

EMERGING EXTERIOR COLOR FAMILIES



OAT MILK
WHITES



HONEY
BEIGES



SOFT
CEDARS



NEW
RUSTS



EARTHY
SOILS



ABUNDANT
SEAS

EXTERIOR COLOR TRENDS

Continuing + Future Directions 2021-2024

AN AMERICAN INSTITUTE OF ARCHITECTS (AIA) CONTINUING EDUCATION PROGRAM

COURSE SUMMARY:

This course aims to help architects, developers, colorists, and other specifiers understand which current popular exterior colors to continue using, which new colors to begin introducing, and what combinations will ensure successful palettes. The major design shifts in current U.S. regions as well as the cultural and consumer influences behind color trends will be referenced for the purpose of enhancing the knowledge course participants have regarding the color trends for the coming years.

PRE-REQUISITE: Basic knowledge of exterior building products

PROGRAM LEVEL: Intermediate

LEARNING OBJECTIVES:

1. Identify market radar cities, associated growth trends, and new color palettes trending within each.
2. List at least two of the current leading exterior color trends that will continue to be important over the next few years.
3. Compare and contrast current leading exterior color trends with the emerging exterior color trends that will become increasingly popular in the next 3–5 years.
4. Examine the cultural and consumer trends that have influenced both current and rising exterior color trends.
5. Identify how the 2:1 ratio of colors used in exterior color palettes is influenced by cultural and consumer trends.



Approved
Continuing
Education

Provider:

Westlake Royal
Roofing Solutions™

Program:

Exterior Color Trends
Continuing + Future
Directions 2021-2024

Length: 1 Hour

Credits: 1 LU

Course #: Boral12345

[WestlakeRoyalRoofing.com](https://www.WestlakeRoyalRoofing.com)

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