

# HOW TO PICK SHINGLE COLORS TO COMPLEMENT YOUR HOME

## PERFECT PAIRINGS

Been outside lately? How much of your roof is visible? While it certainly plays an integral role in your home's energy efficiency and weather drainage, it's also an under-estimated element of exterior decorating. To help you get started, we've compiled our best tips for choosing the right shingle to match your unique home, neighborhood and style.

## THINGS TO CONSIDER

Your roof may account for up to 40% of your home's visual exterior. Consider the following to create a harmonized, cohesive design:



- 1 Climate & geography
- 2 Neighborhood & architectural style
- 3 Landscaping
- 4 Personal preference

## COLOR THEORY

Color has a psychological effect on each of us. Inspire emotion while expressing your unique personality, long before they even walk through your front door.

<b>GREEN</b> freshness earth healing environment envy	<b>BLUE</b> tranquility security trust intelligence coldness	<b>RED</b> love energy power strength anger	<b>BLACK</b> protection elegance dramatic formality mystery	<b>BROWN</b> friendly outdoors longevity earth conservative	<b>WHITE</b> goodness innocence clean pristine isolation	<b>TAN</b> dependable flexible crisp conservative dull	<b>GREY</b> security reliability intelligence solid gloomy

### DID YOU KNOW

Dark colors reduce and hide imperfections, while light colors enhance and enlarge, drawing eyes up towards unique architectural details like dormers and gables.

### DO'S & DON'TS

**DO TRY BEFORE YOU BUY.**  
Bring shingle samples home to observe at different times of the day.

### TREND ALERT

#### WOOD SHAKES

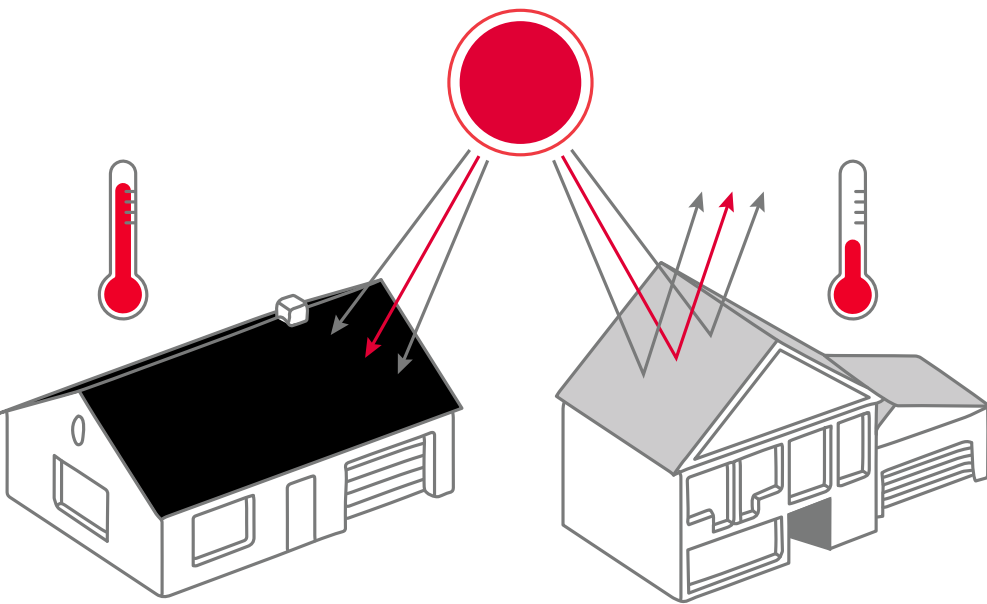
Get this rustic look by selecting asphalt shingles with a high-definition profile in brown, dark green or blue.

## WHERE YOU LIVE

When choosing a shingle color to match your home, always look at actual samples in different light conditions and remember that natural light varies considerably by location, not just time of day.

### LOWER YOUR CARBON FOOTPRINT

Look for shingles with high-reflectance granules. Now available in a range of colors, from white and grey to darker shades of grey and brown.



### GOING LIGHT?

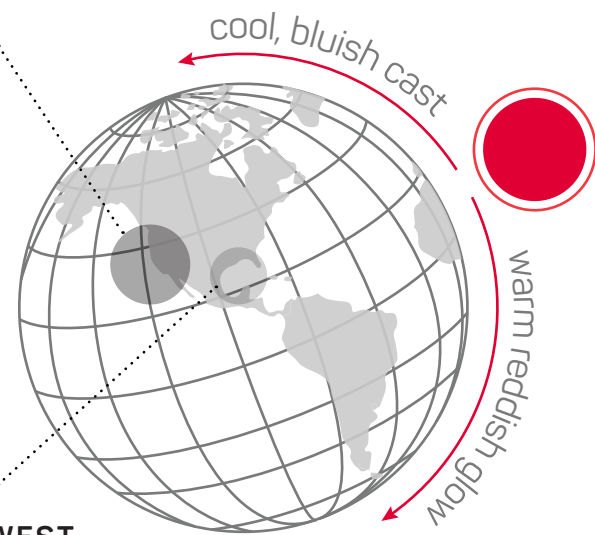
Look for shingles with algae-resistant granules to help reduce the appearance of harmless but unsightly black streaks.

### DID YOU KNOW

Light-colored shingles reflect heat and may keep your home cooler.

#### PACIFIC NORTHWEST

Consider shades or combos of grey, brown or green to harmonize with the natural environment of sea and evergreens.



#### DESERT SOUTHWEST

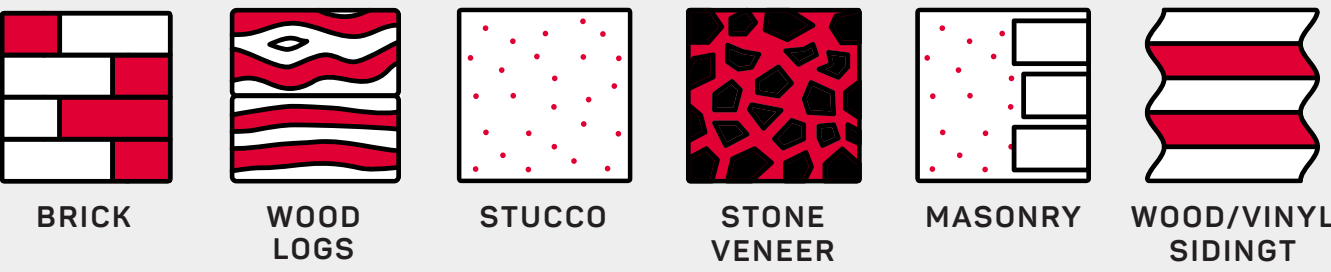
Cool colors may look washed out in the sunset glow of the desert or the tropical light of Florida.



State building codes now require cool roofs that are Title 24-compliant. Ask your local roofing contractor for details.

## MATERIALS

Let your home's exterior elements guide you in matching shingle colors. Construction and building materials can vary by geographic location.



### DID YOU KNOW

Wood siding can be painted to improve coordination.

### DO'S & DON'TS

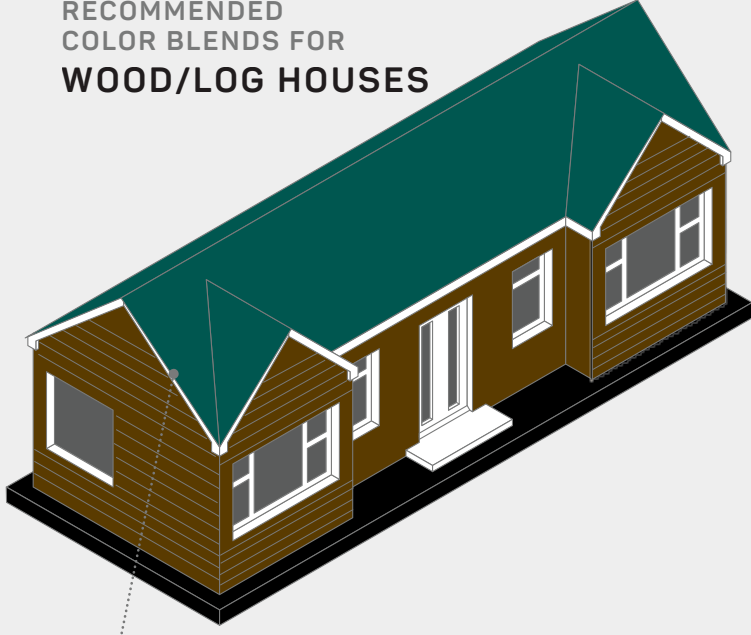
**DO VIEW SHINGLES AND AN ACTUAL ROOF INSTALLATION PRIOR TO FINAL COLOR SELECTION** as the shingle swatches online, in brochures and in our app may not accurately reflect color, the entire color blend range, or the impact of sunlight.

### DO'S & DON'TS

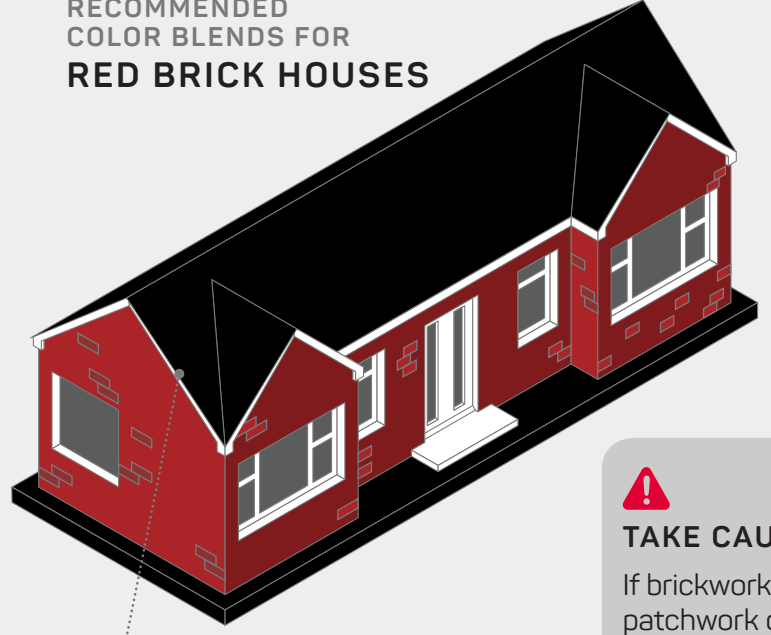
**DON'T CLASH WITH OTHER EXTERIOR ELEMENTS.**

**DO USE COLOR BLENDS TO COORDINATE WITH THE FOLLOWING:** driveway, pavement, mulch, brickwork, outbuildings.

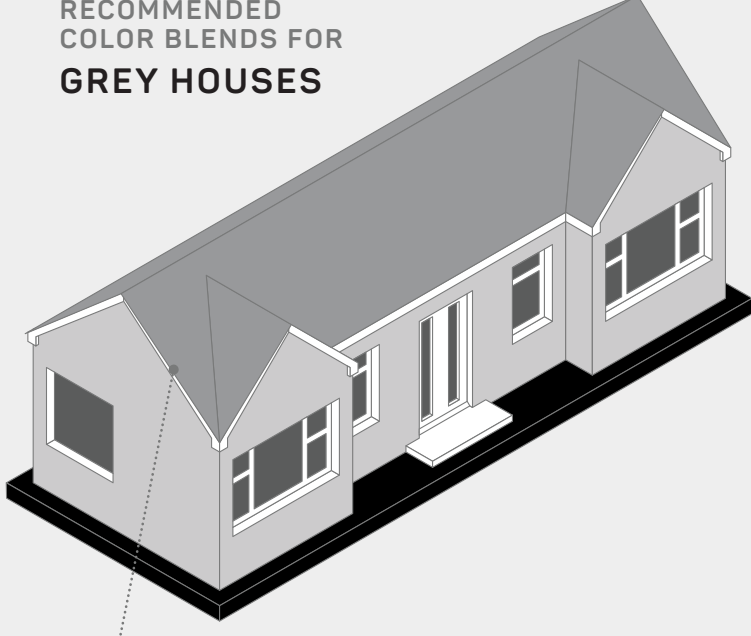
#### RECOMMENDED COLOR BLENDS FOR WOOD/LOG HOUSES



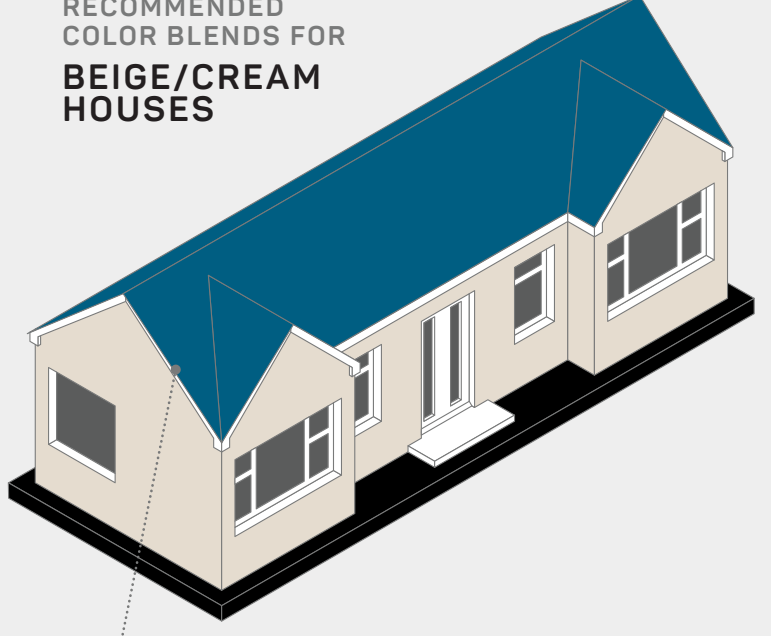
#### RECOMMENDED COLOR BLENDS FOR RED BRICK HOUSES



#### RECOMMENDED COLOR BLENDS FOR GREY HOUSES



#### RECOMMENDED COLOR BLENDS FOR BEIGE/CREAM HOUSES



#### RECOMMENDED COLOR BLENDS FOR BROWN HOUSES



#### RECOMMENDED COLOR BLENDS FOR WHITE HOUSES

