We love our colors!
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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 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.

*S Colors from Sherwin-Williams
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 Color for Windows, 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 window grids 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.

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**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.

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**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.”
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.

FRESH color schemes

- Slate Black & Slate Gray
- Tahoe Blend
- Left Blend

- New Black
- Chocolate Raspberry
- Dark Meadow

- Tangerine Tango
- Montpelier Red Velvet
- English Walnut

- Café Blue, Gilded Linen, Chocolate Raspberry, Montpelier Red Velvet
- Green Garlands, Dark Meadow, Possibility, English Walnut

* Colors from Valspar

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

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 standout and add visual interest.

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.

**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.

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*Images courtesy of Belden Brick*
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.
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.

Identify Other Colors That Need To Be Considered

The homeowners didn’t love the dark color of the brick 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.

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.

Select Color for Windows, Trim & Shutters

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.

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—a 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.

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.

Is Any Other Color Needed?

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

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.

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?
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.

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.

- Quite Red
- Oatlands Violet
- Ibis Rose
- Homestead Resort Sunwash, Cincinnatian Hotel Filson Blue, Oatlands Violet, Grand Hotel Awning Yellow
- Woodsmoke, Royal Gray, Snowcap White, Ibis Rose, Porcelain Blue

* Colors from Valspar
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.

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.

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.

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.

Select Color for Windows, Trim & Shutters

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.

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.

Find Your Front Door Color

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.

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

No

Yes

Is Any Other Color Needed?

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

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.

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.
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.
Appearance 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 1900s 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.

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 Color for Windows, 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.

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.

6. **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.
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
start at the roof

identify other colors that need to be considered

choose your main color

select color for windows, trim and shutters

find your front door color

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 Ledgestone 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 Color for Windows, 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.
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

roof
- Weathered Green
- Slate Gray
- Mountain Blend

windows
- Taupe
- Greige
- Adobe

door
- Kennon Ivy Dark
- Barry’s Babylon
- Grand Teton Clay

FRESH color schemes
- Tiffany Taupe, Taupe, Kennon Ivy Dark
- Moss Green, Greige, Barry’s Babylon
- Adobe, Taupe, Grand Teton Clay

Asymmetrical sloping rooftops and gables of varying sizes and heights are made of materials that match the blend features of modern culture of homes.
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 Color for Windows, 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 other 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.

   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.

   **Is Any Other Color Needed?**

   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!
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.
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.

sensationalcolor.com