



2016 FASHION SEASON &
ROOF COLOR PAIRINGS



PERFECTLY
PUT TOGETHER
YOUR COLOR, YOUR STYLE



LET YOUR STYLE COME ALIVE WITH COLOR

A PERFECT PAIRING Owens Corning and PANTONE® fashion colors

What is it about color that makes it so universal and yet so intensely personal?

Color reflects the mood of a particular time and place (think pink bathroom tile and avocado appliances) and taps into a kaleidoscope of emotion to provide a deeply satisfying vehicle for self-expression.

The exterior of your home isn't solely defined by the brick, siding or shingles on it, but by the colors, textures and accessories all around it. To help inspire your own style, we've teamed up with the global authority in color, Leatrice Eiseman, Executive Director of the Pantone Color Institute™.

Select colors from each season's PANTONE® Fashion Color Report are paired with Owens Corning® TruDefinition® Duration® Series Shingles to provide a fashion-forward foundation you can use to create a home that is perfectly put together, and uniquely you.



“COLOR
IS SUCH AN ENORMOUS
INFLUENCE
IN OUR LIVES.

It can make us feel happy, it helps welcome us and feel more at one with our surroundings. ”

Leatrice Eiseman
Executive Director, Pantone Color Institute™

BLENDED TO STAND OUT

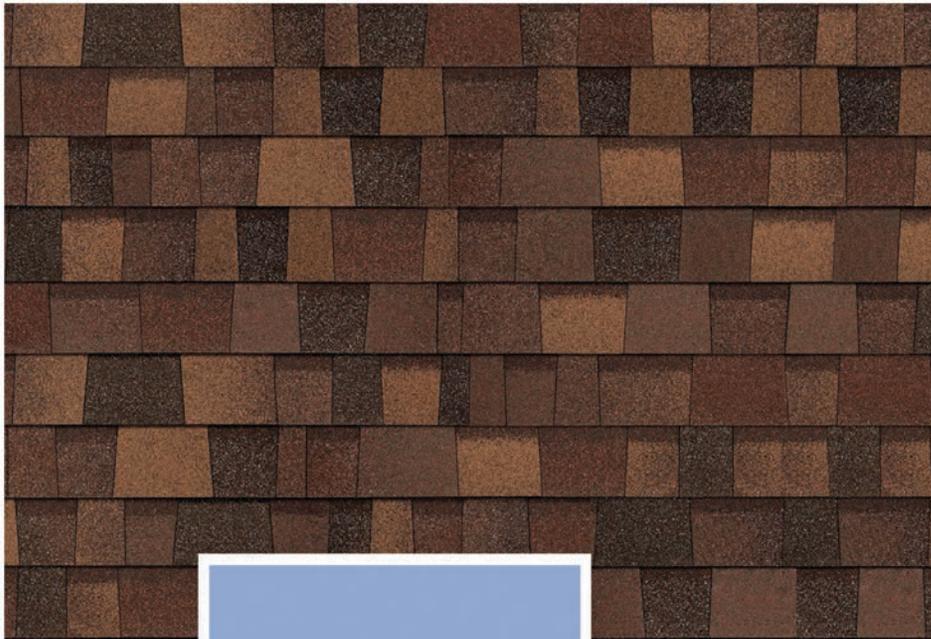
Look closely. You'll see that each colored tab is, in fact, a rich and complex mosaic of colors. Every Owens Corning shingle color is the result of a meticulous formulation process. Our own team of color specialists creates unique blends of colored granules designed to pair beautifully with a wide range of exterior colors.



SEDONA CANYON

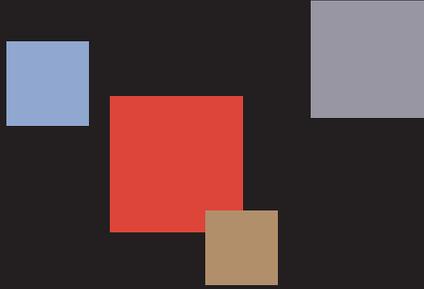
2017 SHINGLE COLOR OF THE YEAR SEDONA CANYON

Inspired by nature, Owens Corning Sedona Canyon is warm and reminiscent of real wood shake shingles, but much more nuanced. Burnt umber, chestnut and butterscotch hues mingle with a twist of calming blue to deliver a color experience that is both grounded and versatile, no matter the season.



See more at shinglecoloroftheyear.com

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A TRANSPORTING AND TRANSFORMATIVE CANVAS

Colors this season transport us to a happier, sunnier place where we feel free to express a wittier version of our real selves. With our culture still surrounded by so much uncertainty, we are continuing to yearn for those softer shades that offer a sense of calm and relaxation. Vivid brights give way to excitement and optimism, though quiet stability prevails in this season's palette.

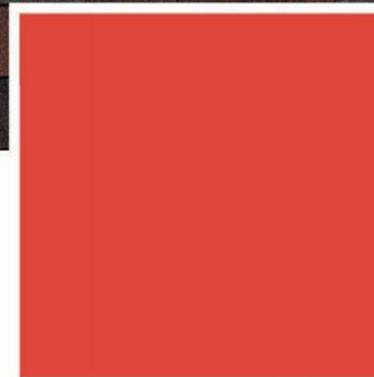
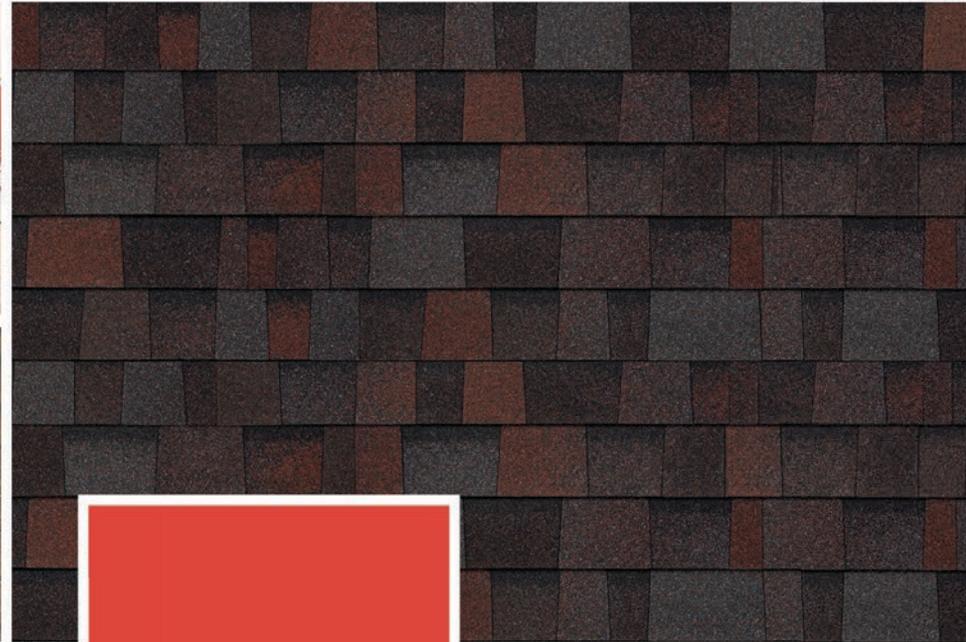
Leatrice Eiseman
Executive Director, Pantone Color Institute™

SPRING 2016

FIESTA & MERLOT

TruDefinition Duration Designer Shingles

Strong and fiery, the vivid Fiesta is a yellow-based red that provides a high-energy contrast to this season's palette. Merlot shingles, featuring rich burgundy and hints of blue and cool charcoal, are the perfect companion.



PANTONE®

17-1564

Fiesta





SPRING COLLECTION

Color connects us to our surroundings and influences how we feel. The talk of color is heightened each season as the latest fashion color trends are unveiled by the Pantone Color Institute™. These fashion colors can be used to express yourself on the exterior of your home, too. Let our roof and fashion color pairings inspire you to bring your own style to life.

See more at roofingfashioncolors.com



SERENITY & SEDONA CANYON

TruDefinition Duration Designer Shingles

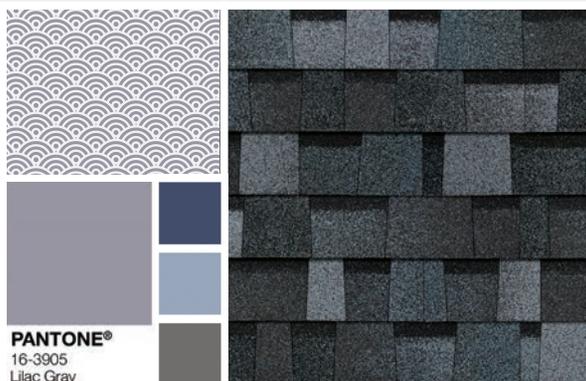
Assuring and expansive like the sky, Serenity provides calming comfort. Pair with the warm earthy tones of Sedona Canyon shingles for a solid foundation inspired by nature.



ROSE QUARTZ & SIERRA GRAY

TruDefinition Duration Shingles

Rose Quartz conveys compassion and composure. The black and white shades of Sierra Gray shingles crisply bookend this persuasive yet gentle tone.



LILAC GRAY & PACIFIC WAVE

TruDefinition Duration Designer Shingles

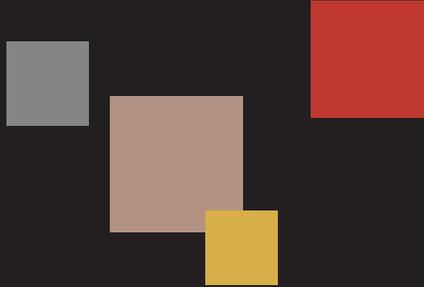
Undertones of lilac add a distinctive edge to this classic gray shade. The ocean blues and deep gray tones of Pacific Wave shingles are the perfect complement.



ICED COFFEE & TEAK

TruDefinition Duration Shingles

The earthy subtlety of Iced Coffee creates a stable foundation for the season's palette. It pairs beautifully with the warm gold, gray and burnt umber in Teak shingles.



A UNITY OF STRENGTH, CONFIDENCE AND COMPLEXITY

The desire for tranquility, strength, and optimism has inspired a Fall 2016 color palette.

Along with anchoring earth tones, exuberant pops of vibrant colors also appear throughout the collections. Transcending gender, these unexpectedly vivacious colors in our Fall 2016 palette act as playful but structured departures from your more typical fall shades.

Blue skies represent constancy as they are always above us. Grays give a feeling of stability; Red tones invite confidence and warmth, while Spicy Mustard Yellows suggest a touch of the exotic.

Leatrice Eiseman

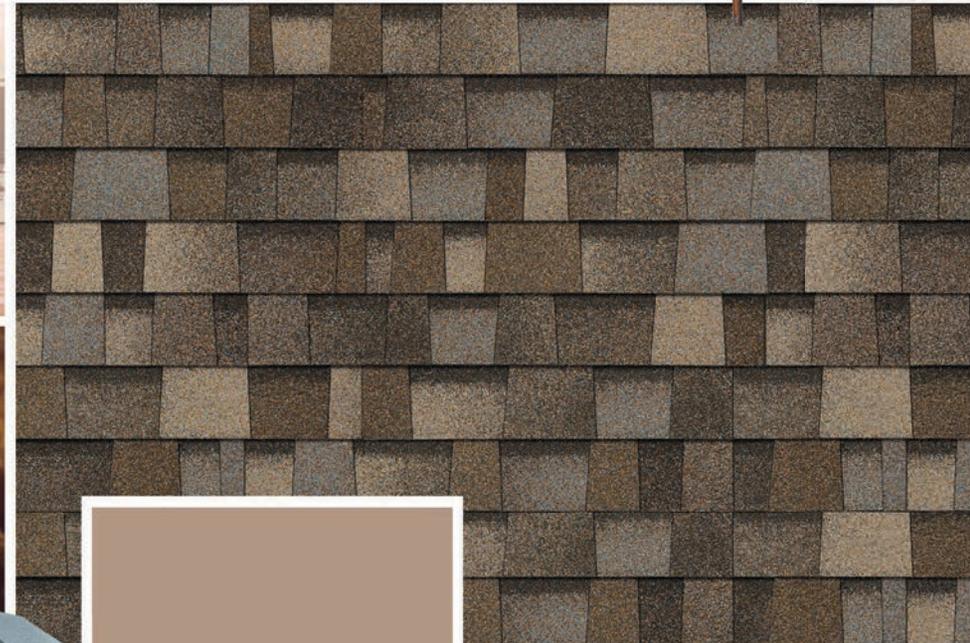
Executive Director, Pantone Color Institute™

FALL 2016

WARM TAUPE & SAND DUNE

TruDefinition Duration Designer Shingles

Warm Taupe is a hearty, pleasing and approachable neutral that pairs well with other Fall 2016 season colors. It suggests reassurance and stability; it is a timeless, trusted, organic and grounded color. This pairs well with the tan, taupe and pale blue tones of Sand Dune shingles for a relaxing combination.



PANTONE®
16-1318
Warm Taupe





FALL COLLECTION

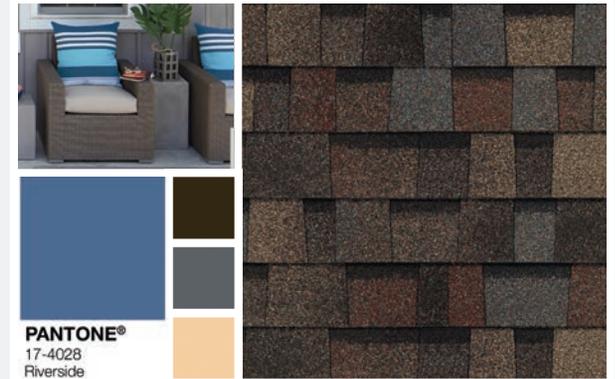
Fashion colors can flow through our lives with relative ease—they may become our next trench coat, couch pillows or bedroom paint colors. We believe your favorite fashion colors can also migrate to the exterior of your home and co-exist with your shingle color.



SHARKSKIN & SEDONA CANYON

TruDefinition Duration Designer Shingles

Neutral with an edge, Sharkskin works with almost any fall color, bright or muted. The twist of a blue gray tab in the warm Sedona Canyon shingles pairs the two beautifully.



RIVERSIDE & SUMMER HARVEST

TruDefinition Duration Designer Shingles

Cool and calming, strong and stable, Riverside displays a subtle vibrancy and sophistication. The blue tab in Summer Harvest shingles will shine in this pairing.



AURORA RED & COLONIAL SLATE

TruDefinition Duration Shingles

Warm, sensual and immediately pleasing to the eye, this bold red breeds unmistakable confidence. The red tab in Colonial Slate shingles makes for a dynamic pairing.



SPICY MUSTARD & DRIFTWOOD

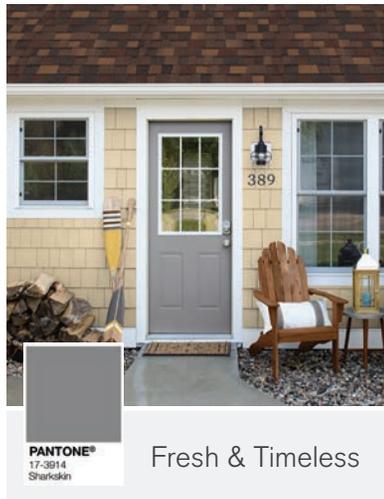
TruDefinition Duration Shingles

Spicy Mustard adds a dash of the exotic and unexpected. Driftwood shingles pair nicely, featuring gold tones grounded in taupe, rich brown and green-gray.

See more at roofingfashioncolors.com

A SPECTRUM OF STYLE IN EVERY SHINGLE

See how Owens Corning **2017 SHINGLE COLOR OF THE YEAR Sedona Canyon** pairs with each of these fashion colors for a distinctly different look. Explore all our shingle and fashion color pairings at roofingfashioncolors.com



Fresh & Timeless



Earthy Meets Airy



Classic Charm

From paint colors to pillows and porch swings, it's the little things that give your home that personal touch. Every Owens Corning shingle pairs beautifully with a wide range of colors, so whether you like bold contrast, refined neutrals or something fresh and unexpected, you'll always find the right foundation for your personal style.

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THERE'S MORE TO EXPLORE ONLINE

COLOR & DESIGN TOOLS



Found a shingle color you love? Get a real picture of how your new roof will look, with our Design EyeQ® visualization software. You can upload a picture of your home and “try on” new roof colors. When you're done, you can print the picture for reference, share it via social media, or send it to an Owens Corning Contractor Network member for an estimate.



ROOFING COLOR COMPASS®
COLOR PALETTING TOOL

Still not sure what color suits you best? Check out all your options and create a home that makes a great impression, with our Roofing Color Compass® Quiz. Just 10 simple questions will lead you to a color personality answer.

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