decorative elements to be visually separated from one another.

* Colors from Valspar

{victorian} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

The Castle Gray roof was chosen following my *FRESH approach*. The “F” in FRESH refers to fixed features. These are permanent elements of a home’s exterior. In this case, it is the red of the brick around the base of the home that has a gray colorcast. The homeowners had a medium gray in mind for the main color and the tones from light to dark gray would harmonize with both the main color and the color of the brick around the base of the home.

2 Identify Other Colors That Need To Be Considered

The brick is a fixed feature, but because it is not an element that I wanted to play up, I will want it to blend in with the color scheme but not influence my other color choices. If the brick were more prominent it would carry more weight in my decision process. While you need to keep all of the fixed features in mind as you choose colors in order to create an overall cohesive look, when you only see a small amount you can choose whether you want to give it more or less influence as you select your scheme.

3 Choose Your Main Color

The homeowners had gray in mind as the main color and I chose Woodsmoke. Rather than going all gray, I also selected a cool blue gray called Royal Gray to paint the areas accented with decorative shakes in the gables and around the turret.

4 Select Colors for Trim & Shutters

Victorian homes are known for their ornate exterior decorations and different patterns on their exterior. Sometimes five or more colors work wonderfully to accentuate these features. Other times as few as two colors are all that are needed. In this case, a four-color scheme was chosen.

Snowcap White gave a crisp, clean look to the trim. A deep pink, Ibis Rose, was used as a pinstripe on a narrow piece of the molding. This gave a nod to the Victorian roots of this design. Often less color strategically placed can go a long way on a home’s exterior.

The Bronze window frames worked well with both of the main colors and darkest tones in the roof. The darkness of this color added depth to the windows that the white trim alone could not have accomplished.

5 Find Your Front Door Color

The main pop of color of Ibis Rose was also used for the front door to add an element of fun to this home’s exterior and draw attention to the welcoming entry and front porch.



Porcelain Blue

Is Any Other Color Needed?

Porcelain Blue was chosen for the porch ceiling. The pale blue gives the porch a soft, relaxing touch.

turret talk



Whimsical and romantic, roof turrets resemble a large, upside-down ice cream cone. The traditional *roof turrets* (which means “tower”) is an architectural beauty gracing the tops of historical buildings as well as today’s homes. Victorian-style homes in particular, with their many rooflines, gingerbread accents and multiple siding materials, are ideal for turrets.

The turret is most commonly recognized from its use in medieval castles as a defensive measure to watch for incoming enemies. Today our love of this design finds it atop our roofs as an ornamental feature usually in a rounded- shape rather than as a necessary lookout tower. And, turrets of today are always a focal point on a home, no matter what the style of the house.

High atop the home, a turret has two color options --- to blend in with the overall color of the roof or to stand out. For example, a roof may be mostly covered in a Castle Gray blend of polymer slate tiles. The turret can be covered in that same appealing blend ... or the homeowner can choose to draw special attention to the turret by covering it in the European blend of tiles featuring shades of both grays and purples.

{spanish mission}



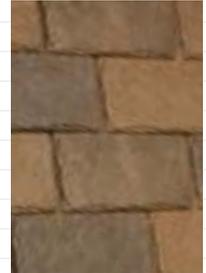
roof



Sonora Blend



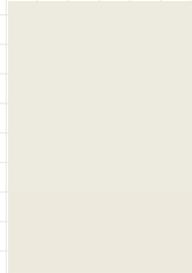
Sedona Blend



Sabino Blend



windows



Horseradish



Whiskers



Southern Wood



door



Antique Mahogany



Green Tea Leaf



Suenos



Terracotta and clay colors are most common for the roof even when installing a polymer roof.

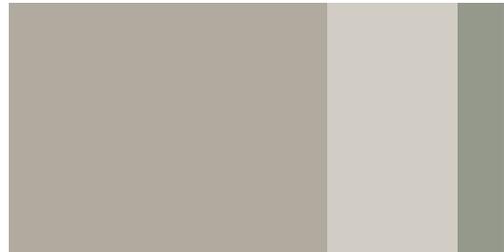
Window shutters were historically placed on the inside of the home not the exterior.

{FRESH}

color schemes



Earthy Ocher, Horseradish, Antique Mahogany



Sharkskin, Whiskers, Green Tea Leaf



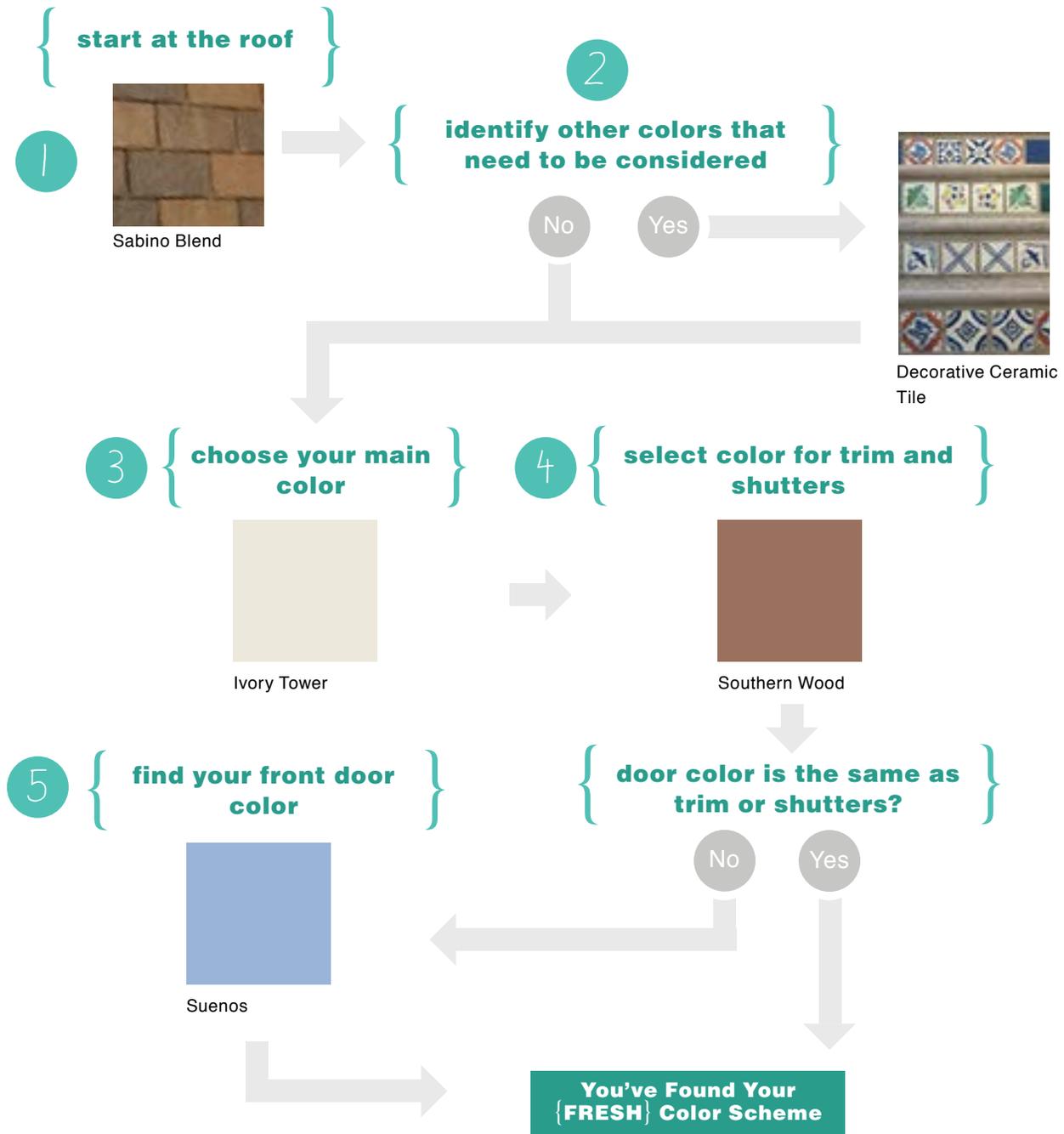
Ivory Tower, Southern Wood, Suenos

A Spanish home has strong Latin influences and fosters a connection to nature. Generally built with thick stucco walls and clay tile roofs, the courtyards are enclosed to extend the home's living area and merge with the environment.

Toned down and neutral colors reminiscent of sand, wood and clay work well on this style of home. Wrought iron is a key element that is used for banisters, lighting fixtures and accents. Always choose color and design elements that fit with the distinct style rather than fighting the style.

* Colors from Pittsburgh Paints

{spanish mission} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start at the Roof

Warm clay and brown tones combine in an appealing color blend for this roof. The updated slate polymer tiles give a nod to the colors historically seen on a Spanish Mission-style of home.

2 Identify Other Colors That Need to be Considered

The entranceway is decorated with colorful ceramic tiles that give character to the home and inspire the color scheme. If your home has a unique feature you will want to think about how you can best highlight that feature with the colors you select.

3 Choose Your Main Color

The exterior of a Spanish-style home was originally covered with stucco and this dictated the color. The stucco was a mixture of lime, sand, and water. The color of the stucco came from the aggregate. Lime was usually white and thus so were many of the original Spanish-style homes.

Any variation in color came from adding local pigments to the aggregate. The results were light tints of the colors found in the desert. In keeping with that tradition I chose Ivory Tower for the main color.

4 Select Colors for Trim & Shutters

On Spanish-style homes the combination of trim pieces that surround the windows tend to be simple and flat. The trim is most often painted in brown, terracotta or another rich hue inspired by the desert.

For this example, I chose Southern Wood, a muted orange-based color that plays off of the color in the roof tiles, to be painted on the trim.

Shutters, when used on a Spanish-style home, are mounted on the interior of the home rather than exterior. Most houses have only a single color on the trim around the windows.

5 Find Your Front Door Color

In Spanish folklore it is said that painting the front door a shade of blue stops evil spirits from entering the home. This fun conversation starter, along with the fact that blue was perfect with the tiles around the entryway, made it my choice for this home's front door.

For the color azul (color blue in Spanish) I chose Suenos, a sun-washed blue whose name means "dreams." This lighter blue shows up in the shadows of the alcove and feels cool and refreshing as people enter the home.

Is Any Other Color Needed?

With their colorful roofs and clean lines, a little color can go a long way on a Spanish-style home.

If additional colors are needed for your home, add them. Just always have a reason for the additional color. For example, adding color to call attention to the entrance or best features of your home is usually a good reason.

hollywood glamour popularizes spanish style

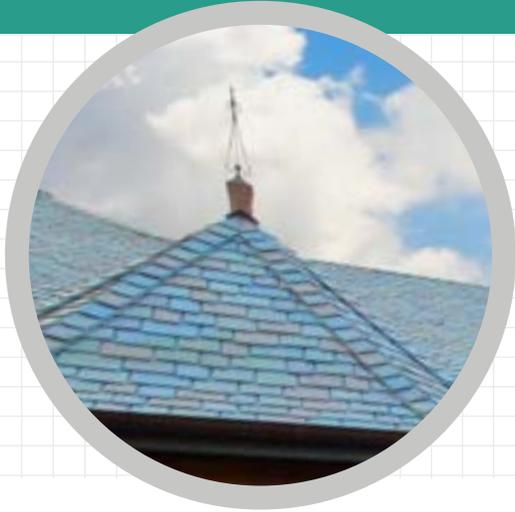
Appearing first in the southwest, Spanish-style dwellings merged Old World sophistication with rustic American West charm. Details such as finely-crafted wrought-iron accents, clay tiles, and heavy doors added distinct character to the homes.

It was the Panama-California Exposition that helped spur the Spanish eclectic architectural movement of the early 1900's and it was the American movie industry that glamourized life in these home styles. In films, stars lounged by their pools in back of their oversized Spanish-style homes by day and entertained guests in fancy cars arriving out front by night.

Homeowners aspired to recreate the dream of the lifestyle captured in the movies. As a result, wealthy people across the country started building Spanish-style mansions in areas far away from places of Spanish heritage.

The most lasting legacy of the Spanish style is the one-story house that we know today as the Ranch house. Its characteristic U-shaped floor plan with a protected patio in the courtyard derives from the California Ranchos of the late 1830s, according to Realtor.com.

{european}



roof



Aberdeen Blend



European Blend



Brownstone Blend



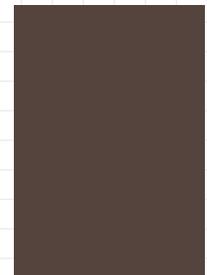
trim



Branchport Brown



Whale Gray



Barista



door



English Walnut



Tarrytown Green



Mahogany



The use of slate tiles, stucco and timber bring Old World warmth to the overall look of the home.

The color and texture of stone or brick draws attention to the entry.

{FRESH}

color schemes



Danville Tan, Branchport Brown, English Walnut



Imperial Gray, Whale Gray, Tarrytown Green



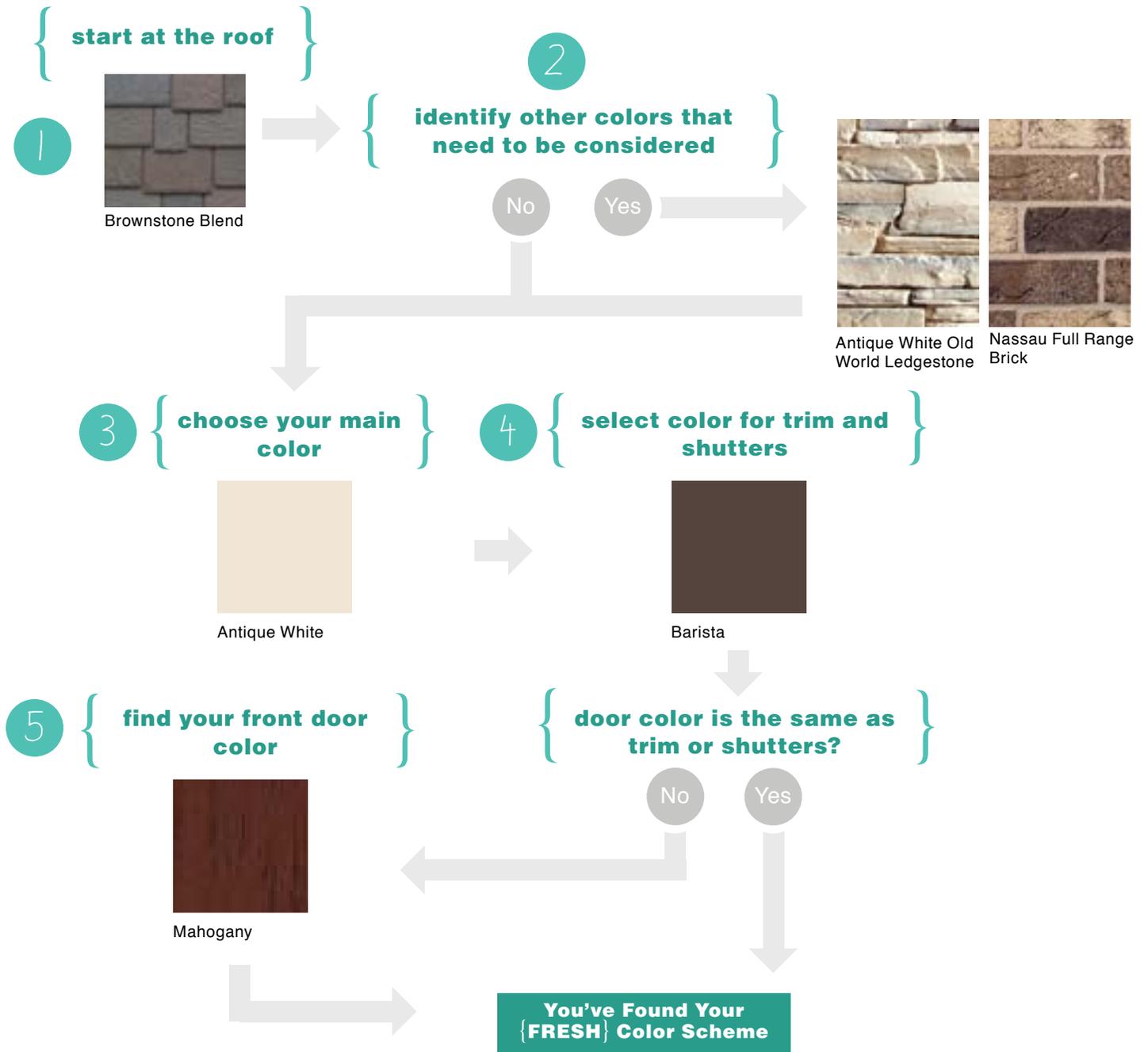
Antique White, Barista, Mahogany

Homes referred to as European-style are generally larger, elegant looking homes rich in exterior detailing. Brick, stone and stucco are commonly used in combination to create a look that is reminiscent of Old World European influences.

Most of these style homes are 1-1/2- or 2-story structures. Italian, Italianate, French Country, Mediterranean, and Tudor are specific types of European-style homes.

* Colors from Benjamin Moore

{european} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

The existing polymer slate roof is the Brownstone blend, which has a range of light to dark tones of brown. Copper accent roofing over three windows on the home complements the Brownstone blend and starts to bring color down the home's exterior.

2 Identify Other Colors That Need To Be Considered

A mix of fixed features such as stone and brick are often found on a European-style home. This home has Antique White Old World Ledge stone and Nassau Full Range Brick. Both have a reddish brown colorcast.

3 Choose Your Main Color

When an exterior has several textures and patterns as this home does, the main color usually looks best if it is in the same tones as the fixed features rather than in a contrasting color. Antique White blends with the features rather than competing with them for attention.

Good designs do not give equal importance to every element. Instead the designer focuses attention on one or two features and allows the other elements to provide support. Think of your home exterior in the same way as you choose your colors and materials. Plan your colors so that one or two of the best features stand out.

4 Select Colors for Trim & Shutters

Use this same philosophy when selecting window or trim colors. Unless you want to highlight the windows or trim look for a color that adds to a cohesive overall look. For this home Chocolate Brown vinyl windows and Barista Brown painted urethane trim were the perfect choices to extend the color of the home throughout the exterior.

5 Find Your Front Door Color

Often European-style homes sport a rustic, stained or painted door with prominent hardware. In staying with the natural feel created by the stone, brick and stucco, a door stained Mahogany was a good fit.

Is Any Other Color Needed?

The many textures and tonal variations complete the look without the addition of accent or other colors.

Identifying the colorcast of stone

When choosing colors using my FRESH approach, the colors that are already established influence the exterior scheme.

The surface of stone is not a solid color but a blend of many colors. No matter how many colors there are in natural stone there is one color that is common to all. This is called the *colorcast* and in stone it usually is gray or brown no matter how colorful the stone is.

Here are two different stone surfaces with similar colors. One has a brown cast and the other a gray cast.



Appalachian Fieldstone

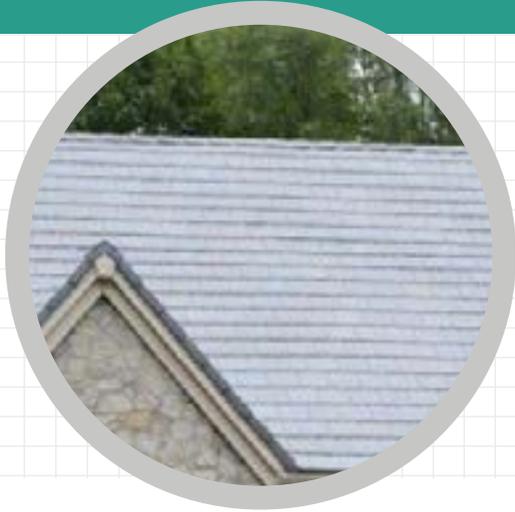


Quartzite

You can more easily see the colorcast by comparison. What about determining the colorcast of your existing stone? Look at the grout for a clue. Is it more gray, brown or another color? Most often the grout color is the same as the colorcast of the stone.

If the stone doesn't have grout then get out a paint fan guide and find a color that blends in most naturally to get you started in the right direction.

{new american}



roof



Weathered Green



Slate Gray



Mountain Blend



windows



Taupe



Greige



Adobe



door



Kennon Ivy Dark



Barry's Babylon



Grand Teton Clay

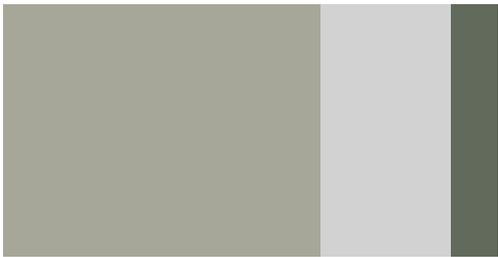


Multiple gables at varying heights are a hallmark of this style.

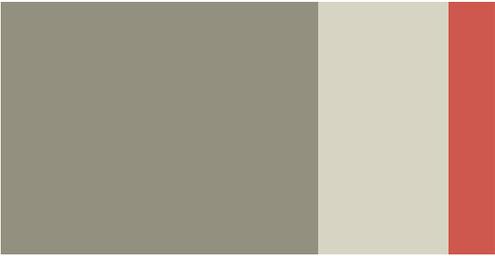
Asymmetrical interesting rooflines and gables of varying sizes and heights faced in a mix of materials blends the best features of many styles of homes.

{FRESH}

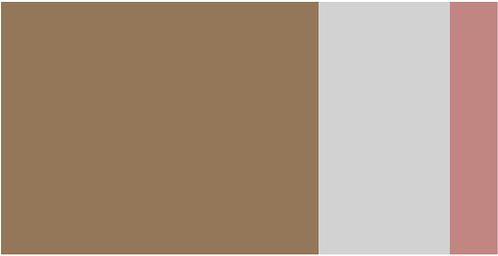
color schemes



Tiffany Taupe, Taupe, Kennon Ivy Dark



Moss Green, Greige, Barry's Babylon



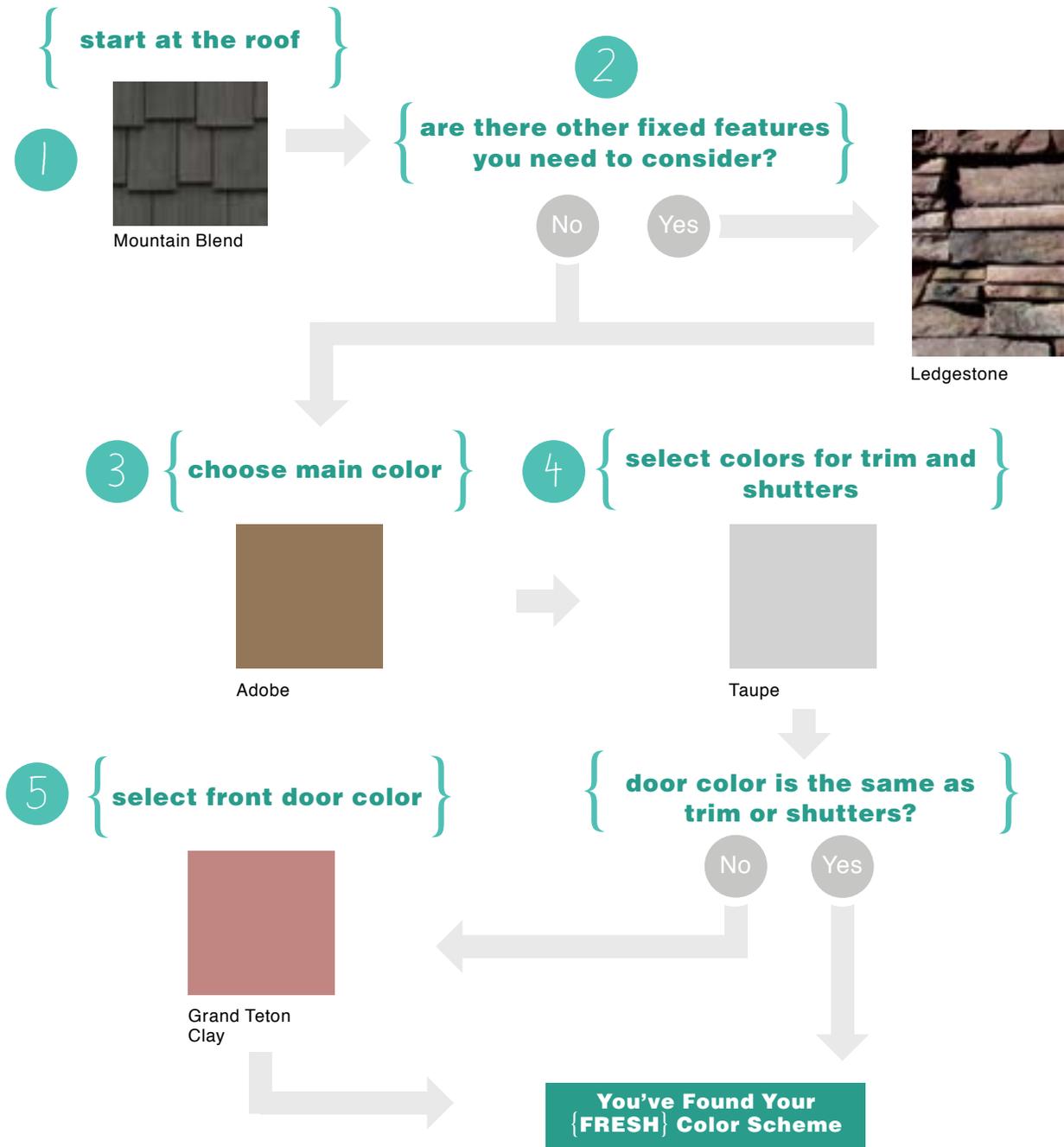
Adobe, Taupe, Grand Teton Clay

The New American-style combines the best of many different elements to create a home design that is uniquely our own. Born during the affluent years of the 1990's, the New American-style originally celebrated living life "large" with sizeable homes on big lots.

Today, the New American-style encompasses homes of all sizes that can fit into any neighborhood, budget or lifestyle choice. A mix of architectural influences bring together easy living, technological innovations and a desire for luxury.

* Colors from Ellen Kennon Full Spectrum Paints

{new american} color from the top down



Here are the steps for creating a FRESH color scheme

1 Start At The Roof

This home has polymer shake roofing tiles in Mountain blend, which include several shades of rich, dark browns. As in most New American homes, complex rooflines feature multiple gables at varying heights. For added interest, the same shake roofing tiles for this home are also applied to part of the siding to add texture to the exterior.

2 Identify Other Colors That Need To Be Considered

The Chablis-colored ledgestones seen around the entry are an eye-catching detail on this home. The Mountain blend roof plays off the deep brown found in the stone, leading to a stunning color palette beginning with the colors of these two fixed features. Many asymmetrical façades in New American-style homes include a mix of materials such as brick, stone, shake, siding and stucco.

3 Choose Your Main Color

The dark brown color of the polymer shakes used on the siding sets the stage for adding Adobe for the remaining siding color plus the gable peaks. This color coordinates with both the mid-tone browns in the Chablis ledgestones and the Mountain blend shakes of the roof and siding.

4 Select Colors for Trim & Shutters

A warm, neutral Taupe was chosen for the trim to provide a subtle break between the colors and materials. The Taupe blends nicely with the Driftwood-colored vinyl window frames, whereas a brighter white would have drawn too much attention to the trim.

5 Find Your Front Door Color

The style story I created for this home so far focuses on neutral colors and natural textures. This sets the stage for a front door color that says, "Wow!" This doesn't mean I'm going away from my palette, but rather that I found a color that was a harmonious fit and turned up the color volume a little.

The color I found fits ideally with the ledgestones. Then I searched for a slightly more intense version of the color rather than matching it exactly. Grand Teton Clay was perfect. Putting your paint chips right next to the stone and matching a color exactly may seem like the best way to get the color right, but look instead for a color that is a bit stronger than the color in your stone. This gives you a better result that makes your entry door stand out a bit.

Is Any Other Color Needed?

The only area that I didn't address yet was the garage doors. I chose to apply Adobe to them. I want the garage doors to blend in rather than stand out. Painting to match the body color of the home keeps the eye from being drawn to the garage doors. We want to keep the focus on the more attractive features of the home such as the ledgestones, roof shakes and the fabulous front door.

colorful windows



In recent years adding products to the outside of a house in a variety of colors has become more accepted, and frankly, more fun. The customization of a home with color allows the personality of the homeowner to stand out and creates a warm, welcoming message in the neighborhood.

Windows are one of the products that have evolved from simple white or tan color options to bold and beautiful. A selection of colors including Brick Red, Pine Green, Chocolate Brown and even Bronze are now available on low-maintenance vinyl window frames and grids.

The really good news is that window manufacturers today understand that you may love the look of a Brick Red window frame on the outside of your home, but it doesn't have the same appeal on the inside. That's why they offer "split color windows" where you can have one color on the exterior, and a different color on the interior. You can even request woodgrain laminates on the interior to complement your furnishings and wood floors.

So go ahead and add color to your window exteriors ... it's a great way to increase the flow of "top down color" on the outside of your home!

{you've got your color}



Congratulations, you've selected your colors!

Color has the power to communicate, to affect your mood and influence your environment so it is important to choose wisely. By following these simple steps you have made good choices and found a color scheme that works beautifully for your home and reflects your personal tastes.

Doesn't it feel great to know in advance that you are going to love your new color scheme? That you are going to be happy with the colors for the life of the quality exterior products (some with warranties up to 50 years) that you are purchasing?

**All it took was a little
{FRESH} thinking!**

To create this guidebook, I worked closely with several companies, including DaVinci Roofscapes, Fypon, Simonton Windows and Therma-Tru. I choose each company because they offer colorful, high-quality, low-maintenance products that enhance a home's exterior. I hope you will consider working with these companies when choosing products for your home.

Kate Smith



DaVinci Roofscapes manufactures award-winning polymer slate and shake roofing tiles that are virtually maintenance free and far more cost effective than natural products. DaVinci leads the industry in tile thickness, tile width variety and the greatest selection of subtle earth-toned colors. Company products have a 50-year limited warranty and are 100 percent recyclable.

For information, visit www.davinciroofscapes.com or call 1-800-328-4624.



Simonton Windows produces ENERGY STAR® qualified vinyl replacement and new construction windows and doors, including a line of impact-resistant products. The company's hallmarks include superior quality products, outstanding customer service, dependable warranties and delivery of "made-to-order" vinyl windows in five days or less under normal business conditions.

For information, visit www.simonton.com or call 1-800-746-6686.



Fypon offers thousands of decorative millwork elements in a variety of architectural styles to enhance the interior and exterior of homes. Each piece is crafted from tough, weather-resistant, high-performance materials that are resistant to decay, insect infestation and water damage for long-lasting beauty and low maintenance.

For information, visit www.fypon.com or call 1-800-446-3040.



Therma-Tru is the nation's leading manufacturer and most preferred brand of entry doors. Founded in 1962, Therma-Tru pioneered the fiberglass entry door industry, and today offers a complete portfolio of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components.

For information, visit www.thermatru.com or call 1-800-537-8827.

{about kate smith}

Color is her passion. Helping you to enjoy it - understand it - have fun with it - go wild with it - and use color confidently is her purpose.

Kate Smith is a color expert and career color trend forecaster. Kate is a design lover, and color inspiration maven. Above all, Kate is an inspirational keynote speaker and seminar leader, blending color theory and psychology into entertaining and informative talks that bring color to life.

