

# Express yourself with colors that last.

Achieve complete color harmony for your home's exterior with ColorPlus® Technology finishes.

Color Palette Design Guide



# Imagine the Possibilities

At James Hardie, we understand choosing exterior colors for your home can be a daunting decision. That doesn't mean it can't be an exciting one. We created this guide to help you embrace the journey of designing your home. As you explore the possibilities, you'll be empowered to create a home exterior that's every bit as unique and distinctive as you are.



## Why a Complete Exterior™ by James Hardie

A Complete Exterior™ by James Hardie offers personalized design options across the entire exterior, including siding, trim, and soffit. This allows you to mix and match these elements, ensuring that every aspect of your home reflects your unique style. With uniform quality, color, and texture, you can create a cohesive look that enhances your home's curb appeal while providing durability and protection.



### One Material

Only Hardie® fiber cement products are Engineered for Climate, resisting damage from fire, water, and insects that delivers optimal performance for your home's specific region.



### One Manufacturer

Get added peace of mind with siding, trim, and soffit all on the same 30-year non-prorated warranty. One manufacturer to contact makes your life easier.



### One Maintenance Cycle

Rest easy knowing that all your siding, trim and soffit is the same Hardie® fiber cement material. With all the products sharing the same lifespan, you can spend less time and money on upkeep and more time enjoying your home.



# Beauty begins with a finish that lasts.

## ColorPlus® Technology

ColorPlus® Technology finishes are fully cured on Hardie® products in our controlled factory environment and arrive at your home ready for installation year-round. With prefinished color products, you'll have peace of mind knowing you get a more consistent color and finish that doesn't depend on good weather.



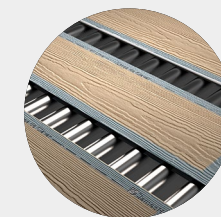
## Finishing Technology

### Primer

A quality primer is the first step to ensuring that the paint color you select expresses your home's true beauty now – and for years to come. Our distinctive primer is climate tested and engineered to enhance the performance of paint on Hardie® fiber cement exterior solutions. It helps to provide consistent, long-lasting paint adhesion, even in the most demanding conditions.

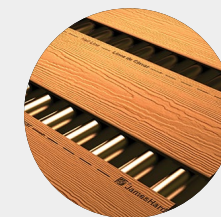
### ColorPlus® Technology

Our advanced ColorPlus® Technology finishes deliver the ultimate in aesthetics and performance. Our products aren't simply painted at the factory. Our proprietary coatings are baked onto the board, creating a vibrant, consistent finish that performs better, lasts longer and looks brighter on your home.



### Exceptional finish adhesion

Our proprietary coatings are engineered for exceptional adhesion to our substrate and applied to the surface, edges and features for durable performance.



### Superior color retention

The finish is cured onto boards for a stronger bond, which allows for exceptional resistance to cracking, peeling and chipping.



### Superior UV resistance

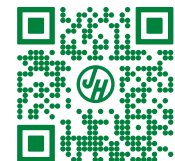
ColorPlus® Technology finishes retain vibrancy longer compared to vinyl siding and the typical field paints used on other siding products.

# Designer colors made simple.

ColorPlus® Technology finishes by James Hardie are available in a diverse palette of beautiful color options curated by our color experts. Instead of feeling overwhelmed by choices, feel empowered by our tried-and-true options.

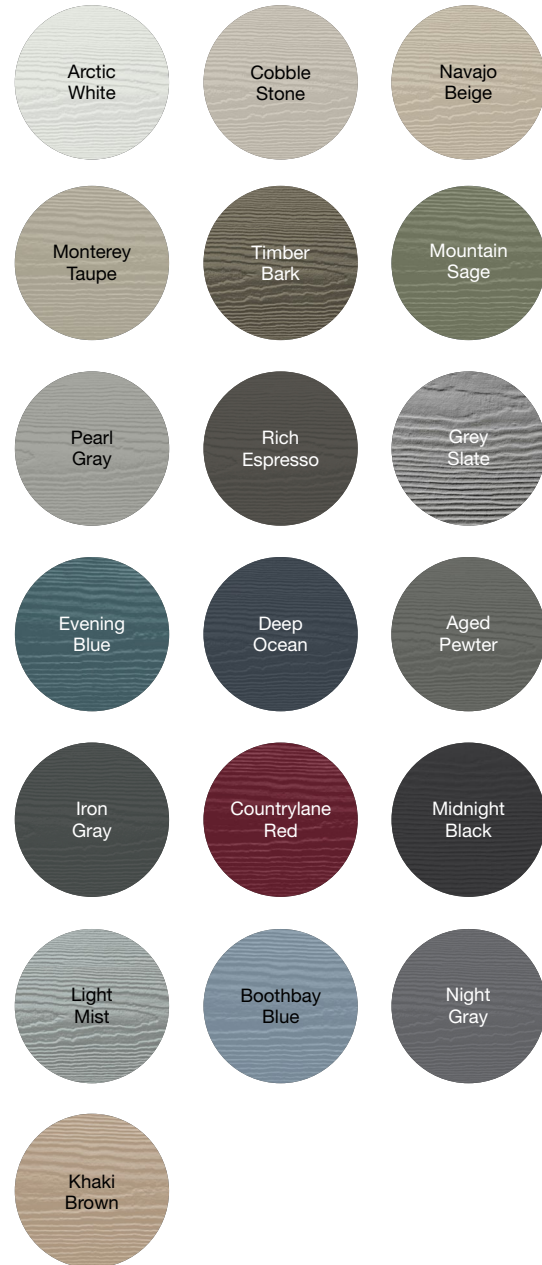
## COLORPLUS® TECHNOLOGY

ColorPlus® Technology finishes combine distinct beauty and high performance in a way that no other finish does. They're the easiest way to choose a gorgeous prefinished color for your house, and feel confident in its staying power.



Scan for regional offering

## Statement Collection®



## Basic tips to guide your color choices.

### Explore your neighborhood

How will your home fit in with surrounding properties? Look at the color schemes of neighboring houses. If your home is flanked on both sides by white houses, consider choosing something different to avoid the monotony of the same color lining the entire street.

### Examine your landscape

Keep in mind that your home's exterior will create a look and feel for your entire property. To set your house apart from the surrounding environment, pick a more vibrant shade. Or select warm, neutral hues to blend in with the landscape.

### Keep it real

Ensure whatever colors you choose complement elements of your home that you cannot or do not want to change, such as your roof, garage doors and any brick or stone accents.

### Get color samples

Before you commit to a color or colors, get samples so you can see how they look in natural light. Because colors will change based on the angle of the sun and the amount of sunlight, it's important to look at samples at multiple times of day and in different types of cloud cover to ensure you select the right color for your home.



Scan to order color samples



# Get Inspired



## Horizontals

Switch up body colors in horizontal bands, rather than vertical stripes. Doing so will allow you to add dimension without being too distracting to the eye.



## Accent Color

An accent color is another way to elevate your home's exterior. If you have a large home, an accent color can break up the expanse of a single color. An accent can also draw attention to gables or other architectural details.



## Multiple Colors

Door and window trim does not have to be the same color as corners and other trim. Feel free to use both high-contrast and monochrome color schemes to highlight different areas of the home. For example, using contrasting trim on an otherwise monochrome home is an eye-catching way to create a distinctive entry way.



## Dark Body

Deeper body colors are becoming increasingly popular these days and using them can conjure a warm, cozy feeling that makes your home feel more inviting.



## Soft Contrast

Selecting colors for body and trim that are only subtly different helps create a soft contrast that makes your home appear larger. When creating a monochromatic look, choose the lightest color for the body and the darkest for trim, windows and doors.



## Light Trim

Using trim that is lighter than the body of your house will draw attention to the trim. Because it creates contrast against darker siding, light trim can make architectural details, such as doors and windows, more prominent.



## Commonly Asked Color Questions

### How many colors should I use on my home?

The number of colors used in an exterior color scheme depends on the home and how many details there are to highlight. Typically, traditional homes have three colors: body, trim and accent.

Newer architectural styles (and occasionally larger houses) can benefit from more than three colors. By adding a second body or trim color, you can make your home more visually appealing.

### Can I use trim that is a darker color than the body of my home?

Absolutely, using darker trim can create a modern look that sets your home apart from others in your neighborhood. Dark trim can also make your home look bigger and draw attention to landscaping and surrounding scenery.

Keep in mind that not all trim has to be the same color. If you have horizontal or vertical banding, you may want to choose it in a different color than the trim surrounding your windows. You may also want your soffit and eaves to be a different color than your window trim.

### Will a dark body color make my home look smaller?

A house looks smaller as a result of strong contrast in colors or using light and dark colors together. This is not always a bad thing and can actually enhance design.

If you like deeper colors and don't want your house to look smaller, then don't use white trim; instead use a mid-tone-color trim to make the main color look brighter.



### What if I don't want to use color— am I being too boring?

As much as color can add to a house, sometimes it looks best not to use any at all. Don't be afraid to have an all-white house. White reflects light and will actually appear to vary in tone throughout the day.

Rest assured, if you do select all-white, your Hardie® siding, trim and soffit will all be color matched and on-tone.

### Should my garage door be the same color as my front door or trim?

In most cases, no! It only draws attention to the least attractive part of your home. Also, an accent color can throw off your house's balance, making the garage look larger than it actually is. To help it blend in, select colors that are either the same as the body color, or slightly lighter or darker.





# Bring your vision to life.

See how beautifully things can come together with the Hover® Design Studio app, brought to you by James Hardie. Using just eight photos of your exterior, Hover® creates a 3D model of your home so you can start designing.

- Preview your design ideas on a model of your actual home
- See how different product choices can completely change your home's look
- Instantly swap out different colors to find your favorite color palette
- Feel confident in your design decisions before your project starts



**Start Your Design**

For more inspiration visit [jameshardie.com](https://jameshardie.com) and follow us on social media @JamesHardie.



BEFORE



AFTER

