

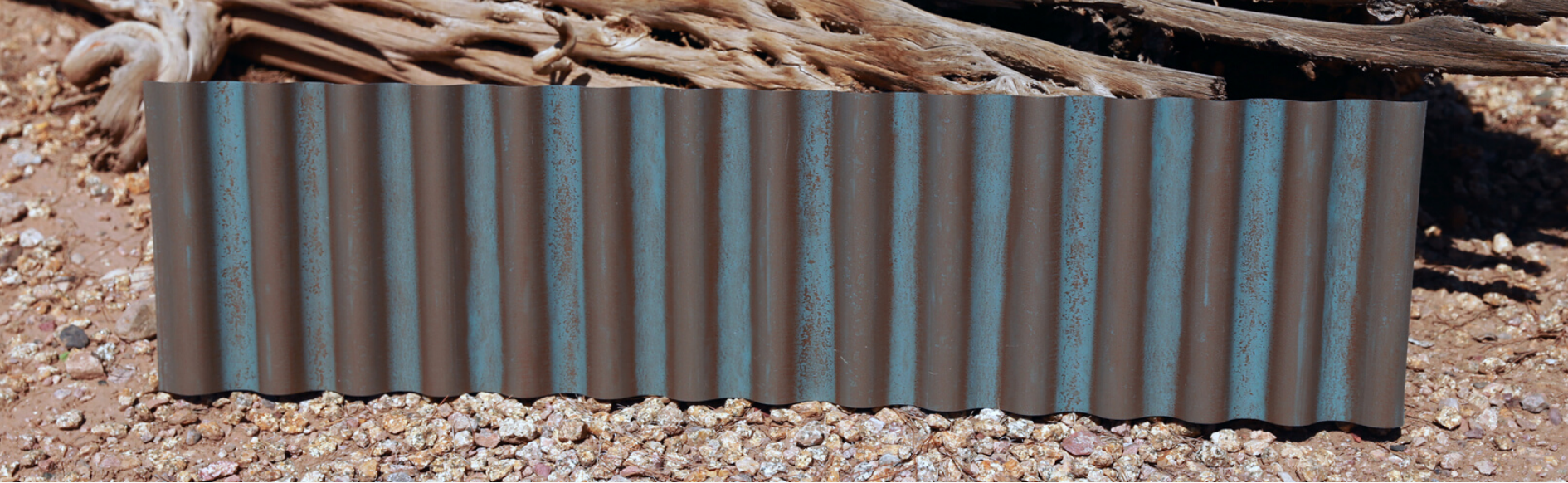
The Ultimate Guide

How To Choose A Metal Roofing Color



**WESTERN STATES
METAL ROOFING**

Finishes You've Never Seen Before®



BEFORE WE BEGIN

Prior to choosing your metal roof color, you must have already decided on your:

- ◆ Metal Roofing Panel Type
- ◆ Type of Paint System (SMP or Kynar®)
- ◆ Gauge (Thickness) of Steel

Certain panel profiles, paint systems, or gauges are not available in every color, so making these decisions first helps narrow down the options.



FACTORS TO CONSIDER WHEN CHOOSING A METAL ROOFING COLOR

Geographical Location

Neighborhood Trends

Architecture Style

Surrounding Features

Darker v. Lighter Colors

Energy Savings

Natural Lighting

GEOGRAPHICAL LOCATION

Tropical



Tropical locations tend to incorporate metal roofing designs in colors that are bright and vibrant.

Desert And The Plains



Desert and plain locations often use metal roofing in warm and earthy tones. The colors that match the desert sand and terracotta roof tiles are best.

Mountains And Forest



Mountain and forest areas tend to be in earth tones that match the surroundings.

NEIGHBORHOOD TRENDS

**Are you subject to the rules of an HOA?
Does your HOA even allow a metal roof?**

If you are a part of an HOA, make sure that you verify metal roofs are allowed and get a list of the approved colors.

Then submit a color chip for approval by the HOA.

What colors are the other roofs in your neighborhood?

Neighborhoods tends to have some uniformity in their appearances. If all of the roofs in your neighborhood are light earth tones, then installing a Slate Blue roof might not be the best idea.



ARCHITECTURAL STYLE

- MODERN
- FARMHOUSE
- SPANISH



MODERN

**MODERN
ARCHITECTURE HAS
BEEN TRENDING TO
DARK COLORS AND
DARK MATTE COLORS
FOR METAL ROOFING.**

**Recommended WSMR
Colors:**

Matte Black

Matte Midnight Black

Matte Dark Bronze

Matte Musket Gray

Vintage

Black Ore Matte

Speckled Blackened Rust

Blackened Copper

Weathered Gray Paint Prints



FARMHOUSE

**BARNs OR
OTHER
FARMHOUSE
ARCHITECTURE
ARE OFTEN
REDS, WHITES,
OR DARK
GRAYS.**

Recommended WSMR

Colors:

Regal White

Bone White

Almond

Regal Red

Colonial Red

Vintage



SPANISH STYLE

SPANISH STYLE
ARCHITECTURE
WILL TEND TO
PLAY OFF THE
LOOK OF A CLAY
TILE ROOF OR
AN OLD AND
RUSTED LOOK.

Recommended WSMR

Colors:

Rusted Paint Prints

Real Rusted Roofing

Terra Cotta

Colonial Red



SURROUNDING FEATURES



Compare the metal roofing colors to your stucco, siding or brick.

These are your main features of your house.
The featured colors should complement each other.



Take Additional Property Features Into Account

- Doors
- Windows
- Fences
- Columns
- Railings
- Landscaping



Add A Pop Of Color

Consider using a trim color that is a different color than the metal roof to compliment the design.



Darker Colors v. Lighter Colors

Darker colored roofs can make a high slope or tall roof look less profound.

Lighter color roofs have the effect of making your roof look taller, especially if it has a shallow pitch.





CAN YOUR ROOF COLOR AFFECT YOUR ENERGY BILL?

Metal roofing in a lighter color will reflect the heat of the sun better than a darker colored metal roof.

Lighter colored roofs will help safeguard your roof from intense heat. In fact, a lighter colored roof can decrease your energy bill.

However, if you live in a cooler climate then choosing a darker color roof will have a minimal impact on your energy bill. Darker color roofs soak up the heat and will keep your home warmer. In a cooler climate a darker roof can lessen your heating bill.

ENERGY SAVINGS

IS A DARK COLORED ROOF HOTTER THAN A LIGHT COLORED ROOF?

A black metal roof will make your roof hotter. When you live in a hot climate, a darker colored metal roof will be hotter than a light colored metal roof.

Use a "cool metal roofing" color to minimize the difference in energy cost created by a dark color.



NATURAL LIGHTING AND ROOF COLOR

Look at the main features of your house and compare roofing samples at different times of the day.

The colors will look different depending on the lighting conditions.

In the middle of the afternoon, you may notice a glare with a glossy color. However, a matte color might look gloomy or dull in the early evening.

For the most accurate idea of what each color will look like, consider all your potential roof colors at different times of the day in various lighting.



COLOR SELECTION TOOLS

Color Charts

Color samples grouped together by paint finish.

Photo Galleries

A photo collection of completed projects, generally grouped by color.

Product Visualizers

An interactive, virtual program that shows a realistic simulation of different roof colors on a project.

Metal Color Chips and Panel Samples

Samples of the color and material.

Color Charts

The starting point for selecting colors should be a color chart. Color charts normally are grouped by the type of paint finish.

Most companies will have different color charts for SMP paint, standard colors in PVDF/Kynar 500®, special order colors, and designer or specialty paint prints.



Color charts allow you to see all of the colors in one place. Having a side by side comparison of the different shades of each color is a great starting point. However, there are limitations to color charts.

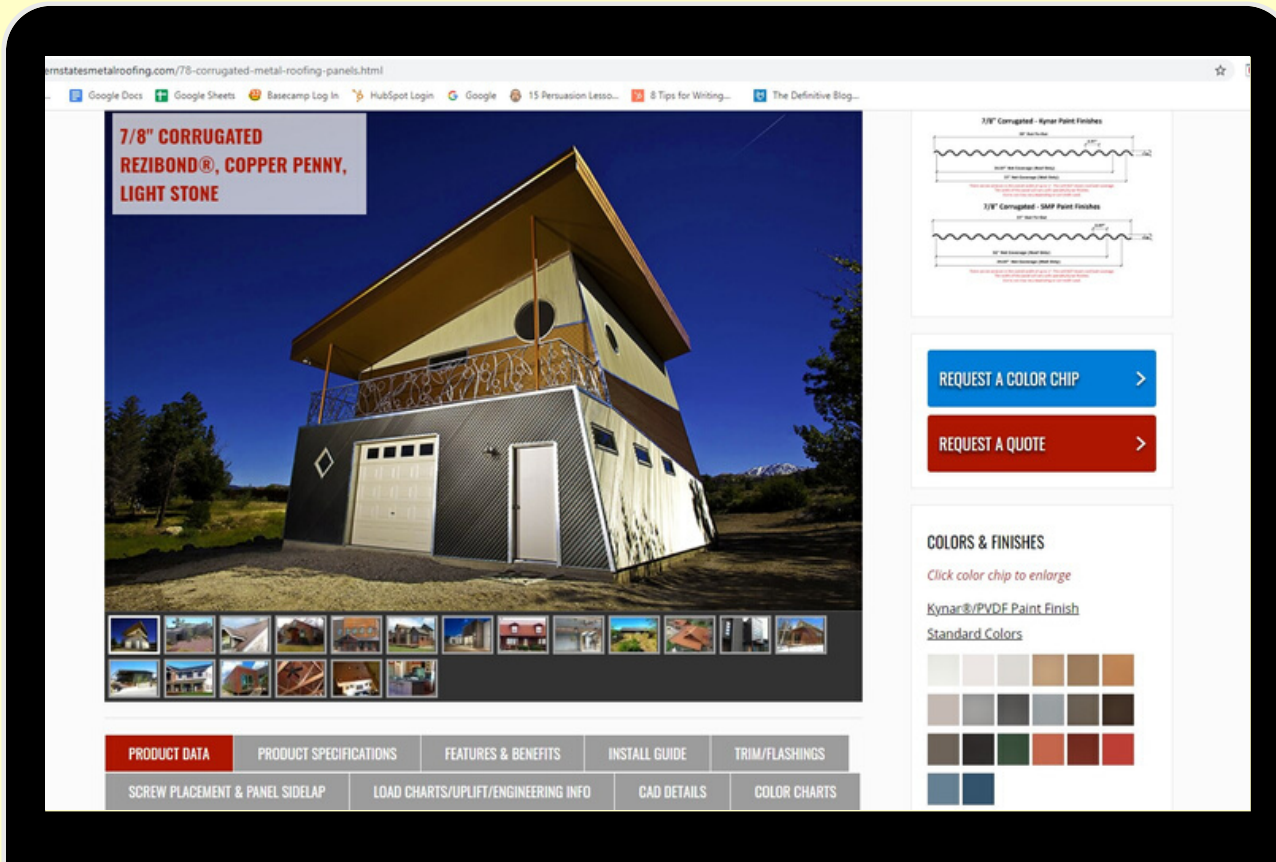
When you view a color chart online you are subject to your monitor settings. The color on your computer screen should only be considered as a fairly close color representation.

When you see that color in person it may be completely different than what you expected. Furthermore, it is such a small color swab that you can only get a very basic feel for the actual look of the color.

Photo Galleries

After you look at a color chart, you will have a good idea of your general color range. The next step is to try and find jobsite photographs of these colors.

Most companies will have a photo gallery on their websites. In many instances, it will be organized by the specific color.



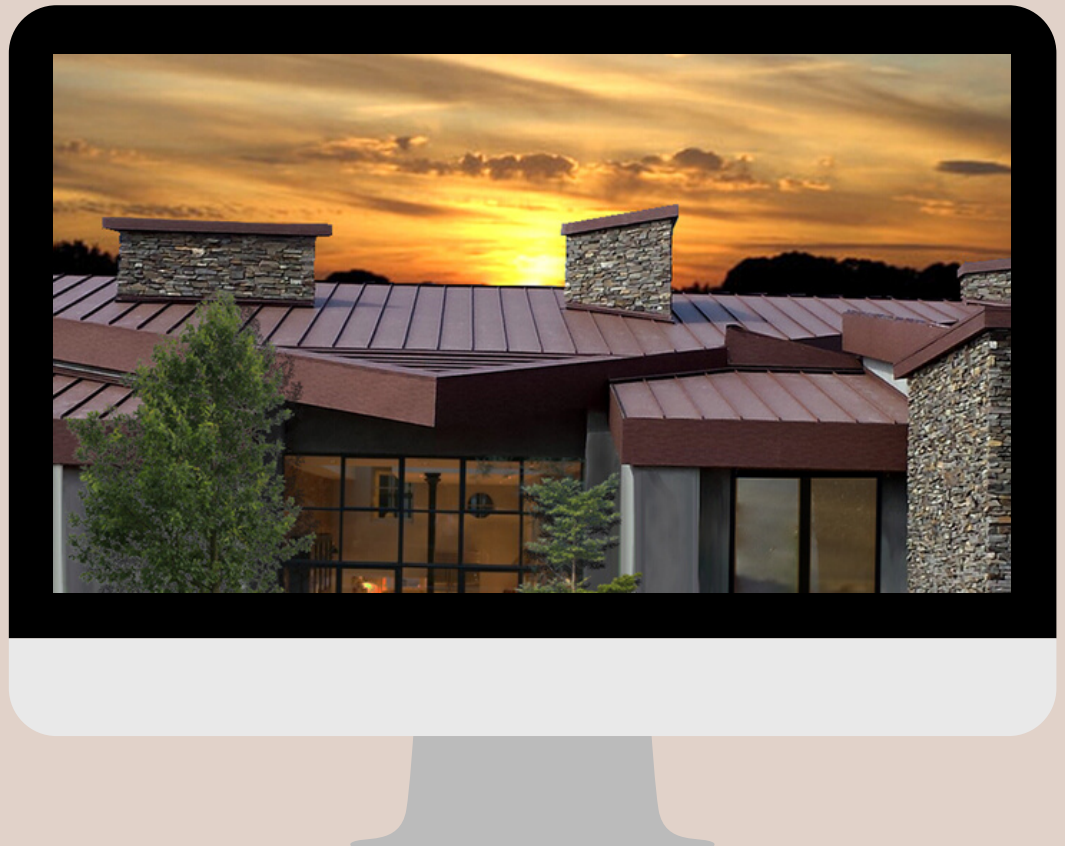
Product Visualizers

Roofing visualizers allow you to select a specific style of home or upload a photograph of your project.

This can be helpful because you can compare different colors to the structure and even change the surrounding features.

You will have the ability to pick the stucco or brick color and then select a metal roofing color.

This will help see if the colors complement each other and are in balance.



Metal Color Chips and Panel Samples

The only way to get an actual representation of the color is to get a metal color sample.

A color chip will actually be cut from the steel that is used to make the metal roofing. It will be the best representation of the color.

You should be looking at a color from the ground to the roof. This is the way the color will look on your roof. Sometimes colors look good from close, but look completely different from afar.

We recommend that you **request a color chip in your favorite 1-5 colors.**

Once you see these colors in person, trim the list down and **request a panel sample of your favorite 1-2 colors.**

Panel samples are much larger. They can be placed on the roof or looked at on the ground from a distance of ten feet.

Looking at panel samples from the roof to the ground gives you the most realistic vision of how your roof will look.



Availability Of Metal Samples

At Western States Metal Roofing our **sample policy** is:

Metal Color Samples

- **Free of charge and readily available in all colors.**
You can request as many colors as you need within reason.

Panel Samples

- **Specialty paint prints/designer colors are readily available and free.**
These colors have to be seen in person so that you can see the detail and beauty of the paint.
- **Standard colors are available in white only.**
We will also send you a metal color chip in any colors that you need. Normally having a **white panel sample and a metal color chip** in your chosen color is enough to determine whether it's the correct color for your project.



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