

{FRESH} AND NATURAL

TOP DOWN NATURE INSPIRED COLORS FOR YOUR HOME



By Kate Smith, CMG, ICS



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DaVinci Roofscapes



Book Design: ArtVersion Interactive Agency

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{INTRODUCTION}

It's an odd dilemma. You need a new roof but you don't want a roof that looks new. We get it. The natural aging process requires years of exposure to bring out something special in the texture and color of real wood shakes. This was the inspiration for the Nature Crafted Collection™ from DaVinci Roofscapes®. The result is a distinct assortment including three colors aged to the point of perfection: Black Oak, Aged Cedar and Mossy Cedar.



BLACK OAK

gives the impression that the roof has withstood many rainstorms and damp days.



AGED CEDAR

embodies the graduated hues of cedar that have weathered from the natural orange/brown to more of a deep reddish brown.



MOSSY CEDAR

features a greenish veil of color that replicates the look of moss that adds so much charm to homes.

The aging process adds character to a roof but it can be detrimental to natural cedar. Achieving the same look with composite multi-width and single-width shakes is a worry-free alternative. Best of all, the roofing is maintenance-free and the look will be retained for a lifetime.

The idea of items being “perfectly imperfect” speaks to an appreciation of process, use and aging, together with classic durability. Known for quality and resilience, the latest development in their proprietary color technology allows DaVinci Roofscapes to create colors that appeal to the homeowner who desires a roof with a patina that --- until now --- could only be created by being exposed to Mother Nature for years.

The Nature Crafted Collection celebrates a moment in time when cedar shakes naturally take on a rich aged tone resulting from exposure to the elements. No two shakes are alike in this collection, providing an extension of nature in the form of unique composite roofing tiles. The process DaVinci Roofscapes uses to create this collection results in colors that are versatile, natural, and a bit rustic. Just perfect for adding curb appeal to your home.

A {FRESH} APPROACH TO SELECTING EXTERIOR COLORS

When building or renovating, each product and color you choose serves as an opportunity to develop a style statement, enhance curb appeal and add to the resale value of your property. The key is to select colors and materials that complement one another and create a unified and welcoming appearance.

For many homeowners, choosing the materials and products for their exterior is easier than selecting the colors. Picking a color for one item can be difficult; having to select several harmonizing colors for an entire exterior can be intimidating. However, there's a way to make this challenge easier.

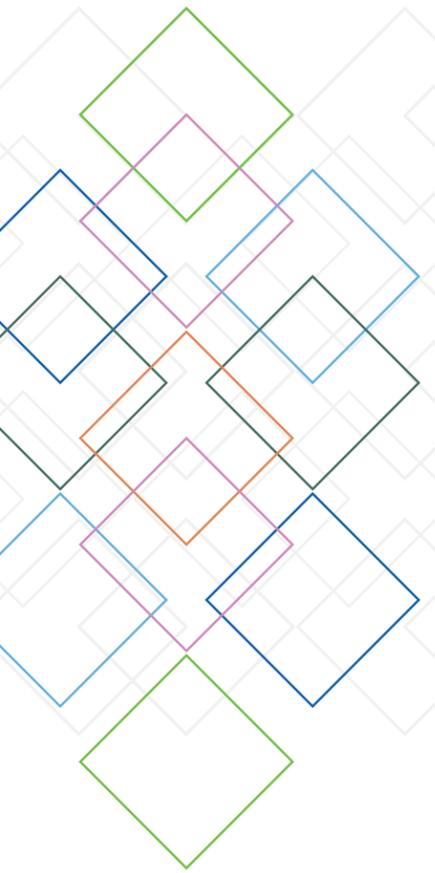
The FRESH approach walks you through the process of creating an eye-pleasing color palette for your home exterior from the top down. It isn't difficult when you use FRESH thinking to select the right color for each element of your home's exterior: roofing, siding, doors, windows, shutters, trim and accents.

This guide focuses on color options for homes with roofing colors from the Nature Crafted Collection. However, you can apply these same principles with any colored roof.



{FRESH}

represents an easy-to-follow and reliable approach for selecting harmonious color palettes.



By considering these five points you will be able to pick the perfect colors for the outside of your home:

Fixed Features

Regional Colors

Environment and Surroundings

Style of the Home

Historic Colors

FIXED FEATURES

No home is a blank canvas. There are many things to consider as you select your colors, with the most influential being the fixed features. Fixed features are the elements of your home that do not change often, if ever.

These include items such as:

- Foundation materials: brick, stone, concrete, etc.
- Roofing shingles: style, color, and material.
- Chimney structures: brick, stone, or stucco.
- Porch, steps, retaining and walkways: brick, stone, cement.
- Decks and patios: wood, brick, concrete, composite, etc.

The fixed features may be constructed of different materials but they will usually have a common color or color cast. Look at the fixed features of your home and more than likely you'll begin to see some repetition of color tones. This repetition allows different materials and textures to all work well together.

When choosing colors for items such as your roof, find a color or variety of colors that also includes the predominate color or color cast of the existing fixed elements. All of the colors don't need to match the existing colors, but they should harmonize. The same is true when you are building a home from the ground up.

REGIONAL COLORS

Regional color preferences come from a blend of the region's natural characteristics, such as climate, topography, landscape and quality of the natural light. Other influencers include housing styles, available materials and the cultural history of the area.

ENVIRONMENT AND SURROUNDINGS

As you determine colors for the outside of your home, take into consideration the overall look of buildings in the area. While you don't want your home to be a twin of another home close by, you will want your home to blend in with surrounding homes. **Consider the context of the home and choose colors that will stand out while still fitting in.** Find colors that both express your individual style and complement the other homes in the area.

STYLE OF THE HOME

The architectural style of your home is the next part of the color equation to consider. Your color scheme should "fit" the design of your home. Color and materials support the home's look and architecture, not vice versa.

HISTORIC COLORS

Traditional color schemes have a sense of stability and permanence because they have been seen throughout history. Most times they feel like they will continue to be in style for years to come. **The good news is that many, if not all, of the popular exterior paint colors used today have their roots in the past.** Even if your home is new, you might be inspired by the schemes, styles and elements of historic colors that have stood the test of time.

The FRESH approach guides you to consider these top five areas that most influence the colors that will look best on your home's exterior. By thinking about each of these key areas you will be able to make good choices and find a color scheme that works beautifully for your home.

See how this process works starting with one of the three colors in the Nature Crafted Collection.

BLACK OAK

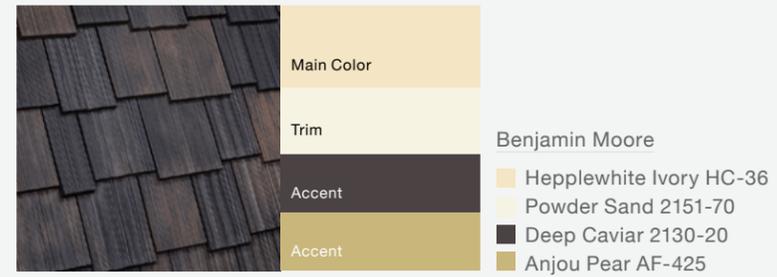
Black Oak has age and character. Think of wood exposed to the changing weather of four seasons for many years. The natural aging over the years brings out something special in the texture and color of wood shakes. It is this special quality that is preserved with a Black Oak roof.

To bring out the beauty of a Black Oak roof, use nature based colors that have been toned down a bit. You want the other elements of your home to also look like they have withstood the test of time rather than being brand, spanking, new. Here are five inspired color schemes that complement Black Oak.



DaVinci Black Oak

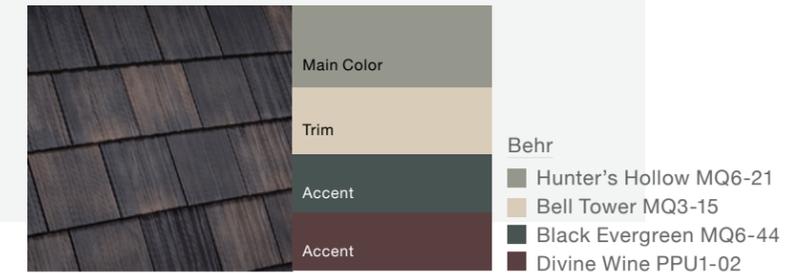
Beige is a classic main color with off-white trim and brown accents. Add a pop of color to the front door with a deep, rich color. Spicy red is a great choice but there are many colors that could work with this scheme --- so pick your favorite.



DaVinci Black Oak

Another classic scheme is ivory with creamy trim and brown accents. When using a lighter main color, a middle tone gold looks inviting.

Green that borders on gray is a color popular with today's homeowners. Add tan trim, a green so deep it almost looks black, and a wine-colored door for a winning combination.



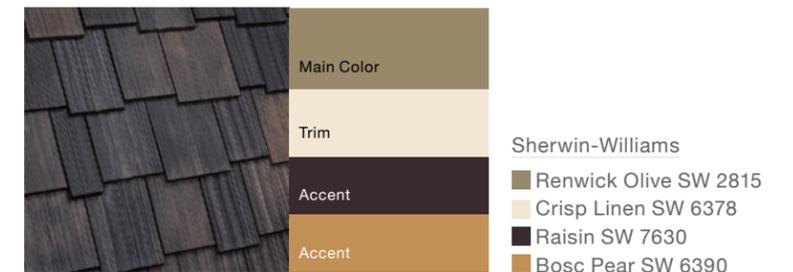
DaVinci Black Oak



DaVinci Black Oak

Try a fresh take on the color green with a muted yellow-green house color. Use off-white and dark chocolate brown with berry undertones for accent and trim. Last, give the scheme a modern edge with a blue-green door.

A color scheme of olive green and gold may sound retro, but don't think vintage avocado green and harvest gold. Instead, imagine much more sophisticated olive green and historic gold accents.

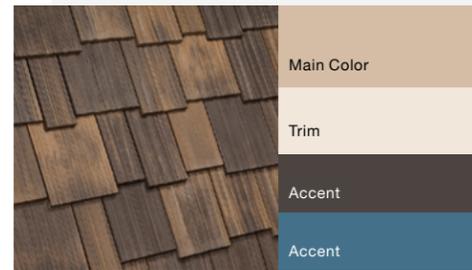


DaVinci Black Oak

These are just a few of the many color schemes that would look amazing with a DaVinci Black Oak roof.

AGED CEDAR

Aged Cedar has the patina of shakes that have been protecting a home for many years. The color tone reflects a warmth and depth that up until now hasn't been able to be duplicated in a composite roofing product. With Aged Cedar (or any color in the DaVinci shake product line), once installed anyone would believe the roof is real wood, not a much longer lasting and more durable composite roof.

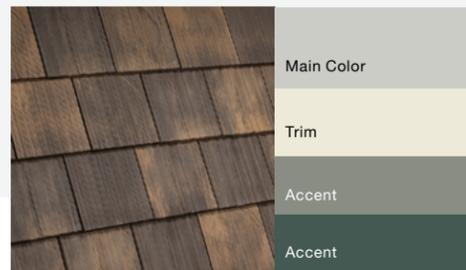


DaVinci Aged Cedar

Main Color	Behr	Renoir Bisque PPU4-14
Trim		Cottage White OR-W09
Accent		Espresso Bean PPU5-01
Accent		Living Stream M490-6

Warm neutral colors always work with cedar and are especially nice when matched with an Aged Cedar roof. Espresso marries the color palette to the colors in the roof. For the front door, any blue – deep, medium or light – creates an eye catching focal point.

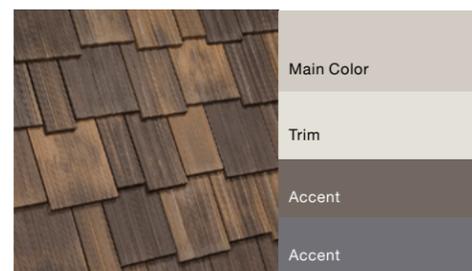
Gray, always a popular choice for a main exterior color, can be paired with two shades of green for a nature-based yet sophisticated color scheme.



DaVinci Aged Cedar

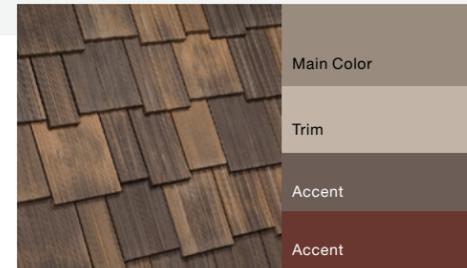
Main Color	Benjamin Moore	Stonington Gray HC-170
Trim		Seashell 926
Accent		Cos Cob Stonewall 1483
Accent		Goodwin Green CW-555

Our idea of the perfect exterior color scheme is one that fits into its surrounding yet is so beautiful that it stands out and makes you take notice. This is one of those schemes. The soft, warm gray exterior and tonal trim are set off by the deep, warm gray and plum accent colors. People will take a few extra seconds staring as they try to figure out exactly what makes this scheme so striking.



DaVinci Aged Cedar

Main Color	Sherwin-Williams	Popular Gray SW 6071
Trim		Heron Plume SW 6070
Accent		Garret Gray SW 6075
Accent		Expressive Plum SW 6271

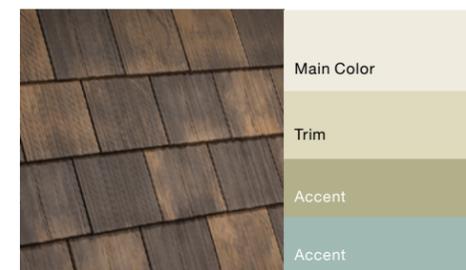


DaVinci Aged Cedar

Main Color	Sherwin-Williams	Tavern Taupe SW 7508
Trim		Pavilion Beige SW 7512
Accent		Homestead Brown SW 7515
Accent		Rustic Red SW 7593

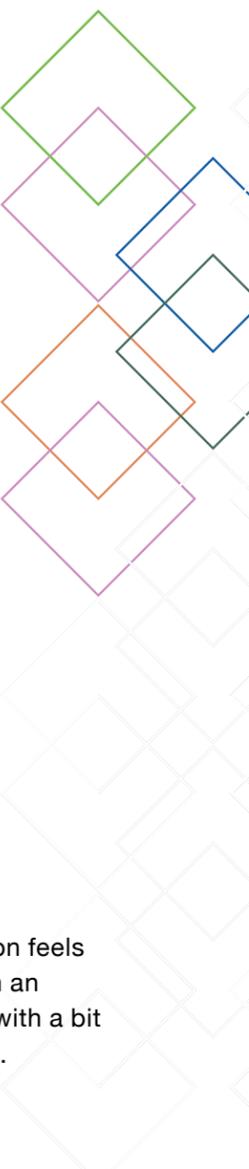
Taupe, tan and beige are all classic colors to pair with cedar. This taupe, beige and brown combination feels right at home under an Aged Cedar roof. Keeping the colors toned down creates a cohesive look with an aged roof. The front door is no exception. While the color can be bold, you can take the newness off with a bit of gray mixed in. For this winning color scheme, a rustic red is a better fit than a bright fire engine red.

Cedar shakes have always been popular in coastal communities. To keep the beach vibe, a lighter scheme might be just what you have in mind. A not-too-bright white, together with an unexpected combination of yellow-green and blue-green, gives a fresh, seaside relaxing feel.



DaVinci Aged Cedar

Main Color	Valspar	Chef White 7002-15
Trim		Silver Splendor 7006-20
Accent		Backwoods 6004-3C
Accent		Tropical Bay 5002-3C



MOSSY CEDAR

Mossy Cedar has the look of cedar shaded from direct sunlight. The aging process in these conditions gives the roofing material a slightly moss green cast. This is exactly the look mimicked in the Mossy Cedar shakes from DaVinci Roofscapes.



DaVinci Mossy Cedar

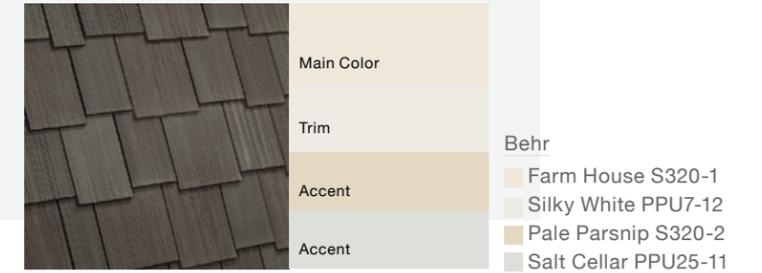
Following my guide [FRESH Home Exterior Colors](#), you might think that when using this roof color that your exterior color scheme needs to include green because there are green tones in the roof. While you can use unique shades of green as I have in the color palettes above and to the right, it is not a “must include” when selecting your home’s colors. **A Mossy Cedar roof will work with any colors that blend with the underlying cedar color to create great curb appeal.**



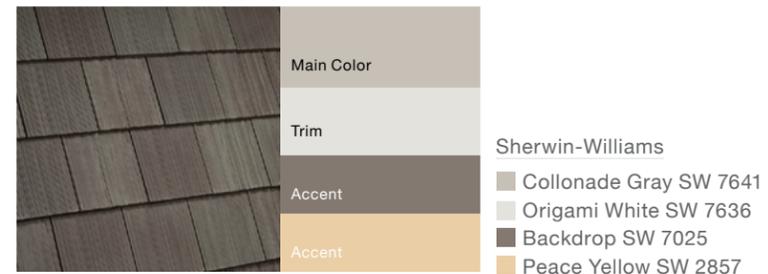
DaVinci Mossy Cedar

So, while green is wonderful with Mossy Cedar it does not have to be included in your color scheme. However, with schemes as attractive as the two shown here, don’t rule it out either.

When you have a roof with added interest, feel free to keep your color scheme simple. A cream or pale yellow with shutters in a darker shade of the same hue, white trim, and a door that has just a hint of misty blue-green creates a calming exterior.



DaVinci Mossy Cedar



DaVinci Mossy Cedar

A quiet, tonal scheme of warm grays gets a shot of energy from a sun-kissed front door.

Another classic scheme that is beautiful with a Mossy Cedar roof is a combination of tan, brown and clay. The warm tones give a nod to the underlying cedar color and complement the green color cast.



DaVinci Mossy Cedar

With Mossy Cedar you can bring the beauty of an aged roof to your home knowing the roof will look exactly the same decades from now as it does today.

YOU'VE GOT COLOR!

CONGRATULATIONS, YOU'VE SELECTED YOUR COLORS!

Getting a FRESH and natural look to your home exterior can be as easy as following the simple steps outlined in this e-book. Plus, we've got even more ways to support your passion for color.

Visit the free Top Down Color™ visualizer from DaVinci Roofscapes to quickly see how the exterior of your home can be changed.

Available at www.colormyroof.com the "roof to ground product and color selector" offers a fast way to visualize how different colors and products can enhance your home's curb appeal. Fast and simple to use, either upload your own home exterior image or use one of 10 home styles we've made available. And, best of all, you have the option to see how colors in the Nature Crafted Collection can look on your home!

While you're at the DaVinci website, visit our "Color & Inspiration" section to download our free *FRESH Home Exterior Colors* and *FRESH Color Schemes for Your Home Exterior* ebooks. You can even send us your color questions and see colorful project profiles.

Visit today and let's get FRESH!

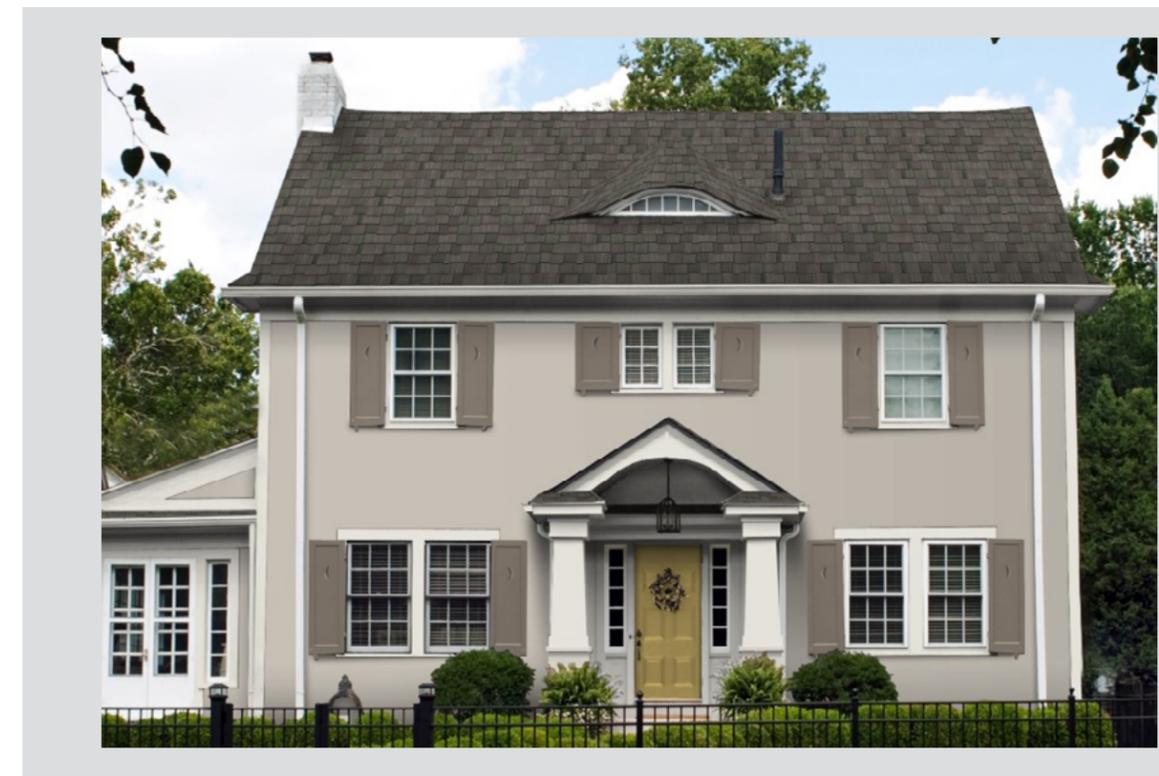
Download all {FRESH} ebooks in this series [here](#)



NEED HELP DECIDING?

I will answer your questions and offer advice to help guide you through the process of choosing a color blend for your DaVinci roof to beautifully complement your home. Since these tiles will last a lifetime, I want to help you be absolutely sure that your DaVinci roof is exactly what you envisioned.

There is no limit to the length of your question. Please include as much detail as possible, including up to five photos, to allow me to provide you with the best advice. Submit your request at [DaVinci Roofscapes](#).



ABOUT PAINT COLORS SHOWN IN THE PALETTES

The paint colors used in the color palettes in this ebook are from:

BEHR® | Benjamin Moore® | PPG The Voice of Color® | Sherwin-Williams® | Valspar®

ABOUT KATE SMITH

KATE SMITH, ICS, CMG

International Color Expert
President & Chief Color Maven, Sensational Color



Kate Smith is a well-recognized color expert sought out for her unmatched ability to show homeowners how to put together a FRESH color scheme for their home's exterior.



”

We really appreciate the insights and guidance Kate offered as we were deciding on which roofing color to select. This service from DaVinci was truly valuable as we chose our new composite roof.

~ Scott Chambers

”

The DaVinci team was as excited as we were about the challenge of custom creating the color for our roof. They worked with us to develop a color combination of Midnight Gray and Cottage Red that really 'pops' and gives a positive first impression of our home while helping define the roof lines and architectural style.

~ Carol Knoff

”

When we were selecting the color for our new roof we found that both the DaVinci website and Kate Smith's expertise were extremely valuable. Now we've got a roof that adds true curb appeal to our home!

~ Mandy Helseth

