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Build™



Celect® Cellular Composite Siding
Color Trend of the Year

SLATESCAPE

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Our Color Trend of the Year, Slatescape, emanates cool, patient wisdom and pulls in an abundance of design possibilities. It expresses itself as Coastline, a central color that exhibits calm while framing and uncovering one riveting design cue after another. The following pages illustrate how Coastline works as a curb-appealing centerpiece and in a series of moods and palettes to realize the possibilities of a number of home styles.



Carriage Dreams



In our palette, the bright and the bold merge effortlessly with the neutral and the deep. The result: reassuring warmth and energy that elevate any home style.

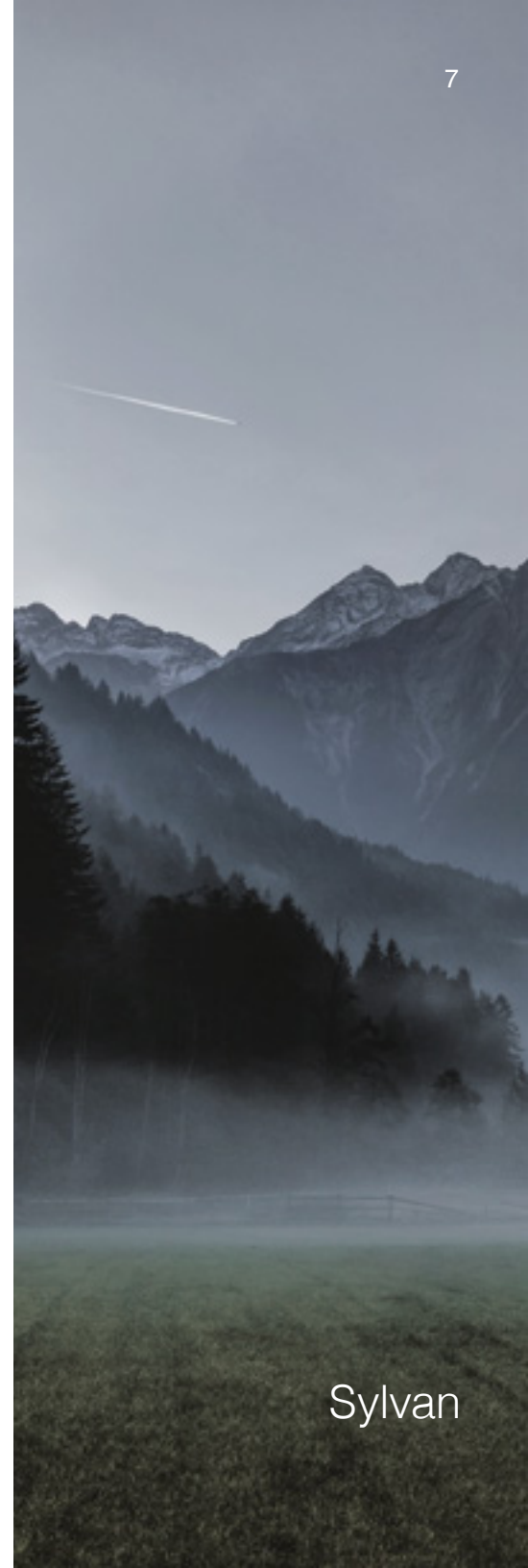
- Coastline**
Shake
- Latte**
Shake
- Frost**
Select Trim
- Carriage Red**
*Front Door
Garage Door*





As inviting to contemplate and admire as it is to live with day to day, our Sylvan palette keeps evocative Coastline front and center, combining it with nature-inspired Green and deep Wrought Iron.

-  **Coastline**
5" Smooth Clapboard
Celect Trim
-  **Wrought Iron**
Board & Batten
-  **Green**
Shutters





Metropolitan



Cool, contrasting undertones accentuate contemporary architecture, while casting a modern, sophisticated spell on Eclectic home styles.

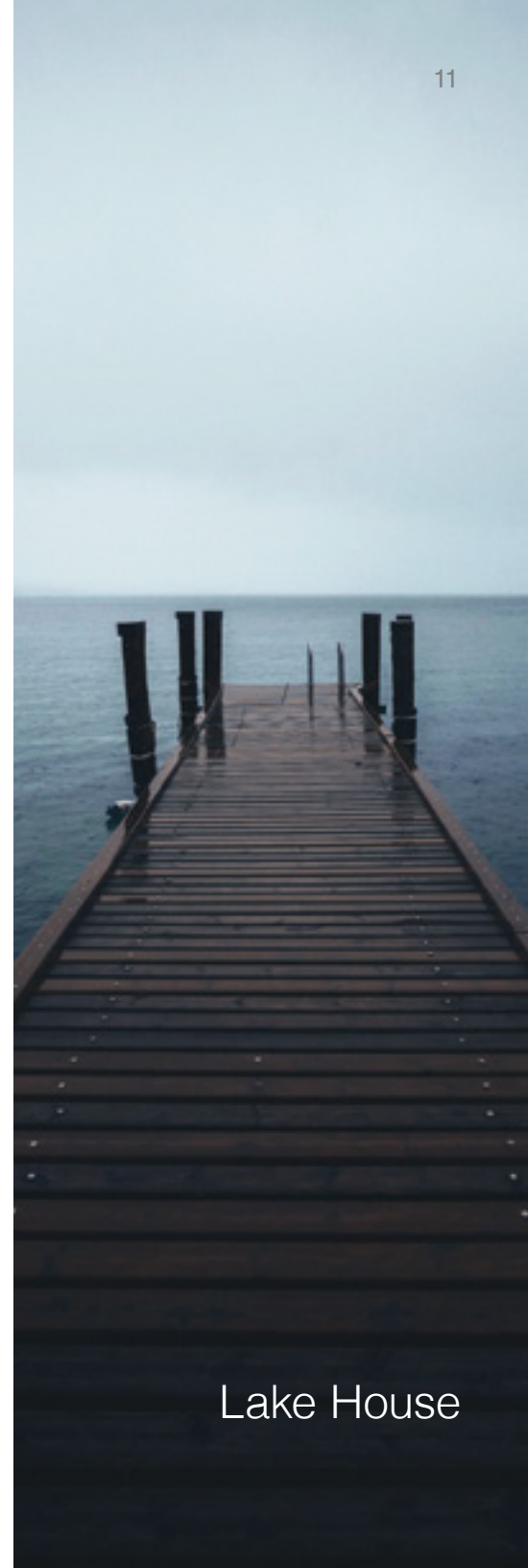
- Coastline**
 5" Smooth Clapboard
- River Rock**
 Accent
 Garage Door
- Wrought Iron**
 Select Trim





Bold, cool Coastline mingles with refreshing Oceana and deep, rich Chocolate for a palette that's earthy and playful. It creates an exterior that invites you in while relaxing into its surroundings.

- Coastline**
5" Smooth Clapboard
Ceilings
Trim
Garage Door
- Oceana**
Shake
- Chocolate**
Front Door
Columns





Cascade



Natural and neutral colors flow together in this palette to create a sense of optimism and rustic serenity. Our Coastline color takes the lead with neutral Pottery and deeper Chestnut filling out the mood.

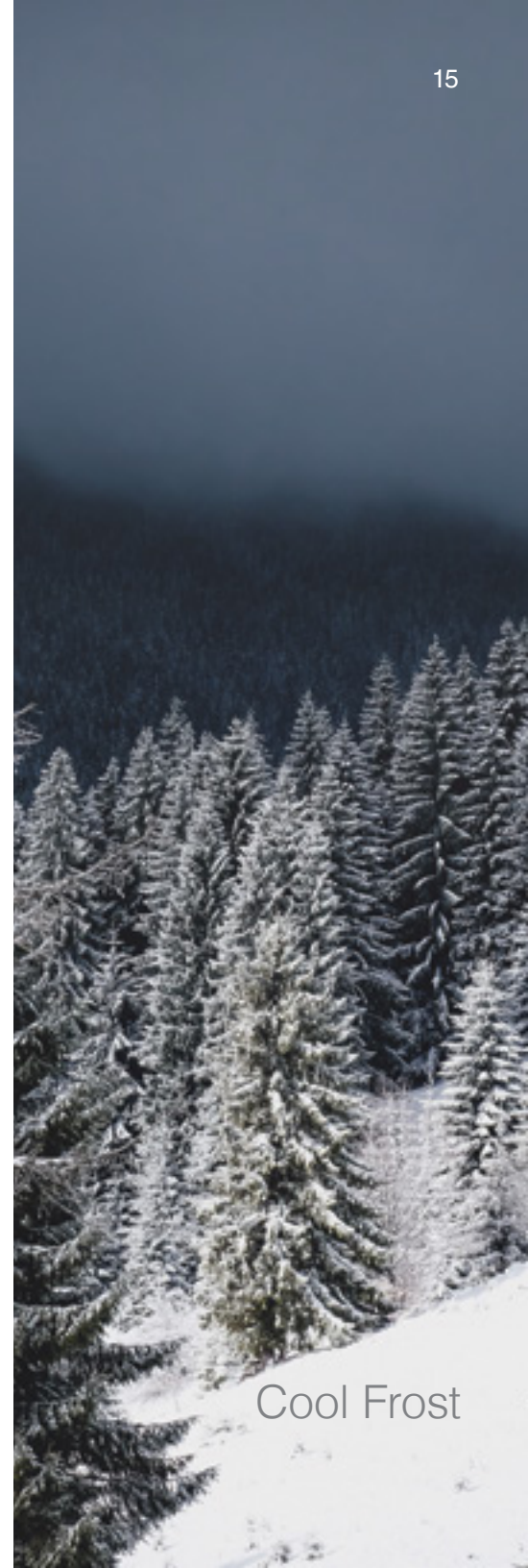
- Coastline**
7" Clapboard
- Chestnut**
Shake
- Pottery**
Select Trim
- Chocolate**
Royal® Shutters





Comfortably immersed in the natural world, Coastline harmonizes with deep Grove and clean, fresh Frost accents to differentiate a wide variety of home styles—from expansive Traditionals and Colonials to inviting Cape Cods.

- Coastline**
 5" Smooth Clapboard
- Grove**
 Shake
- Frost**
 Select Trim
 Royal® Column Wraps



Cool Frost

Design Accents: Color's Beauty and Influence

Whether it springs from our Color Trend of the Year palettes or from another source, color breathes life into every part of a home exterior—from gables and windows to garages and main entry areas. These color-influenced design cues are an inspiring place to start.



Pique Interest in Your Gables

A deep, refreshing shade that keys off our hero Coastline color is a powerful way to draw attention to your gables.



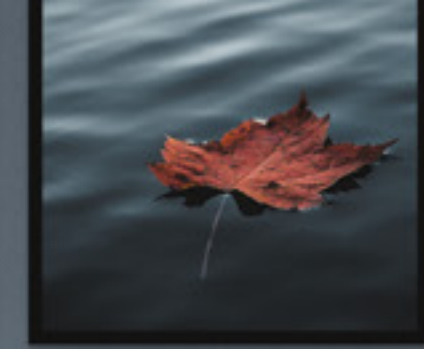
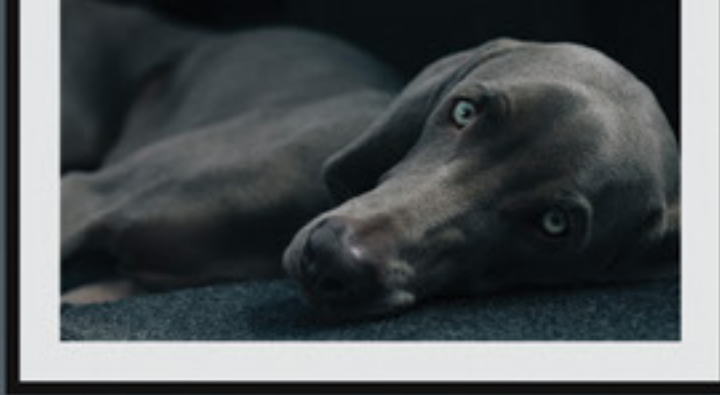
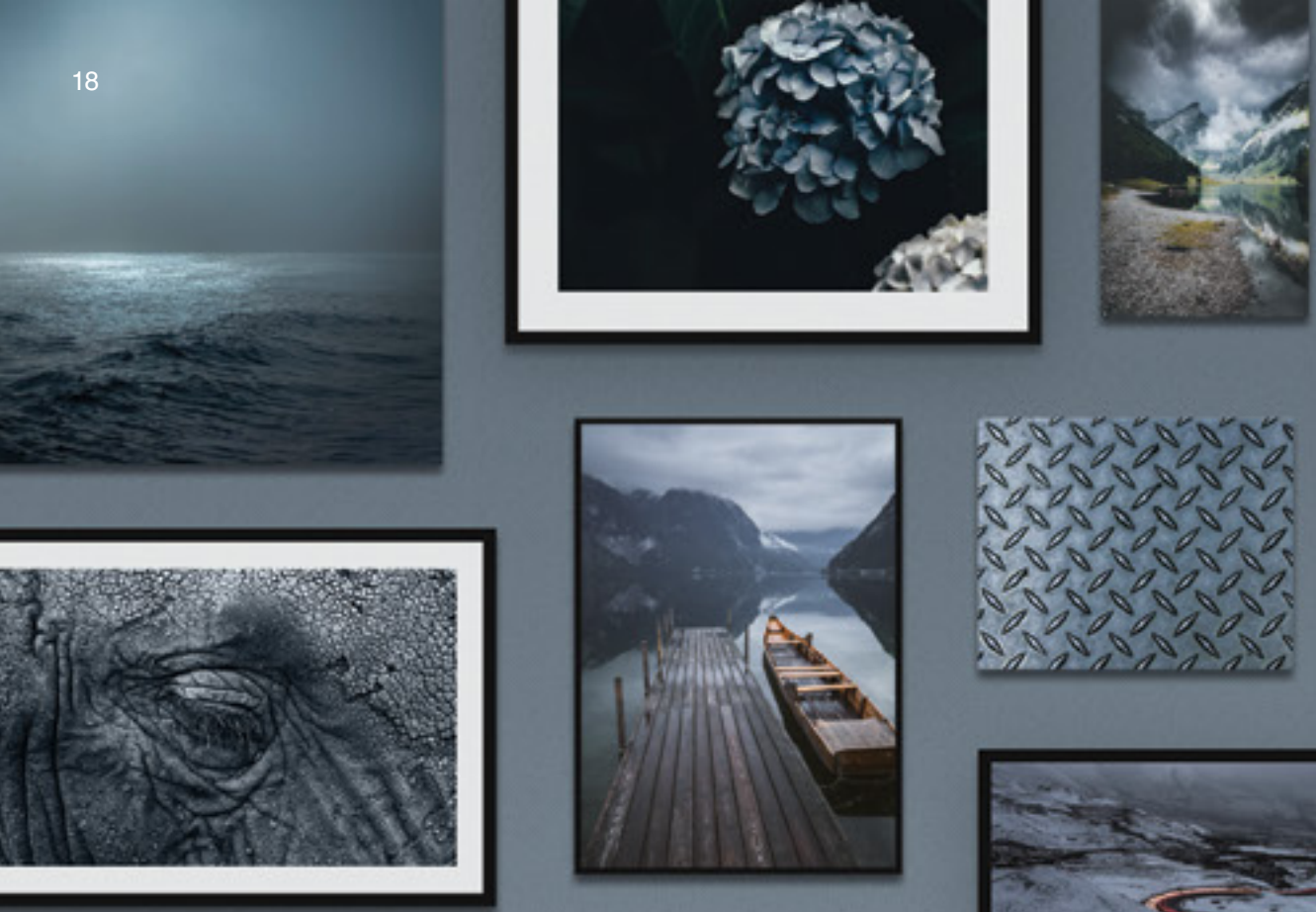
Frame Your Doors

Your front door is a central part of your home that, through familiarity, can easily be taken for granted. Take it from overlooked entryway to charismatic accent with a bold, rich color.



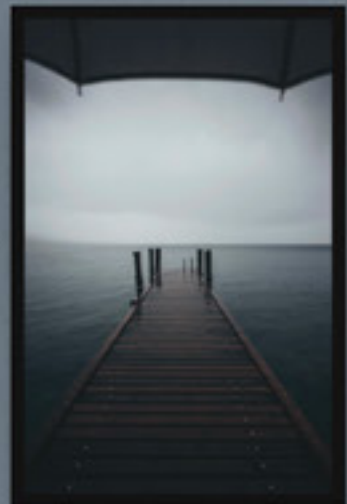
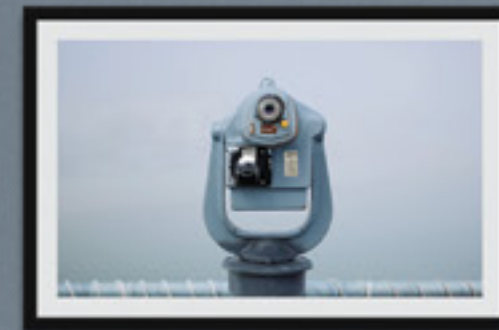
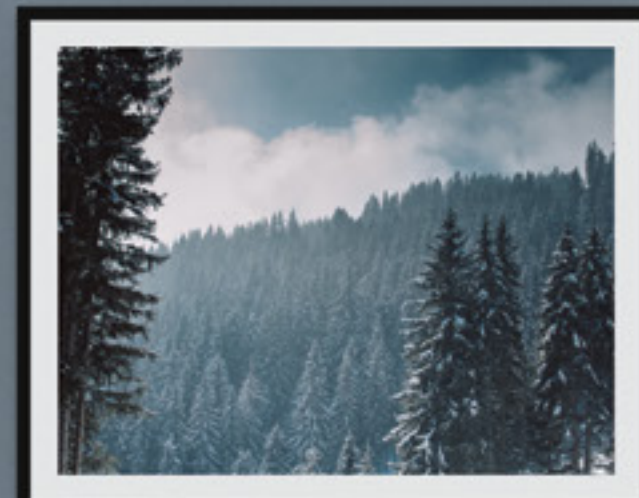
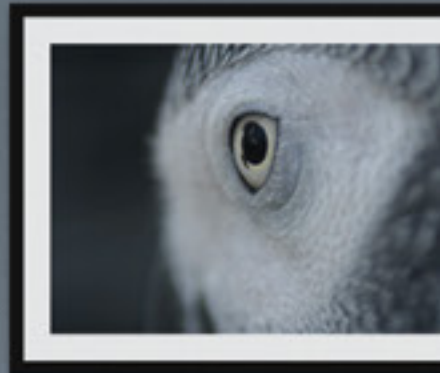
Open Up Your Windows

The right color shutters add a distinct charm to home styles ranging from Colonials to Cape Cods. Choose a shade bold enough to gather attention and add curb appeal.



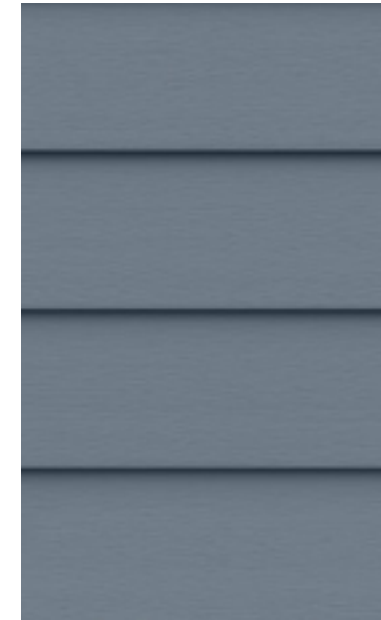
“Slatescape evokes boundless depths of sophistication, taking on a fresh mood with each change of light and complementary element.”

– Kriss Swint, Director, Interactive Strategy & Design



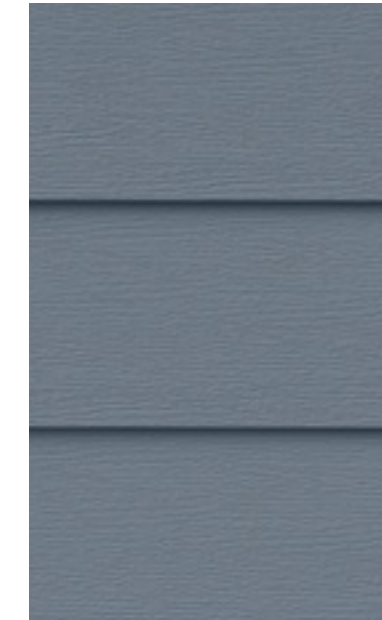
Product Guide

Every siding style plays a distinct role in the curb appeal of a home exterior. See how each texture and characteristic lends its unique personality to different types of architecture.



Smooth Clapboard

New to our lineup, our 5" and 7" smooth boards match the finish of genuine cedar to highlight a wide range of architectural features.



Clapboard

Clean, beautiful and dimensional, our 7" Clapboard works with a variety of palettes to highlight Celect's seamless curb appeal.



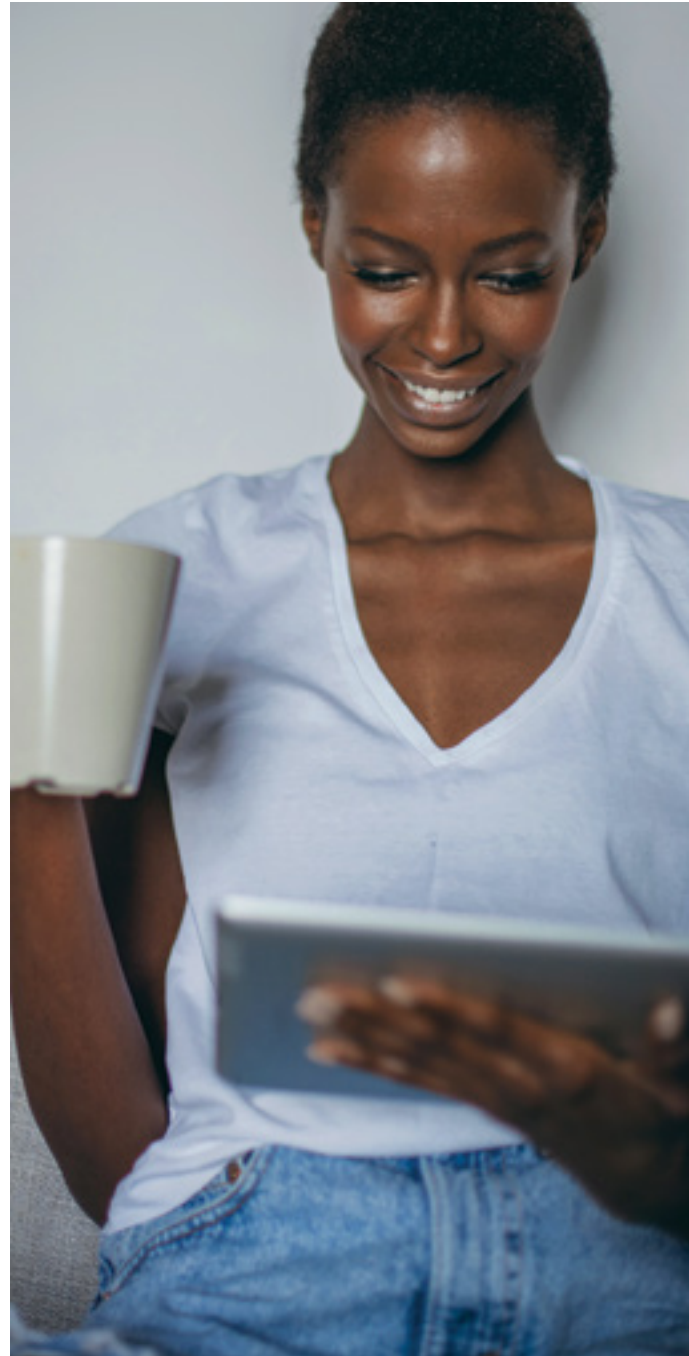
Board & Batten

A distinctive, trending siding profile that creates dimension as a main or complementary element.



Shake

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



Design Tools and Inspiration

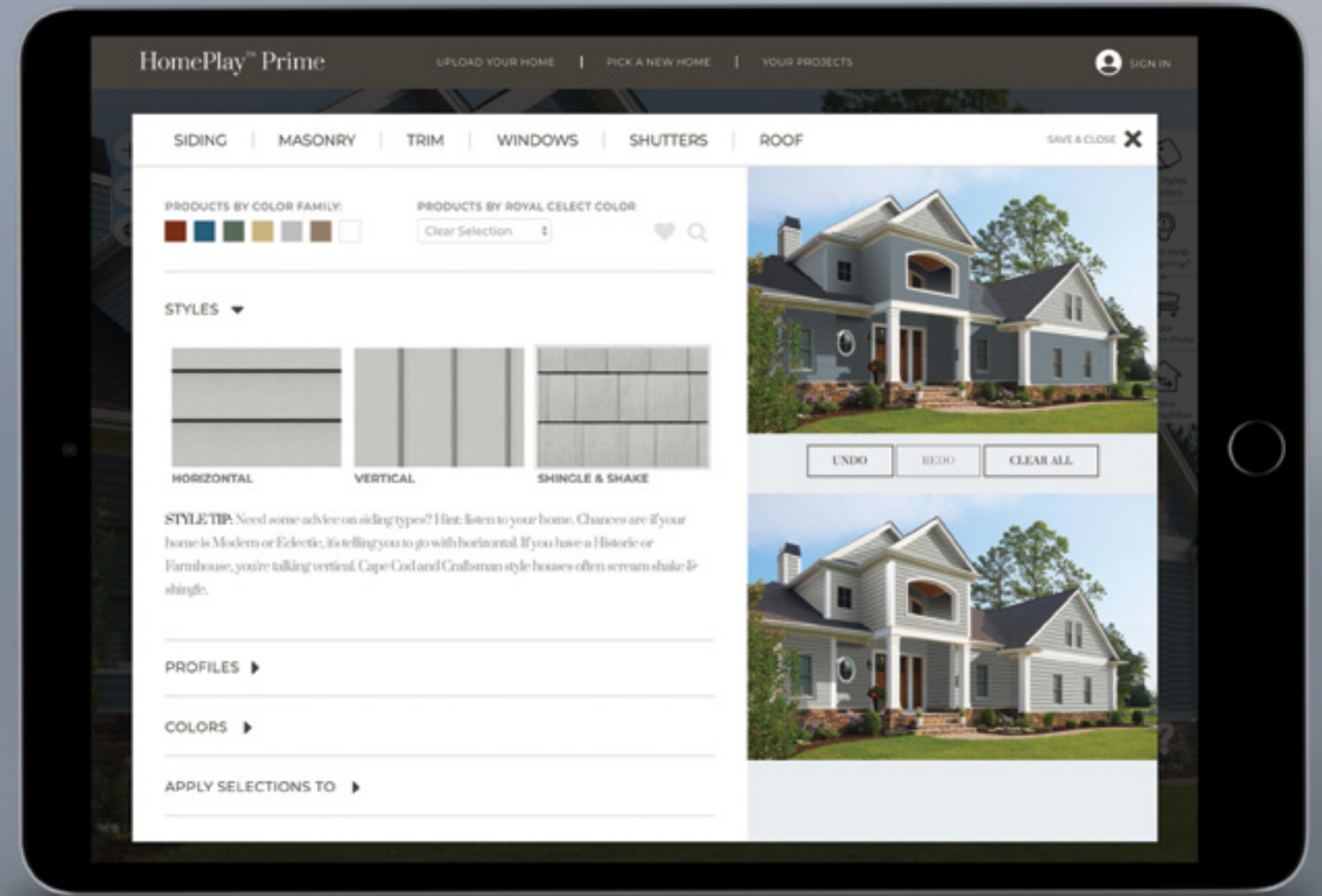
HomePlay™ Prime

Create your home exterior masterpiece before the first Celect® Siding panel is chosen. HomePlay Prime makes it easy to create and re-create—helping you mix and match the exterior siding colors and looks that speak to you. Visit [HomePlayPrime.com](https://www.homeplayprime.com).

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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™

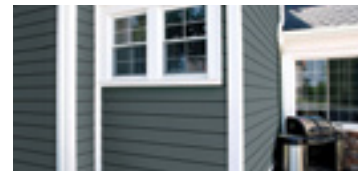
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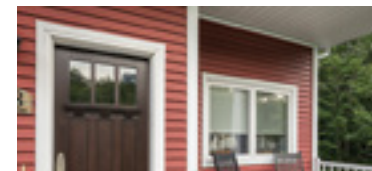
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ZURI® PREMIUM DECKING



ROYAL® TRIM & MOULDINGS



ROYAL® VINYL SIDING



HAVEN® INSULATED SIDING



ROYAL® SHUTTERS, MOUNTS & VENTS



CEDAR RENDITIONS™ ALUMINUM SIDING



PORTSMOUTH™ SHAKE & SHINGLES



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