

METAL ROOF AND WALL

COLOR DESIGN GUIDE

OVERVIEW



Metal is an outstanding material for exterior roofs and walls. It provides an engaging surface, it withstands the effects of extreme environments and is available in an endless array of colors and finishes. Metal's flexibility to be formed into a vast range of roof and wall shapes, sizes, and angles, creates endless opportunities for the designer, re-modeler, or homeowner.

Steelscape is committed to the application of superior colors and finishes. We are in the enviable position of having in-depth industry relationships with both paint suppliers and metal product manufacturers enabling us to collate, interpret, and recommend the latest trends in metal roof and wall color design. This guide reflects the culmination of this knowledge. Steelscape recognizes the design values of visual appeal, environmental integration and design distinctiveness and these themes are incorporated into this guide.

A singular guide cannot capture the breadth of design options and color applications for metal. For further inspiration, please contact us 888-553-5521 or visit steelscape.com.

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NATURAL



Elegance, visual depth, warmth.

Natural metals incorporate muted colors that blend exceptionally well with their surrounding environment and exemplify the raw nature of metal with unparalleled depth. These translucent finishes produce a lightly aged metallic luster that highlight the distinctiveness of steel. These colors engage with natural light in a unique way, exuding warmth and elegance.

For those seeking a true, raw steel aesthetic, ZINCALUME® Plus is a bare metal product with a corrosion-resistant finish. This finish provides an initial bright metallic surface that will dull and evolve with the character of the structure to provide an authentic natural warmth with the passage of time.



Ideal For

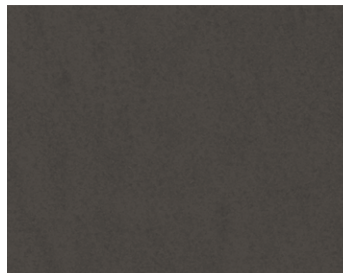
✓ Roof ✓ Wall ✓ Interior



Sungold
Eternal Collection™
(Special Order)



Urban Slate
Eternal Collection™
(Special Order)



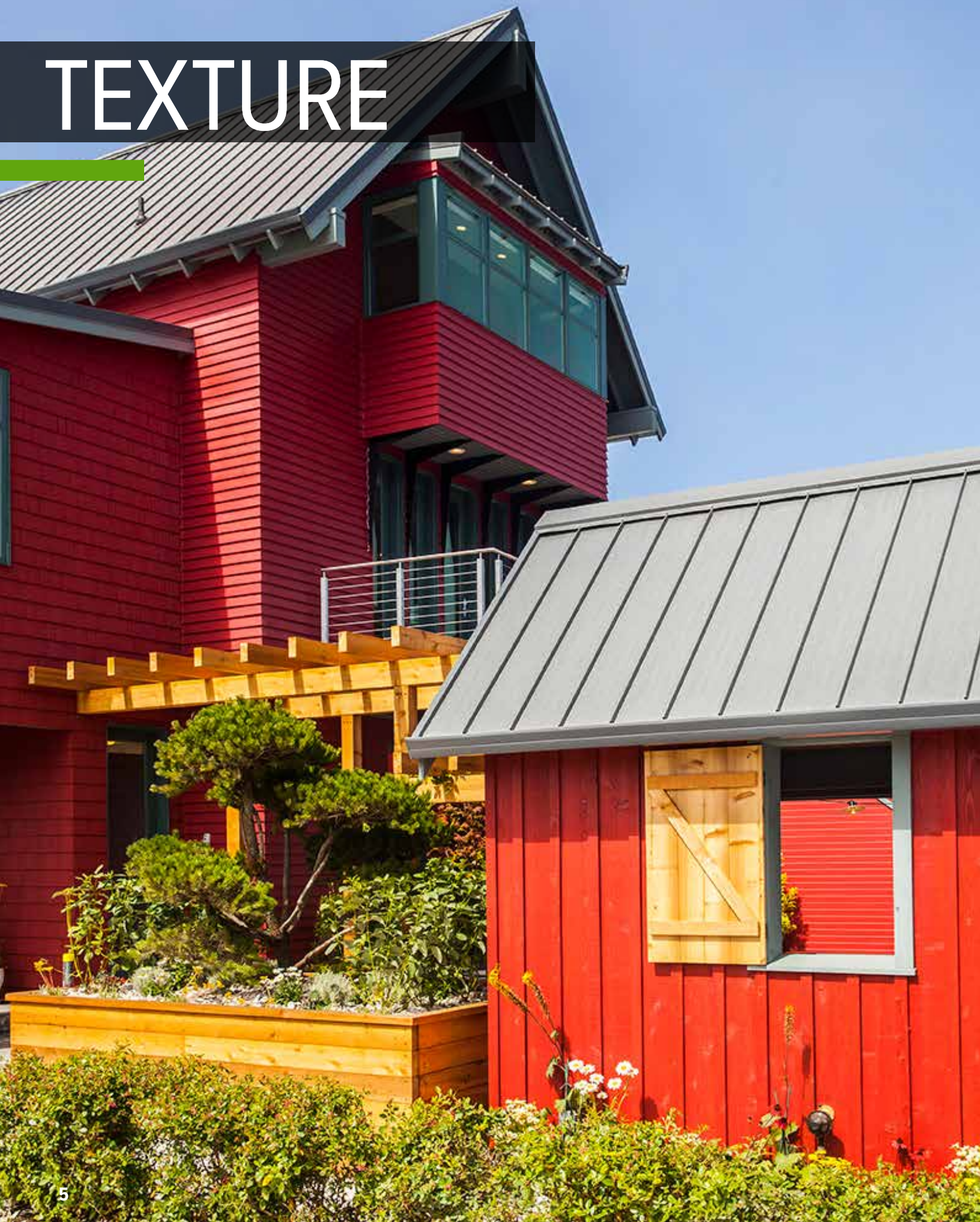
Vintage®



ZINCALUME® Plus

Representation of colors may vary due to printing and viewing limitations.

TEXTURE





Reduced gloss, enhanced appeal.

Metal is no longer limited to flat colors alone. Advances in paint technology allow for engaging surface textures. This effect, known as micro crinkling, provides a noticeable texture up close, and a slight texture from a few feet away, creating a distinctive surface. From afar, the color appears as a solid so it can blend in with the broader built environment. The key advantage of this technology is the way it interacts with light. Due to its varied surface, it reflects light at different angles which drastically reduces surface gloss. This is an important consideration for designers who desire metal but seek to reduce visible glare under sunlight conditions.

Engaging colors in this range include grays, slates and charcoals - colors often used for their muted aesthetic.



Ideal For

✓ Roof ✓ Wall ✓ Interior



Slate Gray
Rawhide



Ash Gray
Rawhide



Burnished Slate
Rawhide



Dark Walnut
Rawhide

Representation of colors may vary due to printing and viewing limitations.

COOL & BRIGHT





Timeless design, modern efficiency.

Ideal colors are those that reflect near-infrared light (NIR). NIR radiation is responsible for heat build-up within a structure and contributes to subsequent building cooling costs. Modern metal paint systems can be modified with ‘cool’ pigment technology, which is designed to improve the reflection of this light over standard colors.

Lighter colors have superior reflective properties compared to darker colors. White, light gray, and silver make a discernible impact on structure-cooling costs. These colors provide a crisp, clean look, and provide a timeless appearance, complementing lighter siding products including painted shingles or board and batten siding.



Ideal For

✓ **Roof**



Frost
Natural Matte®



Hickory
Rawhide



Timeless Silver
Classic Brushed



ZINCALUME® Plus

Representation of colors may vary due to printing and viewing limitations.

CONTRAST





Vivid, clean, memorable.

Compared to other building products, metal offers the opportunity to produce bright, vivid colors. Metal also offers the flexibility to readily combine bright, contrasting hues without significantly impacting construction complexity.

Bright colors are typically made of organic pigments which fade faster compared to duller colors. Choose a PVDF (polyvinylidene fluoride) paint system with an optional clear coat to make bright colors last longer. PVDF paint systems offer superior fade resistance and the clear coat adds an extra layer of UV protection.

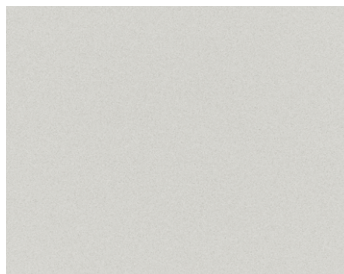


Ideal For

✓ **Wall**



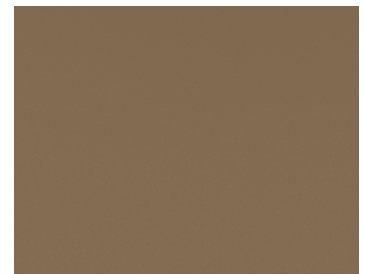
Natural Antique Copper
Aged Metallics



Frost
Natural Matte®



Timeless Bronze
Classic Brushed



Sungold
Eternal Collection®
(Special Order)

Representation of colors may vary due to printing and viewing limitations.

AGED





Character, texture, warmth.

As time passes, the effects of the environment break down surfaces, adding texture, disrupting solid colors, and enhancing structural character. Unfortunately, metal weathering usually comes at the expense of product durability. Rustic print patterns emulate this visual distinction without any trade-off in performance attributes.

Burnt Rust and Sedona Rust provides the unique oxidized glow of fresh rust. These colors excel in an environment with washed out colors including the Southwest, plains and desert environments. Natural rust patterns provide a muted, rust appearance for improved integration with vegetative environments such as the Pacific Northwest.

Weathered Zinc is a contrasting color for those seeking the brighter texture of lightly weathered steel prior to the effects of oxidation.



Ideal For

✓ Roof ✓ Wall ✓ Interior



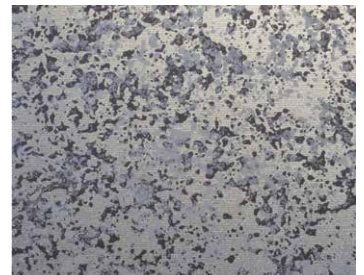
Sedona Rust
Rustic



Burnt Rust
Rustic



Natural Rust
Rustic



Weathered Zinc
Aged Metallics

Representation of colors may vary due to printing and viewing limitations.

DISTINCT





Robust, steadfast.

Metal roofs add beauty, durability and distinction to one of the most important parts of the home. Traditional solid colors provide a timeless appearance that exude the distinctive character of metal and its steadfastness against the passage of time. These full, robust colors are designed to be ageless and last for decades to come.

Traditionally, these colors are typically best suited to environments where the structure has sufficient space within its broader environment to avoid clashing with surrounding colors. Contrasting siding colors and materials help exemplify the beauty of the entire structure and draw the viewer to the clean lines of metal roofing.



Ideal For

✓ Roof

✓ Wall



Apache
Rawhide



Ore
Natural Matte®



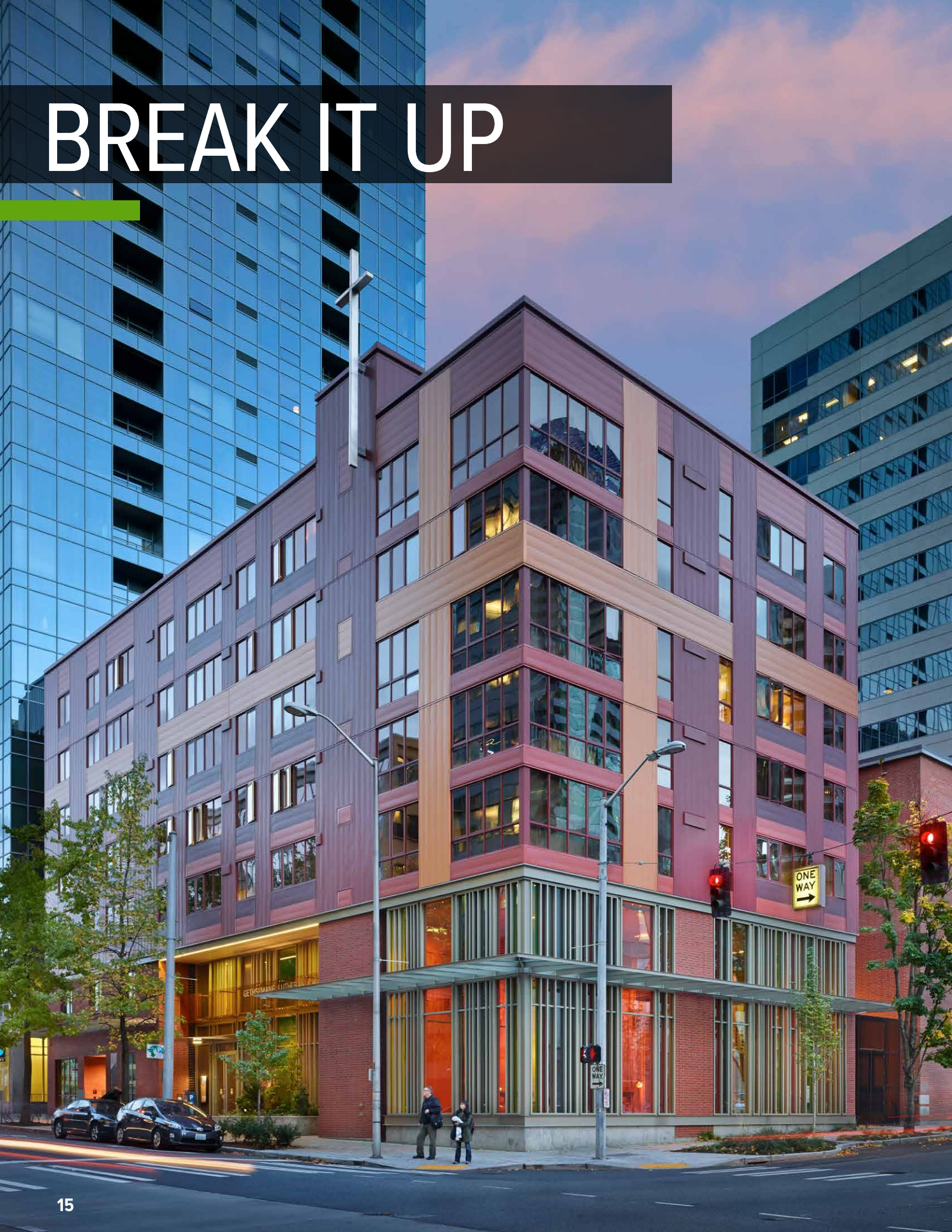
Rustic Copper
Aged Metallics



Hartford
Rawhide

Representation of colors may vary due to printing and viewing limitations.

BREAK IT UP

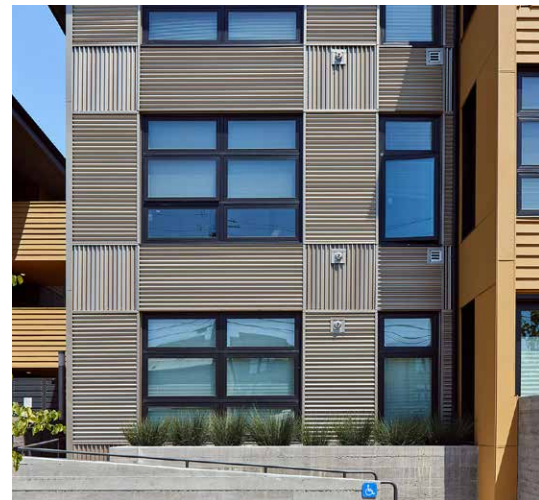




Integrated, stimulating.

Using complementary hues in a varying array can help break up large flat areas of a structure. This approach can reduce the visual presence of these structural elements and improve integration with the surrounding environment, particularly in urban settings.

Coordinating colors can create an engaging and stimulating palette without competing with other building details. This approach accentuates the versatility of metal. The modular nature of metal enables this effect to be readily created without issues such as overspray or installation damage and can be achieved without significant changes to construction complexity.



Ideal For

✓ **Wall**



Baltic Brown (Rustic) (Special Order)
Carbon (Natural Matte®)
Graphite (Natural Matte®)



Ironstone (Eternal Collection) (Special Order)
Sedona Rust (Rustic)
Apache (Rawhide)



Vintage®
Sungold (Eternal Collection) (Special Order)
Timeless Bronze (Classic Brushed)

Representation of colors may vary due to printing and viewing limitations.



VERSATILITY



Complementary restraint.

Darker colors, such as grays and blacks are highly versatile colors that blend effectively into a variety of different environments. This serves two purposes: restrained beauty in urban environments and cohesive integration when mixed with other materials, specifically wood.

When paired with lighter colored siding materials, such as stucco, metal roofing colors complement the overall structural appearance. Subtle shadows from the accent lines of metal are apparent, but not overbearing, in horizontal wall and standing seam roof applications.

The Natural Matte colors capture organic light interaction from natural environments while delivering refined color. The restrained hues enable other bold colors to excel without clashing and helps to eliminate unwanted shine and glare.



Ideal For

✓ Roof

✓ Wall



Ore
Natural Matte®



Graphite
Natural Matte®

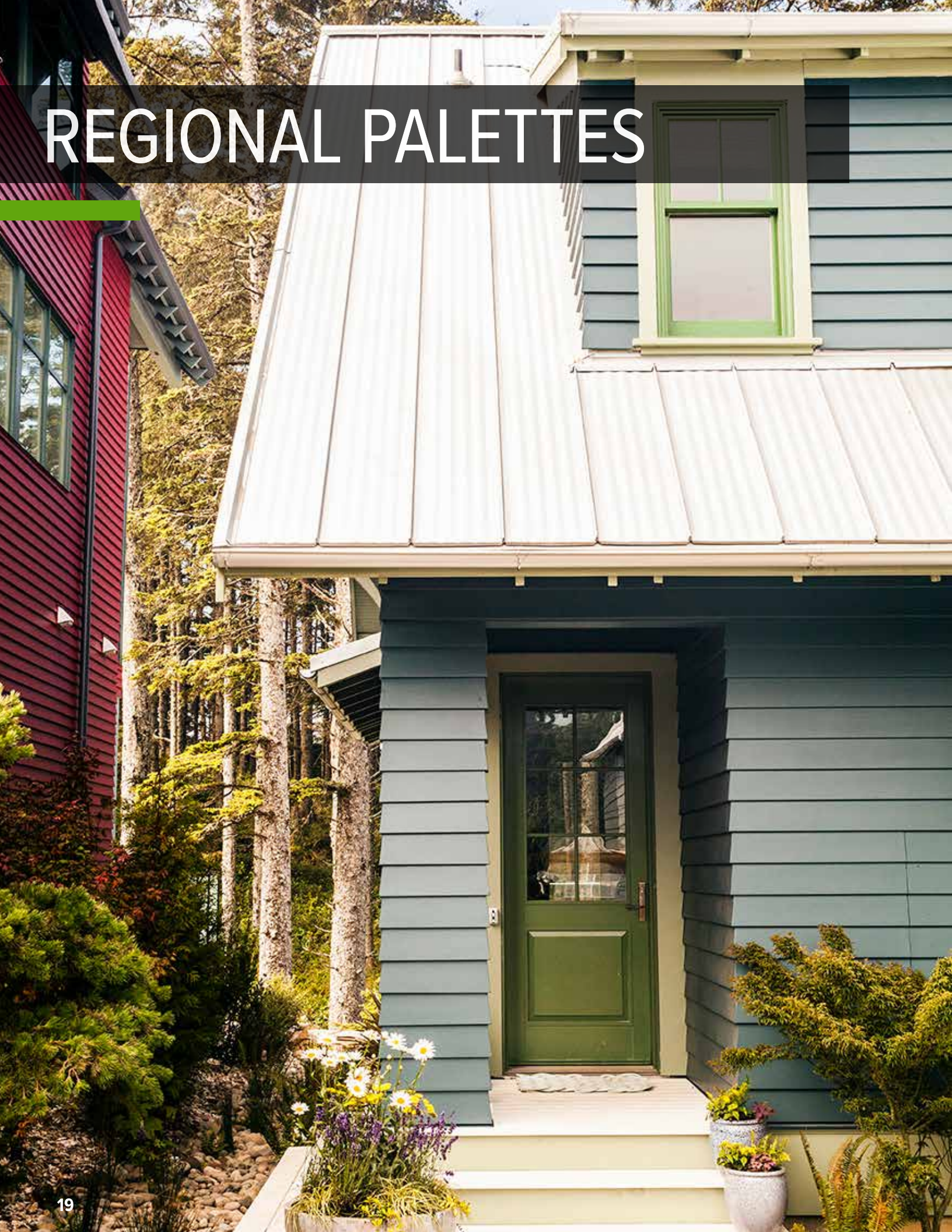


Shale
Natural Matte®



Carbon
Natural Matte®

Representation of colors may vary due to printing and viewing limitations.



REGIONAL PALETTES



Pacific Northwest

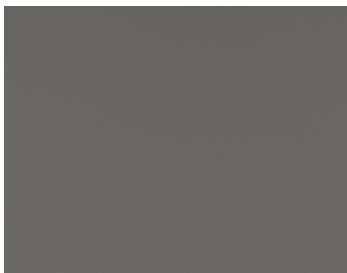
The Pacific Northwest is characterized by its dense forests shadowed by the distinctive beauty of the volcanic Cascade range. The unique coastal interaction with the Pacific results in an abundance of islands and lakes, contributing to its distinctive crisp, fresh feel.

This environment has a diverse range of structures from mid-century and northwest contemporary structures in Seattle and Portland, to the more traditional structures of the broader Puget Sound and Cascade foothills. Metal colors in this environment accentuate lush greens and dense woodland while offering unparalleled durability against mold and mildew.



Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Vintage®



Legacy
Vintage® Heritage

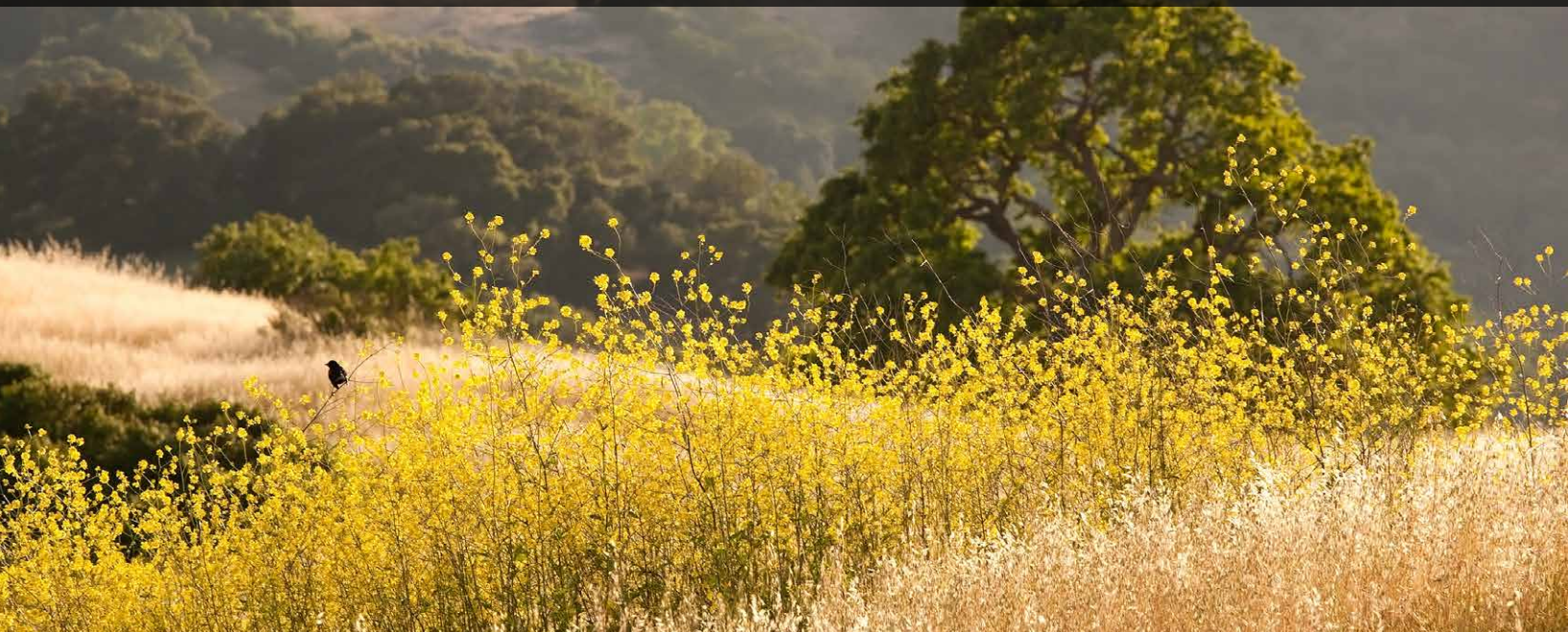


Rustic Rawhide®



Sedona Rust
Rustic

Representation of colors may vary due to printing and viewing limitations.



California

California encapsulates geographic diversity from its golden hills to its towering redwood forests. Rugged coastal ranges give way to sprawling agricultural valleys edged by sheer granite mountain ranges. California's radiating sun exudes Mediterranean warmth and the need for rich earthy colors.

These muted tones accentuate warmth when paired with Spanish and Tuscan building styles, and build upon the distinctive character of bungalow and craftsman style residences. Metal provides a number of modern and versatile palette options for contemporary structures.

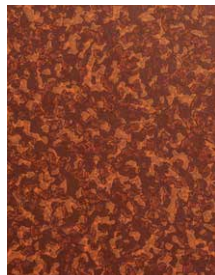


Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



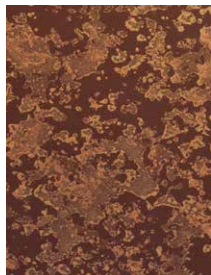
Rustic Rawhide®



Sedona Rust
Rustic



Timeless Copper
Classic Brushed



Rustic Copper
Rustic



Sungold
Eternal Collection™
(Special Order)



Timeless Bronze
Classic Brushed

Representation of colors may vary due to printing and viewing limitations.



Mountain

Raw, exposed and rugged. Neutral tones of the sweeping grasslands expand to the ancestral beauty of the Rockies. The towering panoramic expanse of these mountain ranges provide dynamic shadow and evolving colors. The green of dispersed pines dotted with spring wildflowers provide a balanced color palette.

Metal colors incorporate the natural tones of the plains, yet create points of distinction for farmhouses, ranch structures and modern buildings alike. Gray and bronze colors provide broad appeal from contemporary modern mountain style dwellings to mixed traditional structures.



Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Apache
Rawhide



Dark Walnut
Rawhide



Hickory
Rawhide



Red Cedar
Woodgrain



Natural Rust
Rustic



Ironstone
Eternal Collection™
(Special Order)

Representation of colors may vary due to printing and viewing limitations.



Southwest

The pure warmth and monolithic splendor of unique stone formations whittled by the unrelenting desert heat. The glow of the evening sun casts twisted shadows over yucca and craggy cliffs, giving way to uninterrupted vistas across the playa.

This warmth is echoed in the rich ochre and tan colors, designed to complement, yet provide distinction from the expansive landscape. Rustic colors pair exceptionally well due to their sun-aged aesthetic. The reflectiveness of metal provides superior building insulation from the unrelenting desert heat.



Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Hickory
Rawhide



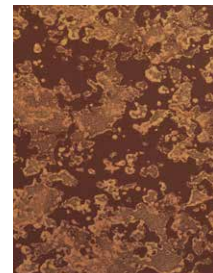
Burnt Rust
Rustic



Natural Rust
Rustic



Baltic Brown
Rustic (Special Order)



Rustic Copper
Aged Metallics



Sedona Rust
Rustic

Representation of colors may vary due to printing and viewing limitations.



Midwest

An intersection of traditional and contemporary. The pastoral farming scenes and sprawling fields of the great plains, crisscrossed by the surging rivers of the Mississippi and Missouri, give way to the modern metropolis' of Chicago and Detroit.

Colors picked for this region are designed to suit the variety of structures from Prairie Style, to Mid C Modern, to Contemporary. Colors suit the evolving palette from crisp winter whites to lush spring greens. This region is exposed to extremes as icy winter lows evolve to searing summers and gusting winds – the durability of metal withstands these environmental tests with exceptional performance.



Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Timeless Silver
Classic Brushed



Evolution
Vintage® Heritage



Slate Gray
Rawhide



Urban Slate
Eternal Collection
(Special Order)



Ash Gray
Rawhide



Weathered Zinc
Aged Metallics

Representation of colors may vary due to printing and viewing limitations.



New England

Where the historic stone lined streets of Boston give way to the enchanting shores of New Hampshire and Rhode Island. Traditional stout colonial structures and hues meet the bleached colors of Cape Cod.

An abundance of wood and stone characterize the classical, robust, structures of the region. Complementary metal colors exude this same distinction and celebrate the changing landscape as it evolves from Spring to the engaging hues of Fall. Coastal colors include neutral blues and classic white.



Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Frost
Natural Matte®



Hickory
Rawhide



Ash Gray
Rawhide



Antique Copper
Aged Metallics



Urban Slate
Eternal Collection™
(Special Order)



Vintage®

Representation of colors may vary due to printing and viewing limitations.



Southeast

From the stark white sands of the gulf to the vivid greens of the Everglades and beyond to the dazzling lights of Atlanta and Miami, the south is teeming in vibrant color. The color palette for this region is designed to complement the existing array of vibrant hues in the built environment.

Colors are light and refreshing and complement a variety of building styles from Mediterranean to Southeastern style residences. An added benefit of lighter colors are their superior reflective properties, ideal for lowering building cooling costs from the tropical warmth of the Southeast.

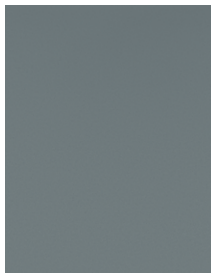


Ideal For

✓ Roof ✓ Wall ✓ Trim Accent



Hartford
Rawhide



Urban Slate
Eternal Collection
(Special Order)



Weathered Zinc
Aged Metallics



Timeless Bronze
Classic Brushed

Representation of colors may vary due to printing and viewing limitations.



Natural Antique Copper
Rustic



Rainforest
Eternal Collection™
(Special Order)

IMPORTANT TERMS



Important terms when considering metal.

Once the right color is selected, there are other important attributes of the paint system to consider, including:

THE DURABILITY OF THE PAINT SYSTEM – Paint systems range from good, to better to best:

Polyesters – the entry paint system, cost effective with a wide array of options but poorest long term UV performance.

Silicone Modified Polyesters (also known as SMPs or Enhanced Polyesters) – Modified polyesters for improved weatherability and resistance to chalk and fade.

Fluorocarbons (known also as PVDF / polyvinylidene fluoride or as Kynar 500® or Hylar 5000®) – The most durable paint system with exceptional resistance against UV fade and aggressive weather elements.

THE EFFICIENCY OF THE COLOR AT REFLECTING HEAT

Solar Reflective Index (SRI) – A value created from solar reflectance and emissivity with factors such as air flow considered, this assess how 'cool' a roof is and effective at reflecting heat from the structure.

HOW IT WILL APPEAR ONCE INSTALLED

Light Reflective Value (LRV) – Known as glare, this measures the amount of visible or usable light that reflects from a surface.

Gloss and Sheen – Gloss and sheen are two terms used to describe visible reflection of a surface. Gloss is the measurement of visible light at a 60° angle from the surface, while sheen is measured at 85°.

WHAT PROTECTS IT FROM CORROSION

ZINCALUME® and **Galvalume®** are two common names for 55% Aluminum-Zinc (Al-Zn). Aluminum offers enhanced corrosion protection over Zinc alone as it provides a protective barrier rather than a sacrificial one. Galvanized products refer to a coating of Zinc alone.

For more information on these items, contact Steelscape or alternatively, inquire with your roof and wall product manufacturer.

ABOUT US

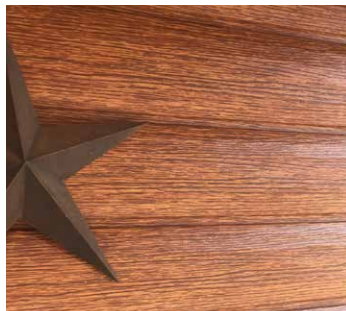
Innovators in Metal Coating

Steelscape is a leading supplier of quality painted metal for roof and wall products. Our longstanding relationships with paint vendors and end product manufacturers enables us to observe and identify emerging trends in color and metal.

With the unique ability to manufacture steel and apply high-quality paint systems in a singular processing facility, Steelscape guarantees unparalleled product quality supported by robust product warranties. Our rapid prototyping process enables Steelscape to develop custom design solutions and to continually evolve painted metal options for building projects.

Steelscape products are the ideal material of choice for engaging designs that will last the test of time. Our broad range of unique designs and finishes elevate the curb-appeal of structures across the country.

From inspiring design solutions to rapid prototyping to the relentless pursuit of customer satisfaction, the Steelscape advantage is clear. Contact us at 1-888-285-7717 or visit [Steelscape.com](https://steelscape.com).





For more product information, literature, and samples:

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