

20  
19

**Build**



Royal® Building Products  
**Color Trend of the Year**

# SLATESCAPE

<b>3</b>	Color Trend of the Year
<b>4</b>	Feature Palettes
<b>16</b>	Design Accents
<b>18</b>	Lookbook
<b>20</b>	Product Guide
<b>22</b>	Design Tools

This is what it looks like to be endlessly cool and deeply wise. To depict our nature-inspired Color Trend of the Year, Slatescape, through a color we call Storm. Let it serve as both centerpiece and complementary element to build your palettes and dreams. Use the succeeding pages to peek into all the ways you can use Storm and its color conspirators to emanate calm and build drama.



Some palettes embrace you like family, while gently spurring you to take chances. That perfectly describes our Majesty palette—balancing the cool and the warm, the stately and the heroic, the neutral and the extroverted.

**Storm**  
Portsmouth™ D7" Shingles

**Pebble Clay**  
Trim  
Columns

**Sand**  
Royal® Board & Batten

**Redwood**  
Front Door  
Garage Door





Our Forest palette organically brings the natural world home—  
 by combining comforting earth tones with our lead Storm color.  
 It translates into curb appeal that resonates with home styles of  
 virtually every variety.

■ **Storm**  
 Haven® D6™ Traditional  
 Haven® Board & Batten

■ **Granite**  
 Haven® D6™ Traditional  
 Haven® Board & Batten

□ **White**  
 Trim

■ **Green**  
 Shutters  
 Front Door



This crisply balanced, refreshing combination of dark and bright colors quenches the thirst for contemporary—lending a sophisticated presence to home styles ranging from Cape Cod to Craftsman to Eclectic.

■ **Storm**  
Portsmouth™ Hand-Split Shake  
Haven® D7™ Traditional

■ **Midnight Surf**  
Haven® D7™ Traditional

■ **Royal**  
Shutters

□ **White**  
Garage Door  
Trim

■ **Blue Gray**  
Front Door  
Trim





In our Alpine Lake palette, Yellow Birch lends a sunny disposition to Storm and Blue Gray. It's a great way to liven up a Traditional, or any other home style for that matter.

- Storm**  
Royal® Board & Batten  
Trim  
Columns
- Blue Gray**  
Royal® Estate D5D  
Garage Doors
- Yellow Birch**  
Front Door



Our carefully chosen palette of bold, dark color, along with warm and cool neutrals proves one thing: when it comes to curb appeal, contrasts are worth celebrating.

■ **Storm**  
*Woodland D45 Traditional*

■ **Pebble Clay**  
*Portsmouth™ Half Rounds*

■ **Urban Bronze**  
*Trim*

■ **Rockslide**  
*Front Door  
Garage Door*





Color can be cool and invigorating, especially with our Coastal palette. Here, bold Storm and Marine Blue play a curb-appealing counterpoint to White trim, creating a starkly beautiful highlighter effect.

**Storm**  
Portsmouth™ D7 Shingles

**Marine Blue**  
Portsmouth™ D7 Shingles

**White**  
Columns  
Trim





# Design Accents: How Color Makes Itself at Home

Color schemes—whether derived from our Color Trend of the Year or anywhere else—inspire virtually every part of your home. Roof gables, entry areas, garages and landscaping all benefit from a complementary, curb appealing love of color. Need inspiration? Start here.



## Grace your gables

Give your gables the attention they deserve. Apply a deep, refreshing shade from our palette that plays well with our hero Storm color.



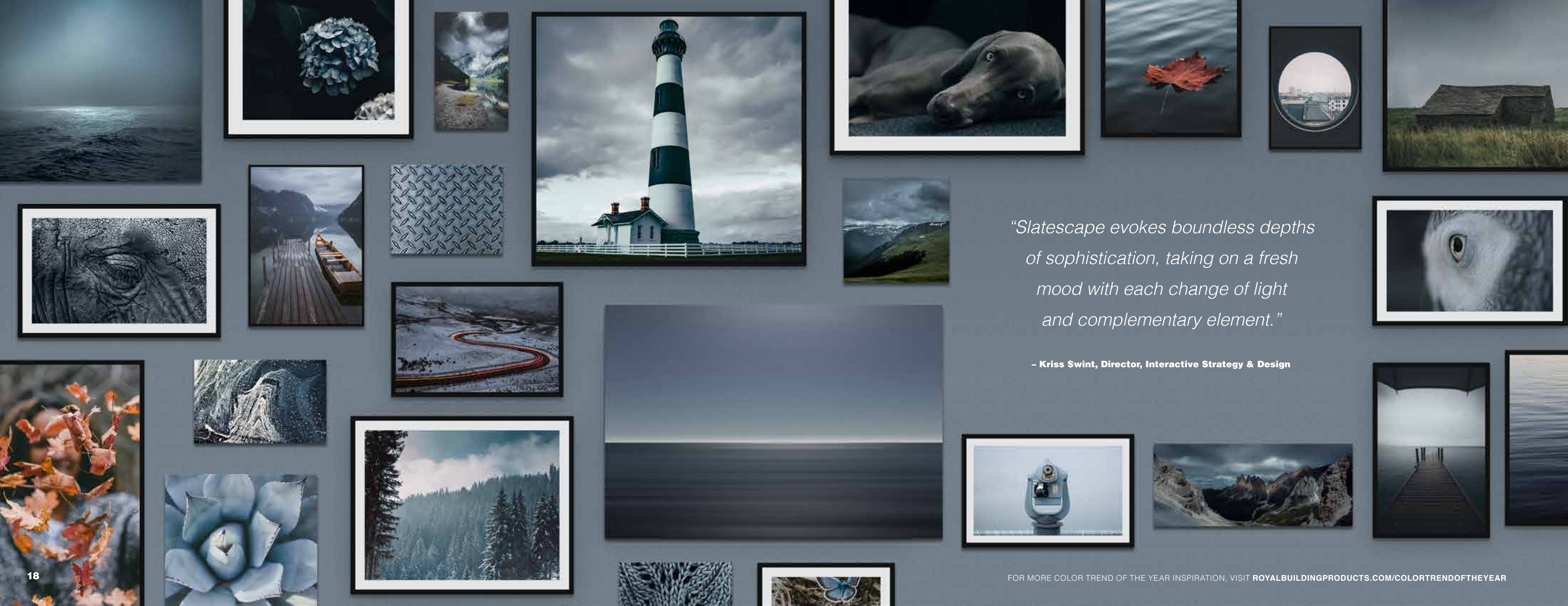
## Dress your doors

Your front door is more than a passageway. It's an opportunity to add flashes of compelling curb appeal with displays of bold color.



## Wow your windows

Windows were created to be highlighted, so choose color that pops off either your main or accent siding color. Be brave and go with a bold shade in the shutters.



*“Slatescape evokes boundless depths of sophistication, taking on a fresh mood with each change of light and complementary element.”*

**- Kriss Swint, Director, Interactive Strategy & Design**

# Product Guide

Each siding style contributes to curb appeal in its own way. See how different textures and characteristics harmonize with home architecture types to work their magic.



## **Traditional**

Its versatility works beautifully with any home style and complements any color palette. Narrow and wide faces reveal subtle shadow lines.



## **Dutchlap**

Captures the hand-carved look of early American homes, adding charm and elegance to classic Colonial style homes.



## **Board & Batten**

A distinctive, trending siding profile that creates dimension as a main or complementary element. Popular with Craftsman and Farmhouse home styles.



## **Shake & Shingles**

Brings dramatically textured, rustic ambience to a variety of coastal home styles.



# Design Tools and Inspiration

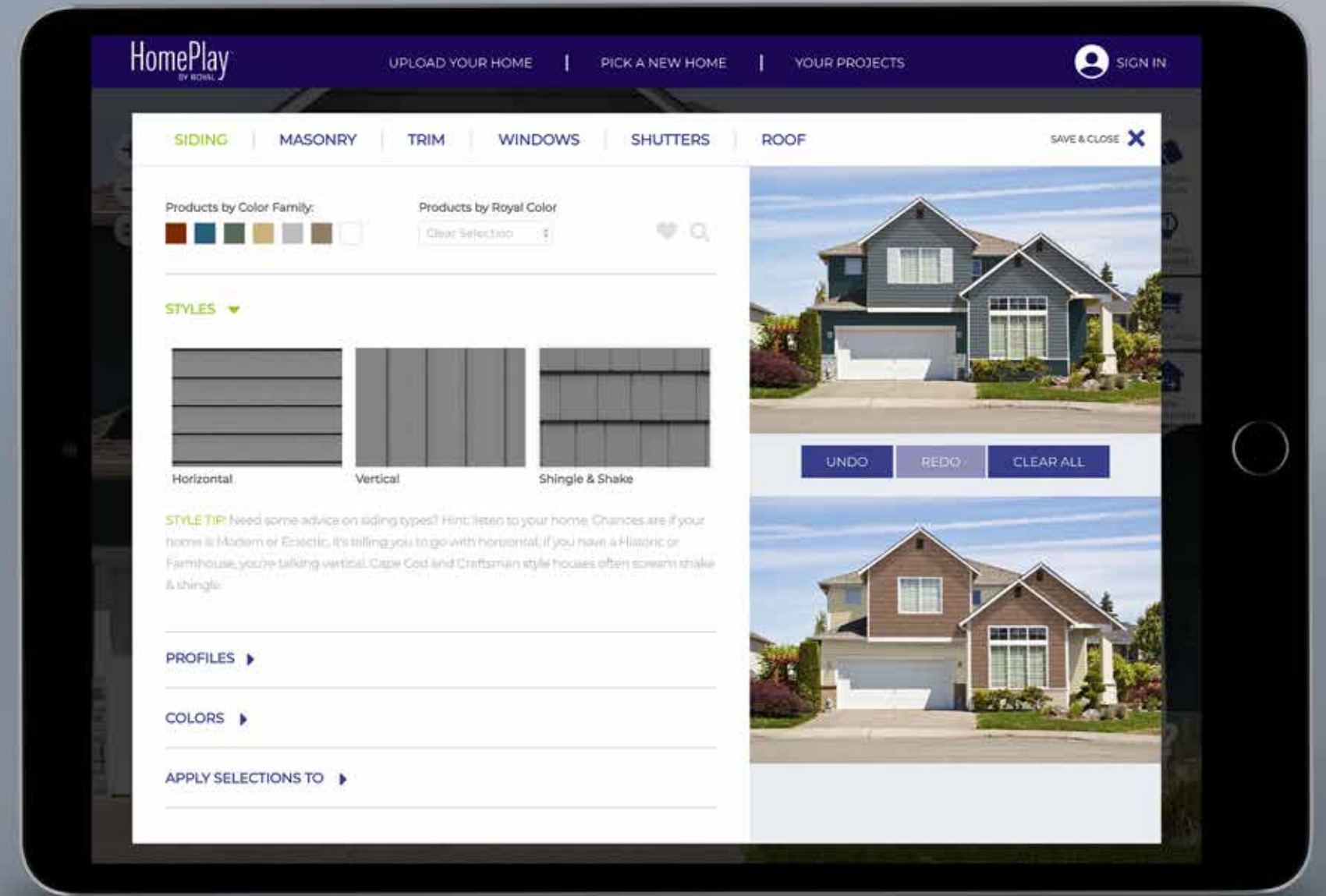
## HomePlay™

Design elements often wander around your head before they work their way onto your home. Our HomePlay™ virtual design tool lets you arrange and rearrange colors, textures and looks long before you make a remodeling move. Visit [HomePlayByRoyal.com](http://HomePlayByRoyal.com).

## LiveAbode™

Home is how we express the most important part of our lives.

So to help you make the most of your investment, and realize any creative statement you wish to make, we created LiveAbode. It's an online design magazine that will fuel you all year long with ideas, tips and inspiration. Visit [LiveAbode.com](http://LiveAbode.com).



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™



CELECT® CELLULAR COMPOSITE SIDING



ZURI® PREMIUM DECKING



ROYAL® TRIM & MOULDINGS



ROYAL® VINYL SIDING



HAVEN® INSULATED SIDING



ROYAL® SHUTTERS, MOUNTS & VENTS



CEDAR RENDITIONS™ ALUMINUM SIDING



PORTSMOUTH™ SHAKE & SHINGLES