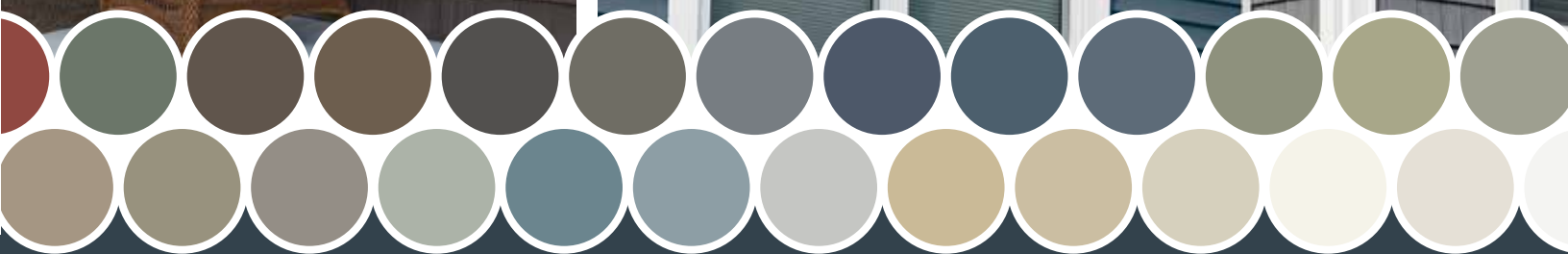




WOLVERINE
by certainteed

MADE TO ENDURE



THE SECRETS TO
COLOR SUCCESS



MARINE BLUE

GLACIER WHITE

GRASSLANDS

SPRING MEADOW

CANVAS

Making intelligent color selection

Choosing the colors for your home's exterior should be fun – but knowing where to start isn't always easy. We created this color and design guide to give you a few ideas for putting together a great new look for your home. So sit back, relax, and most of all, be brave. Choosing color is easier than you think.

Cover:

House peak in Grasslands, porch in Rustic Oak and second floor house in Harbour and Smoky Steel

Colors throughout this brochure are simulated. Consult product samples before final selection.



WHITE

TWILIGHT GRAY

HOW TO USE THIS COLOR GUIDE

Wolverine can help take the guesswork out of choosing exterior colors. We've put together some of the best siding and trim color combinations, and through this step by step guide, you will learn the steps to choosing your home's perfect color combination.

Tips to Get Started

Siding covers about half of the exterior of an average home, and it is the most important color choice you will make. Roof color has about 20% visual impact. Accent, shutter, door and trim colors are the details that complete your home's look.

Also, your roof and any brick or stone accents can give you a place to start when choosing a color scheme. You may want to highlight your home's best features with contrasting trim and corner posts to draw attention.

Gather Your Ideas

Look at magazines, or drive around your neighborhood to see what you like best. Keep notes or take photos or the colors you like and you'll begin to notice a pattern. This will be an important step as you narrow down your color choices. Having an idea of what colors you really like can make choosing your home's exterior a lot easier.

Remember to Look at Real Color Samples

Ask your contractor or builder to show you large samples of the colors you like best. It is also helpful to take samples outside to see how the color looks in natural light on all sides of your home. If your home has any brick, stone or wood accents, see how the sample complements or contrasts that existing building material.

STEP BY STEP TABLE OF CONTENTS

Architectural Style..... **4-5**

Your Surroundings **6-7**

Current Considerations **8-9**

Personal Taste..... **10-11**

Color Theory **12-13**

Finishing Touches **14-15**

Your architectural style

The first step is considering the architectural style of your home. Specific styles point to the use of appropriate color schemes. Non-specific styles may offer clues that can guide your color choices. Even if your home does not fall into a specific category or architectural style, see if you notice details that are reminiscent of a particular style. Selecting colors that are in alignment with those clues can give your home a sense of "rightness" or appropriateness of color selection.

Colonial homes were traditionally painted all white, at a time when pigments were too expensive to be used on entire homes. You can never go wrong with a classic all white color scheme on a Colonial style home.

GLACIER WHITE

WHITE





CAROLINA BLUE

WHITE



CANYON
RIDGE

CANVAS

Cottage style homes leave rooms for more whimsical color schemes. This cottage-style home would feel fine in a neutral but it really comes to life with a cheerful color.

Craftsman details like gable brackets and window detail point to earthy color schemes.



MOCHA
BROWN

SPRING
MEADOW

NATURAL
SAND

Craftsman and Bungalow styles originated in an era when earth tones were popular. As a result, these homes will always feel best in more muted schemes.



REDWOOD

GLACIER
WHITE

Red is a great selection for a home where the porch details and rooflines suggest a farmhouse style.



MARINE
BLUE

WHITE

If your home is without defining features that point to a particular style direction, you get to choose!

Know your surroundings

Next step is to look around you and see what is going on in your immediate surroundings. If you live in a densely built community, it is preferable to not repeat a color that appears too close to your home. If there is a blue house across the street, it might be better to steer away from that particular blue. If you live in a more sparsely built situation, where your home is isolated from others, then you have more latitude when choosing a color.



Geography matters, too! Do you live in a coastal cottage community or an area where craftsman style bungalows are nestled into a wooded environment? The surrounding landscape will give you clues about your ideal color palette.





SAND
DRIFT

GLACIER
WHITE

YOUR PROPERTY

Now, let's consider the land your home actually inhabits. Are you close to the street or set back? Is the house small or large?

Color impacts how your home sits on the land. Light colors that stand out from the landscape can make your home look larger.



BLUESTORM

NATURAL
SAND

If you'd like your home to settle, either into the landscape or away from the street, a darker color will help it recede.



REDWOOD

GLACIER
WHITE

Bright colors will always draw the eye away from your surroundings, whereas colors that appear more neutral will provide balance between architecture and setting.



Finding your personal taste

Now it is time for some soul searching about the colors that make you happy. Are your choices usually bold or do you feel more comfortable with quiet colors? The goal is to feel pleasure each time you arrive home and what makes you happy is a very personal decision.





Looking at other houses around your city or town, notice what feels right to you and what grates on your nerves. This may include the colors themselves, the number of colors used in a scheme, and the level of contrast between the body color and trim color. Considering those variables will help you refine your sense of personal taste.

A classic color scheme may have broader appeal to more buyers. Your new siding will last many years and if you plan to stick around, you have more latitude to have some fun and choose colors that express your personal style.





Staying put, or ready to sell?

How long do you plan to stay in your home? If you expect to be moving in a handful of years, you probably want to consider a more conservative color scheme. This does not have to mean boring, but it is wise to avoid colors that may feel too "out there" to potential buyers. Remember that what feels popular now may feel dated in five years when it's time to sell.



Working with what you have

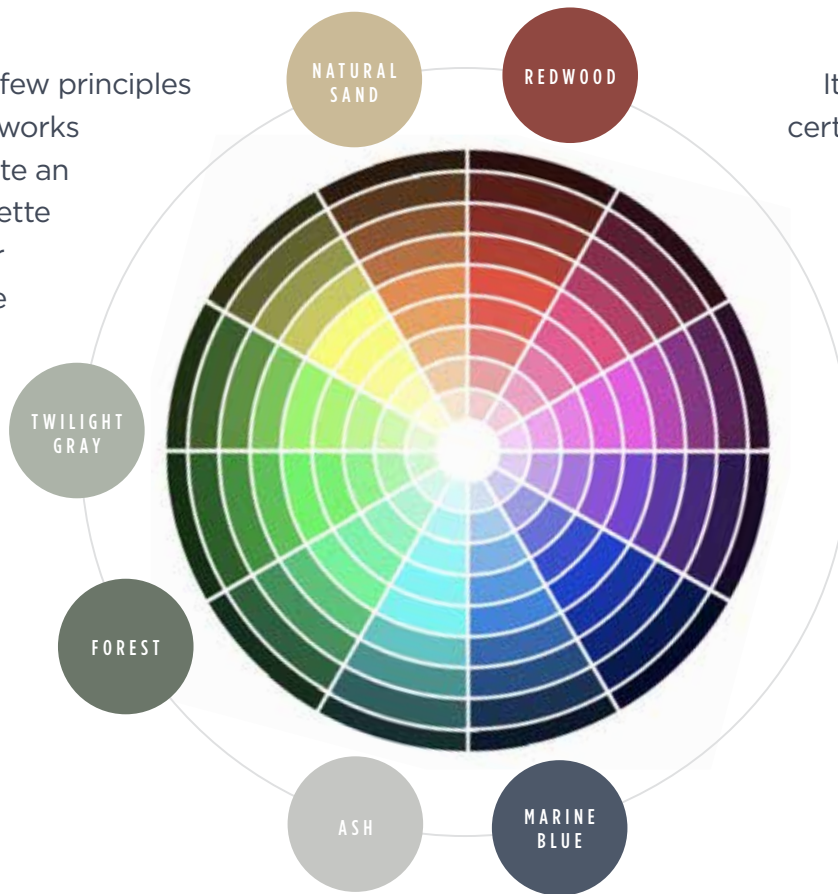
It is important to analyze the fixed elements of your home's exterior when selecting color. Is there stone or brick on your facade and if so, what color is it? How about your roof? Will it need to be replaced any time soon or will you be looking at that color for along time?

We never see colors in isolation -- it is always about the combination of materials, both color and texture. Decide whether you like your fixed materials and want to enhance them or whether you'd prefer to minimize their prominence.



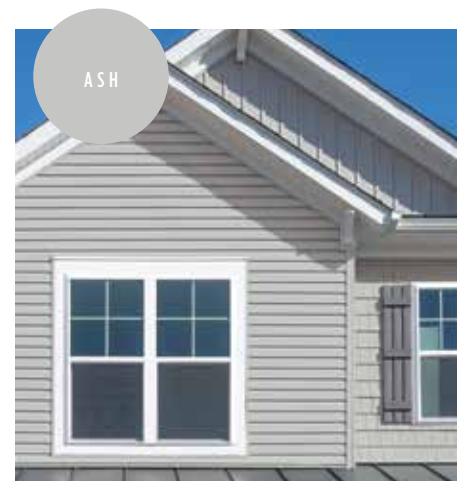
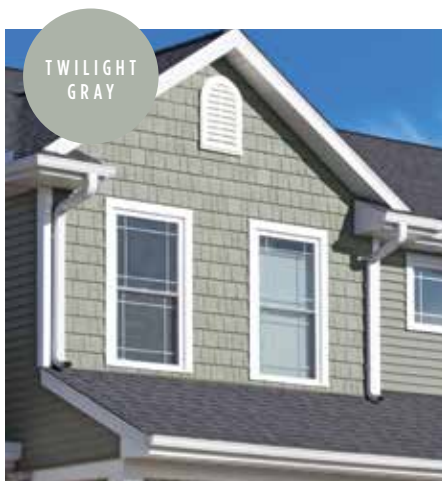
Putting color theory into practice

Understanding a few principles about how color works will help you create an exterior color palette that fits with your architectural style and puts a smile on your face every time you arrive home.



It's pretty obvious where certain colors can be found on the color wheel. But even colors we consider "neutrals" still belong to a color family on the color wheel.

Understanding the underlying color of a neutral will allow you to combine colors with greater ease and help you avoid surprises.



Consider your roof color.



Notice how the Marine Blue, from the blue side of the color wheel, makes the orange roofing seem even more orange.

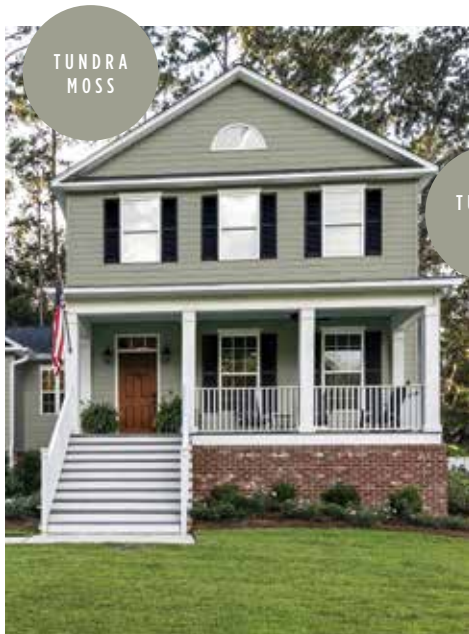


Some roof colors lean a little orange and the siding you select may either intensify the tone of the roof color or blend in with the roof.

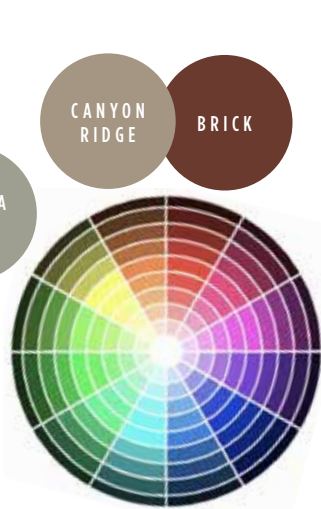


Whereas the Rustic Oak siding diminishes the orange appearance of the roof shingles because the siding color and the roofing color are from the same color family.

Here are two neutrals, which seem similar at first glance.



Tundra Moss, from the green family, will enhance the red tones in the brick because the two colors are from opposite sides of the color wheel. Instead of two seemingly neutral materials, these two "push" each other, potentially resulting in a pink and green house. It could be an appealing scheme for a cottage but not necessarily for a Craftsman bungalow.



They are both mid-tone neutrals and one might expect them to look roughly the same on their home. But if that home has accents of red brick, the end result can be quite different.



Canyon Ridge, which is a dark beige, is actually a darker member of the orange family, so dark you can't even see the red. But when you pair Canyon Ridge with the red brick, the brick settles in and feels less bold.

Finishing Elements

Siding isn't just white, tan and gray these days. Today's hot colors are bolder, darker and inspired by nature. Wolverine's Prestige® siding gives you a full selection of rich, dark colors that will set your home apart in classic style. These colors look beautiful on virtually any type of home and are well suited to work with stone, brick or wood accents.

However, if you prefer the traditional feel of subtle and softer colors over the dramatic look of darker colors, Wolverine also has a great selection of light to medium shades.



DETAILS MATTER

Subtle changes in color of siding or decorative trim can increase your exterior's curb appeal. Consider your home's architectural style before adding decorative trim to windows, doors, corners and porch areas. You can make your windows pop with a much lighter or darker trim or choose similar colors for a subdued look.



CONSIDER BOARD & BATTEN

Although you may choose a lighter color for the exterior of your home, you can add a unique look by combining types of siding. For example, you can feature both horizontal and vertical siding in the same color on your home. Board & Batten works well to highlight your garage, addition or porch area.



SOFFIT: FORM AND FUNCTION

The underside of the structure plays an integral part in the home's ventilation, which helps increase comfort inside the home and helps with energy savings. Choose from multiple profiles and colors that complement siding.

TIP: Choosing black soffit is a bold exterior color choice that helps add drama and highlight a home's architecture feature.



SHINGLES: BEYOND ACCENTS

Shingles work great as gable or dormer accents, but they can also work well as the primary siding for your home. You can also combine two different shingle colors to accentuate levels or transition areas of your home. The look of cedar shingles fits most rustic or historic homes, take a look in your neighborhood or in-design publications for ideas.

The Wolverine color palette

SIDING PRODUCTS	EXPRESSIONS COLORS										PREMIUM COLORS								COLORS								
	REDWOOD	FOREST	MOCHA BROWN	RUSTIC OAK	SMOKY QUARTZ	SMOKESTONE	SMOKY STEEL	MARINE BLUE	HARBOUR	BLUE STORM	SPRING MEADOW	GRASSLANDS	TUNDRA MOSS	CANYON RIDGE	RUSTIC CLAY	CASTLE STONE	TWILIGHT GRAY	LAKESHORE BLUE	CAROLINA BLUE	ASH	NATURAL SAND	RIVERSTONE	SAND DRIFT	CANVAS	GLACIER WHITE	WHITE	BLACK *
HEARTWOOD Single 7" Perfection Shingles	●			●		●	●		●				●	●	●	●	●			●		●		●	●	●	
HEARTWOOD PRO Single 7" Perfection Shingles						●			●					●	●		●			●		●				●	
PRESTIGE 044 Double 4" Traditional Clapboard	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PRESTIGE 044 Double 4-1/2" Traditional Clapboard	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PRESTIGE 044 Double 4-1/2" Dutch Lap	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BOARD & BATTEN Single 7" Vertical	●			●		●	●		●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●
WILDCREEK 042 Double 4" Traditional Clapboard	●	●				●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
WILDCREEK 042 Double 5" Traditional Clapboard	●	●				●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
WILDCREEK 042 Double 5" Dutch Lap	●	●				●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
WILDCREEK 042 Single 8" Traditional Clapboard																										●	
GROVELAND 040 Double 4" Traditional Clapboard												●	●		●	●	●		●	●	●	●	●	●	●	●	●
GROVELAND 040 Double 4-1/2" Dutch Lap												●	●		●	●	●		●	●	●	●	●	●	●	●	●
GROVELAND 040 Double 5" Traditional Clapboard												●	●		●	●	●		●	●	●	●	●	●	●	●	●
GROVELAND 040 Double 5" Dutch Lap												●	●		●	●	●		●	●	●	●	●	●	●	●	●
Soffits**	●	●		●			●		●				●			●											●
Standard Accessories [†]	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

*DARK COLOR

**See product catalog for specific color availability

†Outside and Inside Corner Posts, J-Channel



Wolverine has partnered with architectural color **consultant Amy Woolf** to help you select colors with greater ease and more confidence. Your contractor is your partner in selecting the very best quality materials for your home. That's why they choose vinyl siding from Wolverine. Trust Wolverine to deliver the best products and the most beautiful color palettes for a home you'll love for years to come.