

# DESIGNED TO INSPIRE.



THE DESIGNED EXTERIOR

Whether the reasons are functional or aesthetic, making updates to your existing home exterior is inevitable. Through *The Designed Exterior™* you can beautifully transform the look of your house with low-maintenance materials that will allow you to spend time enjoying your home instead of fixing it.



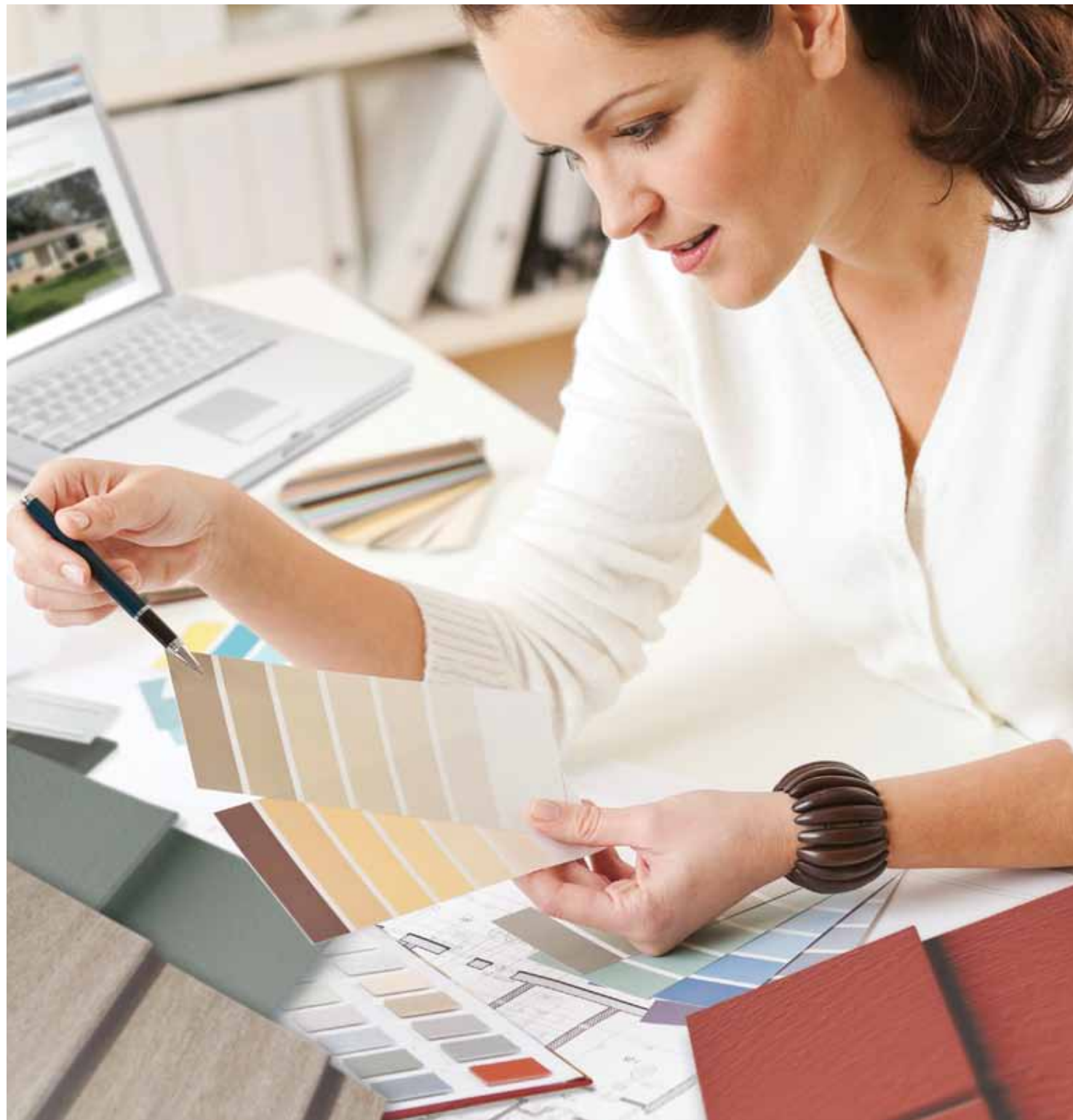




# DESIGNED TO WORK TOGETHER.

## Our Products.

- Siding, Soffit and Accessories
- Windows and Doors
- Stone and Brick Veneer
- Designer Accents
- Fence and Rail
- Gutters and Gutter Protection



For more than 65 years, professionals and homeowners alike have trusted Ply Gem as a leading building products manufacturer. Continuing that legacy, we partnered with one of the nation's foremost national architectural firms to develop *The Designed Exterior™*. Product combinations and color palettes have been carefully conceived to bring each style to life. The result is a complete exterior solution that's cost-effective to build and beautiful to behold — backed by a single company that's been serving the building industry for generations.



# Home IMPROVED

Whether it's "new to you" or has been called "home" for decades, it may be time to replace or remodel the exterior elements of your house. By using materials that are intended to work together from *The Designed Exterior™*, you can craft the style and curb appeal you've been imagining for years.

Still unsure if it's truly possible to transform an outdated house into one that's fresh and innovative? Check out how we helped transform a forgettable 1970s two-story into the envy of the neighborhood — in less than a month.



Applying the principles of *The Designed Exterior™*, the professionals started by adding a portico and rooftop dormer. These purely cosmetic embellishments helped to create an architecturally authentic shingle-style look.



New energy-efficient windows and Structure® insulated vinyl siding gives the home an updated appearance while contributing to its overall indoor air comfort and energy efficiency.



From siding and stone to gutters, replacement windows and accessories, within just a few weeks this home underwent a comprehensive makeover and is a model of the beauty and efficiency that can be achieved by updating an existing house.





"It was very important to my wife and I that the style of our home be coordinated — with colors, materials and textures chosen for a purpose. Thanks to *The Designed Exterior™*, we were able to select a new exterior for our home and preview how it would look before work even started. The result is just beautiful."

- Gary Gaal, Alexandria, VA



*The Designed Exterior™* is a complete exterior solution that enables you to create a look that reflects your personal style.

It's never been easier to beautifully update the home you've loved for years with a combination of low-maintenance materials that will allow you to spend time enjoying your house, instead of fixing it.



# The Dramatic Finish

The mixture of color and texture in Shadow LedgeStone adds dramatic rustic beauty and cleverly coordinates the rich earth tones of siding with the vivid hues of the shutters and accessories.

DAY 22



# REALIZING YOUR DREAM.

You've been visualizing it for years. Now that you're ready, the question is: **where to begin?**

## HOW TO USE THIS FIELD GUIDE

*The Designed Exterior™* will help you create the look you've been hoping for.

**START** by selecting a "before" home — one similar to your own. There's sure to be a ranch style, split-level or two-story house that you can relate to.

## REFRESH REMODEL

**NEXT**, check out how you can upgrade the look of your house by simply resurfacing it with a mix of styles, textures and materials. For instance, new windows are a major architectural feature that will add distinctive character and provide increased comfort and savings — while shutters, trim and accessories add personality and charm.

REFRESH

## ENHANCE REMODEL

**CONSIDER THIS.** Perhaps it's time to give your home a dramatic facelift. Think about adding purely cosmetic modifications such as a dormer, gable or front porch. These straightforward design elements make it possible to completely transform the overall house look into a classic architectural gem.



## THE COLLECTIONS

The right mix of textures, colors and architectural details can fashion a harmonious design.

Throughout this Field Guide we've identified color and material combinations — created by architects — that coordinate beautifully and form each Designed Exterior. Use them to guide your design choices. Yet, feel free to mix and match homes and collections to transform the look of your existing house.



# EXPLORE THE POSSIBILITIES.



This Field Guide showcases a range of traditional and contemporary exterior design styles. The looks were selected in partnership with a leading national architectural firm and represent today's most popular exteriors. Product specifications and recommended color schemes are provided for each architectural style. Use them to guide your design choices, achieve an authentic look and give your home greater curb appeal.



## SINGLE-STORY HOMES

PAGES 14—31

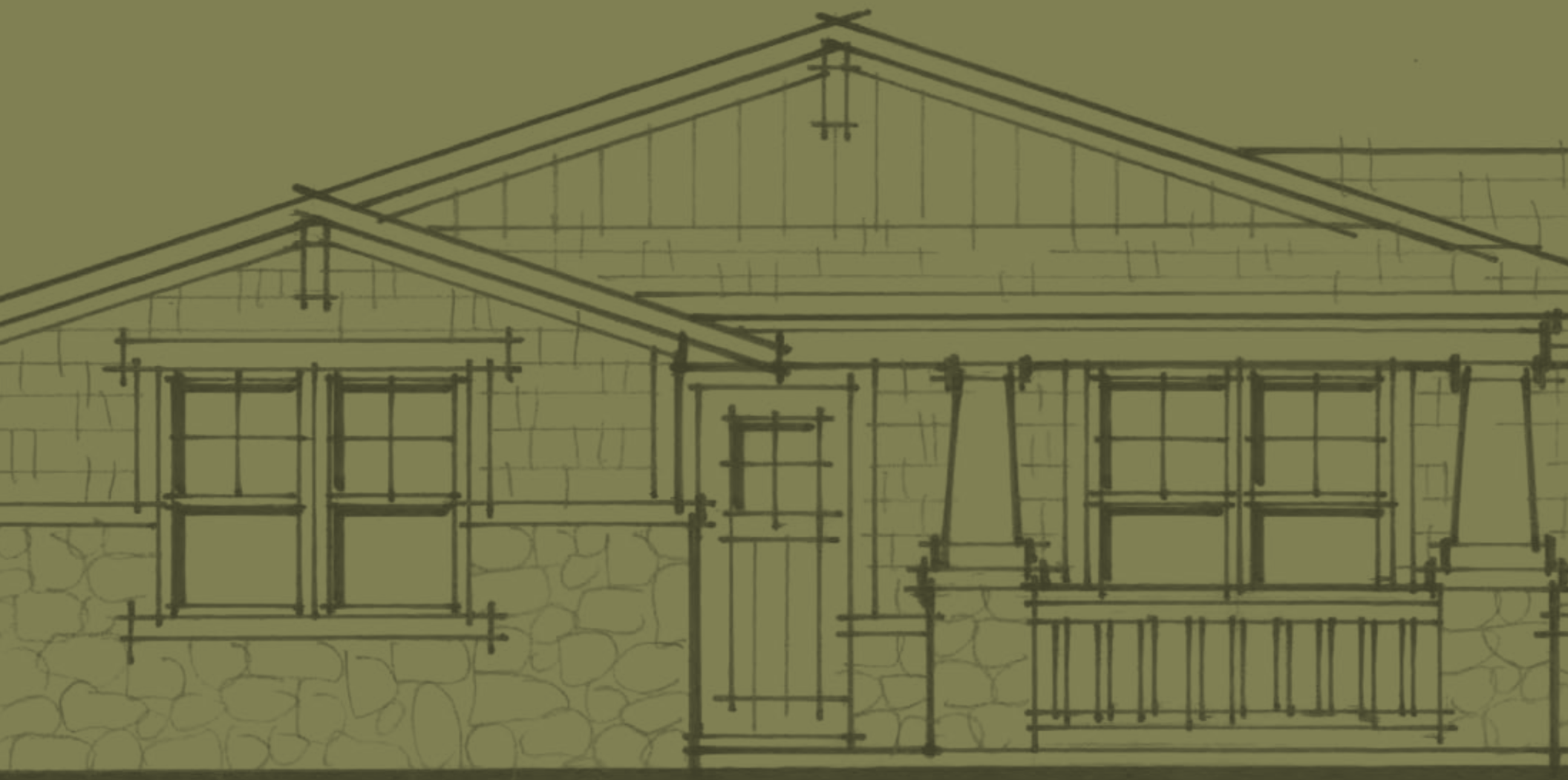
## SPLIT-LEVEL HOMES

PAGES 32—45

## TWO-STORY HOMES

PAGES 46—63





# SINGLE-STORY — HOMES —

Single-story houses, or more commonly referred to as ranch-style houses, are widely preferred by homeowners because of their ease of accessibility. Unfortunately, it's all too common that these houses lack individuality and character.

However, *The Designed Exterior™* helps to inspire beautifully updated, low-maintenance home exteriors by combining windows, stone veneer, siding profiles and colors, along with other accents that are intended to give any home a fresh and dramatically customized look.





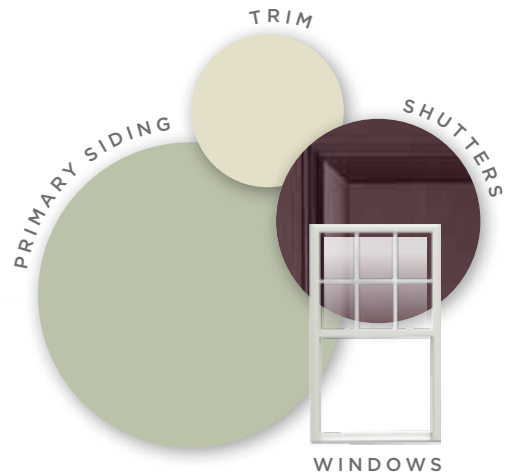
REMODELING FIELD GUIDE

This simple, Cape Cod cottage-style home has good proportions but is short on detail — the windows lack grids, its shutters are undersized and its porch columns are too thin.



Adding color — inspired by the architecture itself — makes a dramatic impact. Right-sized shutters, the updated six-over-one window pattern and new, more substantial porch columns deliver an exceptional look.

The FERN COLLECTION



A mix of colors and textures completely transform this once forgettable-looking home into an enviable Craftsman. Single windows with shutters were replaced by double windows with an authentic three-over-one grille pattern. The addition of stone columns, along with a railing application, creates a stylish front porch.

The HILLTOP COLLECTION



Refer to the inside back cover for product specs.



This typical Midwestern house lacks fine points and could be considered a watered-down Prairie style. Its windows are ordinary, colors are dull and the entryway is especially weak.



This home's existing style received a boost by updating the color and texture. Its plain windows were exchanged with a Prairie window pattern in the upper sash, the existing brick was replaced with Shadow Ledgestone and the small front porch was strengthened by adding a column.

## The RIVERSTONE COLLECTION



REFRESH



ENHANCE

The improved version of this Prairie-style home includes strong horizontal lines paired with clusters of casement windows. A front porch with massive square piers was added to give the house a bold entrance.

## The UNIVERSITY COLLECTION





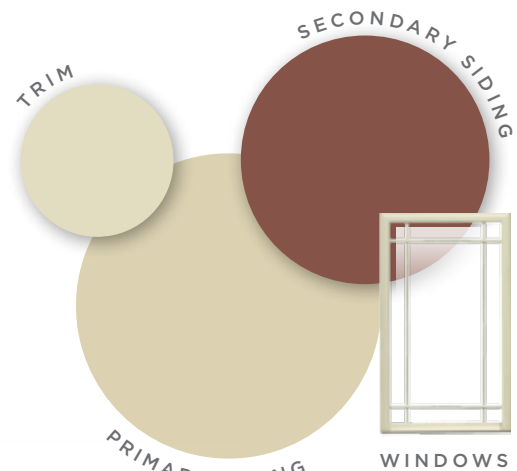
REMODELING FIELD GUIDE

This home displays some typical architectural missteps. Shutters should be sized to function — in other words, be able to close over the entire window. Picture and corner windows were never intended to have shutters. Often times this was an attempt to add animation and color to an otherwise plain house.



In order to bring visual interest to this home, two different siding colors were chosen. The siding on the lower portion of the home is darker and wider — a technique referred to as “rusticated.” In addition, double hung windows were replaced by casements with the Prairie grille pattern.

The **SANTA FE**  
COLLECTION



REFRESH



ENHANCE

This house lacked the celebration of entry. A front porch and roof gable were added, delivering the Craftsman style, which pairs well with the existing low-pitched roof and completely changes the appearance of the home. By altering window styles and placement, varying siding materials — shakes and board-and-batten and adding columned piers along with stone at the base — this home now appears architecturally authentic.

The **REED**  
COLLECTION



Refer to the inside back cover for product specs.



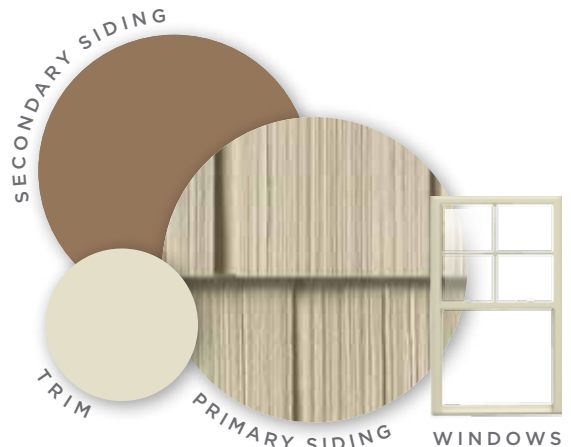
This house is a textbook example of what commonly happens when a homeowner chooses to convert a garage into living space.



By simply using a mix of siding styles and employing trim work throughout the design, this home now has a fresh, cohesive look. A new four-over-one window pattern also adds character and style to this once sparse-looking house.

## The STRAW

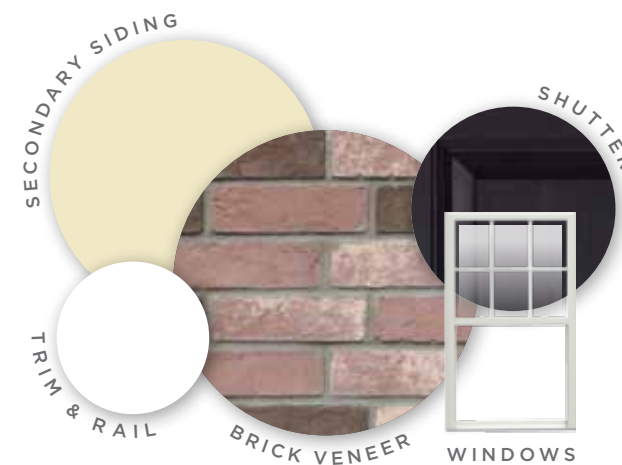
COLLECTION



Given a little more budget, a dignified Colonial Revival is possible. The addition of brick and a porch with a roof gives the home an entirely new look. A triple window with a six-over-one pattern replaces the original picture window and completes the steps necessary to make this house a classic.

## The WASHINGTON

COLLECTION



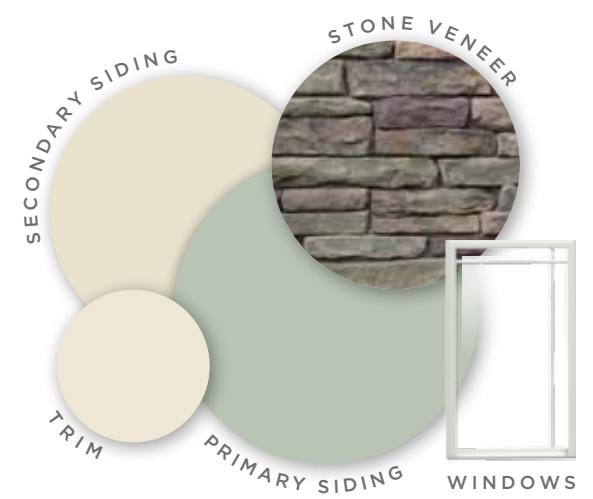


Unfortunately this mid-century Modern home has lost its contemporary appeal.



By celebrating its geometric shapes with window and door patterns, new chimney stone and a combination of horizontal and vertical siding, this house achieves a more modernized style.

## The FIELDGRASS COLLECTION



REFRESH



ENHANCE

By adding a guest-friendly front porch and carrying the fireplace stone across the entire base of the structure, this house transforms into the chic mid-century Modern it was intended to be.

## The LAKESIDE COLLECTION



Refer to the inside back cover for product specs.



The intended style of this house is lost because its primary elements — arched beams, enormous roof and hidden brick — lack consistency.



The combination of false roof dormers, new — more prominent — front porch columns and brick wainscoting allows this house to embrace a Colonial Revival architectural style. By eliminating the arched beams and giving it a strong, dignified line, the front porch makes a statement.

The LINCOLN TON COLLECTION



This house was transformed into a traditional Craftsman style by first framing a gable and portico atop the overbearing roof, and then completed by adding stone, shakes and front porch pillars.

The REDWOOD COLLECTION



Refer to the inside back cover for product specs.



The front entry of this ordinary home is lost — overwhelmed by battling gables and an unfortunately prominent garage that is flanked by brick, which acts like goal posts.



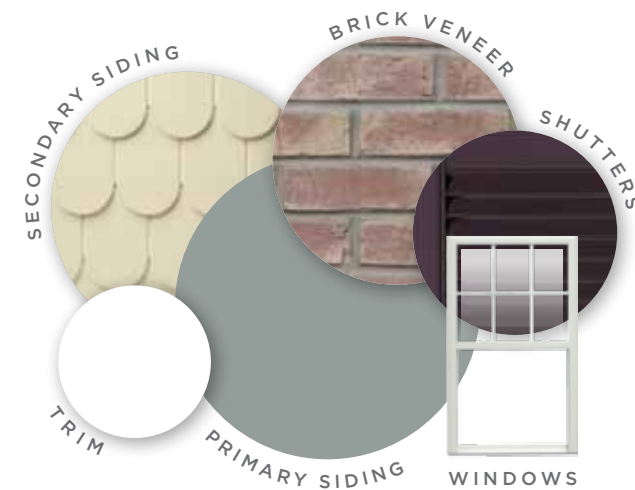
Colorful shakes along with louvered gable vents and brace supports adorn this home with style; while the addition of a secondary stone surface gives mass to the small gable area and helps lead guests to the front door.

## The WEDGEWOOD COLLECTION



This newly created Victorian ranch was fashioned by adding a front porch that emphasizes its entrance and prevents the garage from being the highest point on the house. Scallop shakes and brace supports along with playful colors and updated brick across the base lend authenticity to the refreshed style.

## The CAPE MAY COLLECTION





This 70s style house is drab with unadorned windows and a front section that projects yet has no windows or other design elements.



BEFORE

Without changing the structure, but by adding classic louvered vents, two siding types and stone along its base, this house was given a chic new look.

## The FAWN COLLECTION



REFRESH



ENHANCE

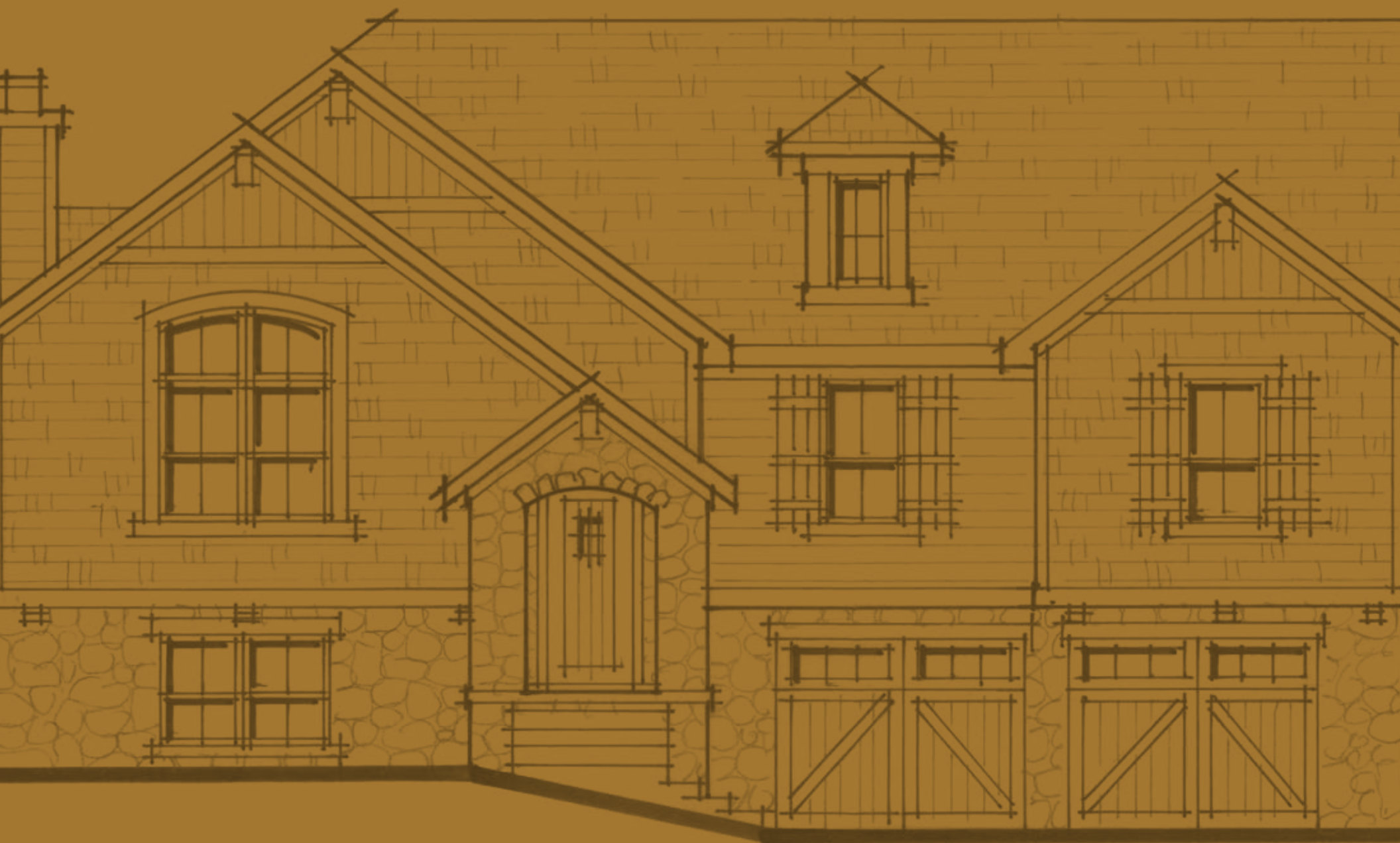
The addition of a porch and framed gable on top of the original roof provides balance and makes the windowless element irrelevant. Yet it's the red shakes and Shadow LedgeStone that completely change this house into a Craftsman.

## The VISTA COLLECTION



Refer to the inside back cover for product specs.





# SPLIT-LEVEL HOMES

Split-level construction was a trend that dominated new home creation throughout the 1960–70s. Yet more often than not, it lacked any sense of traditional residential architecture. *The Designed Exterior™* takes this challenge to heart and suggests that by adding a combination of materials, colors and textures, these once outdated home exteriors can become customized architectural looks.





This example reveals one of the typical challenges found in split levels: it looks like two houses — a single story and a two story — pressed together. The pale, monotone color scheme is boring, and without a front porch, there's no defined point of entry.



Removing its ill-fitted shutters and blending a trio of siding profiles with warm colors, the look of this house is unified.

### The EMBER COLLECTION



REFRESH



ENHANCE

A gabled porch provides a grand entry point and unites the two levels together. Stone, along with six-over-one windows, right-sized shutters and other accents give this home a Shingle-style appeal.

### The BUCKSKIN COLLECTION



Refer to the inside back cover for product specs.

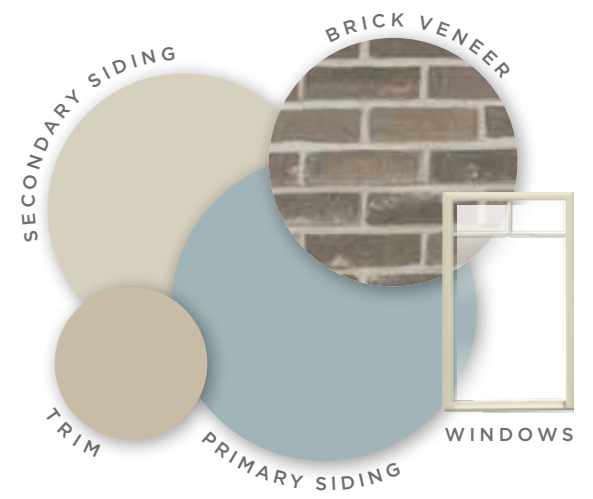


The garage door on this 70s-style house demands attention; while the combination of inconsistent detail elements prevent it from claiming a true style.



Adjusting siding profiles and adding a brick entrance column offsets the large garage door and brings balance to the look of this house. Additionally, Prairie-style window grids deliver architectural authenticity.

The **STUDIO** COLLECTION



A hip roof is added to extend a new stone porch in front of the garage. The updated windows with thinner casements create a vertical contrast to the horizontal lines of the house.

The **MEADOWBROOK** COLLECTION



Refer to the inside back cover for product specs.

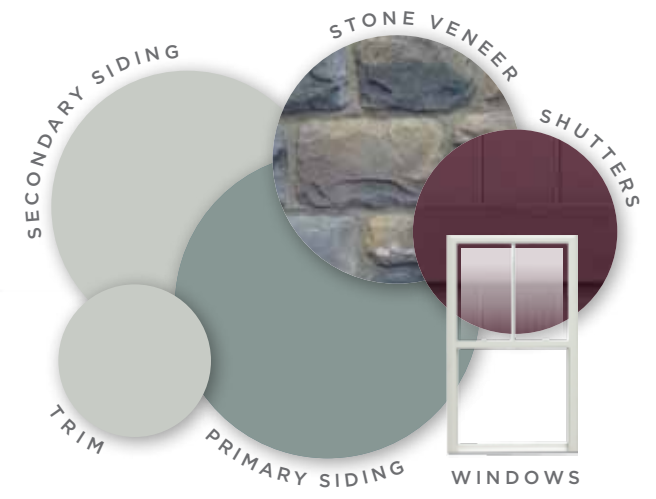


This drab, outdated exterior is monotonous and lacks both visual appeal and a welcoming front entrance.



The addition of columns creates a small, defined, front porch; while including stone and splashes of color bring visual interest and personality to this house.

# The SUFFOLK COLLECTION



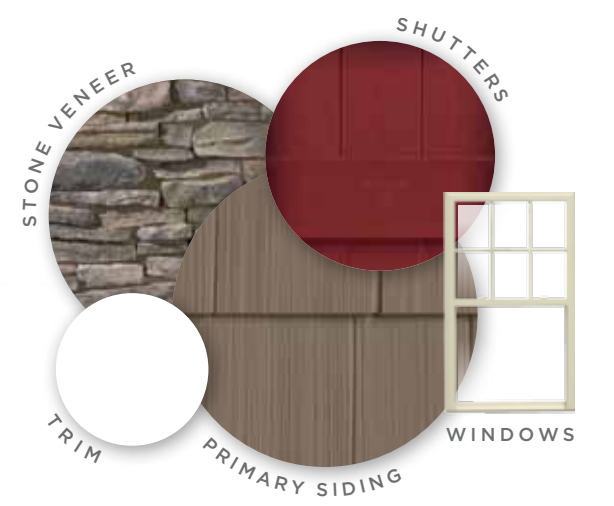
REFRESH



ENHANCE

A gable, along with newly proportioned windows and updates to color and texture through both stone and siding, transform this into a charming, Shingle-style house.

# The AUTUMN COLLECTION



Refer to the inside back cover for product specs.

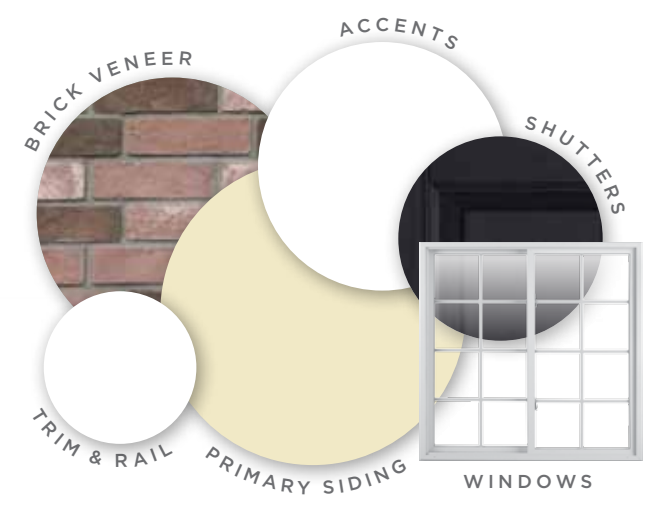


This colorless house looks outdated with its iron work columns, painted brick and window "wings."



By adding substantial front porch columns, updating the windows with grids and incorporating brick with color, a Colonial-style exterior was created.

The **QUEEN ANNE**  
COLLECTION



Coordinated roof and front porch gables work well together and team up beautifully with the stone and siding profiles to transform this house into a Craftsman.

The **SUNSET**  
COLLECTION



Refer to the inside back cover for product specs.

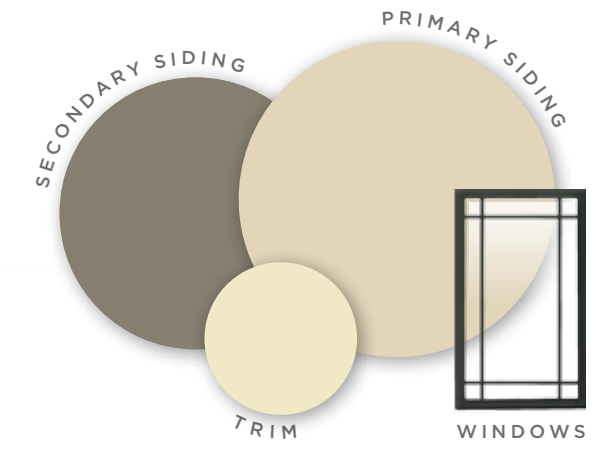


This monochromatic “challenge” with plain windows and no sense of entry, lacks balance and is overwhelmed by the garage and its gables.



Two different siding profiles give this house an architecturally interesting look, while the addition of black windows with prairie grids enhances its character.

The ELKHORN COLLECTION



REFRESH



ENHANCE

The overall look of this home is unified through its use of complementing stone and siding colors. Adding a front porch with formidable columns makes this house appear far more welcoming.

The PINE COLLECTION



Refer to the inside back cover for product specs.

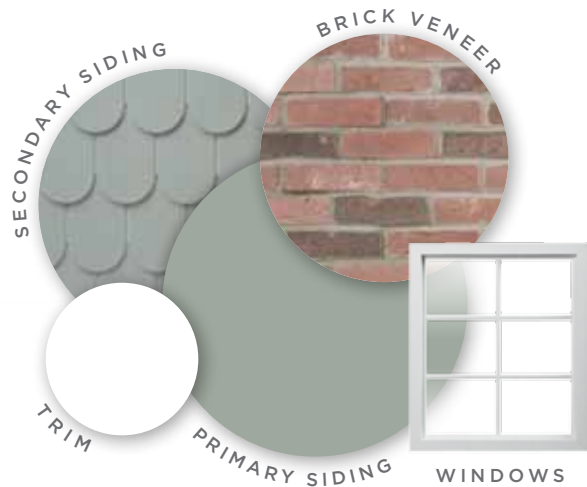


While it lacks discernible style and detail, the primary challenge with this home is the scale and balance of its components — such as the disproportionately large half-round window.



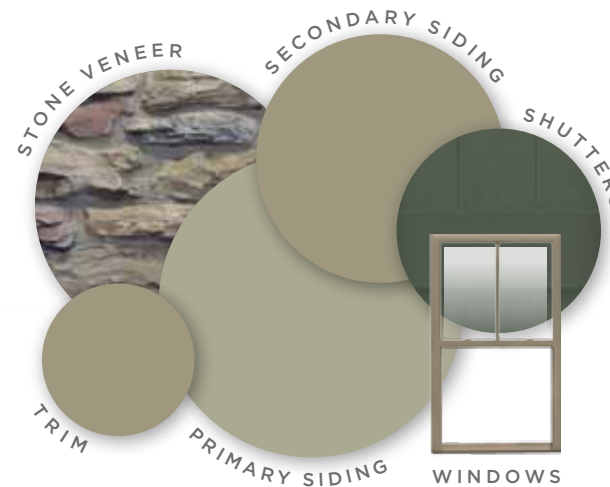
Simply adding accessory details to the gables and mixing siding styles assigns character and helps this newly created Victorian exterior to extend a warm welcome to guests.

The **SOHO** COLLECTION



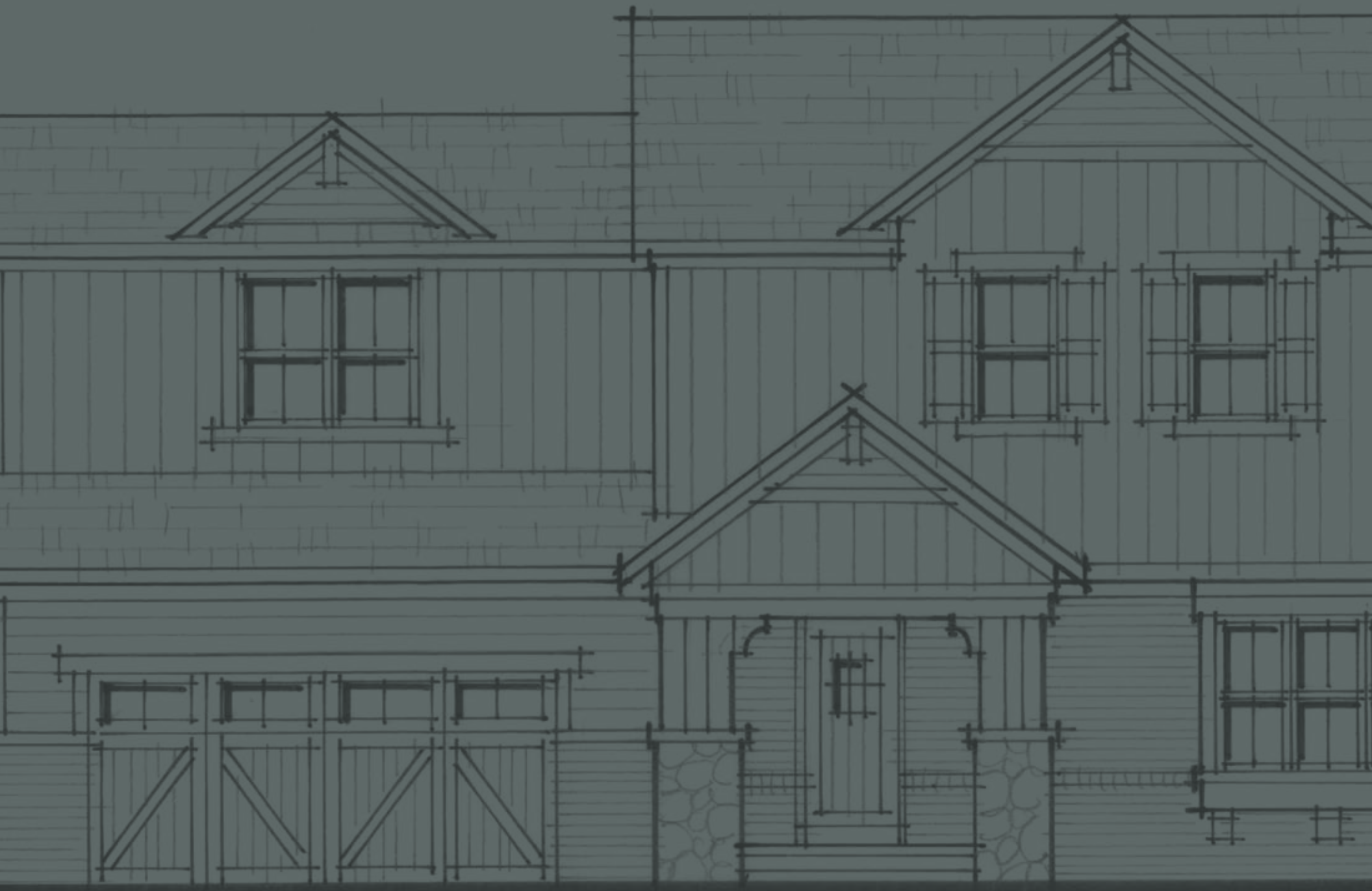
Creating this French Country look started with new windows. It is further stylized by adding a stone entryway, reducing the scale of the gables and utilizing two different siding profiles — shakes and board-and-batten.

The **LODGE** COLLECTION



Refer to the inside back cover for product specs.





# TWO-STORY — HOMES —

The interior space available in a two-story home allows families the room they need to comfortably spread out. Yet, all too often what works well inside the house presents homeowners with exterior design and curb appeal challenges.

*The Designed Exterior™* makes it possible for you to explore the possibilities and create a home exterior that will be the envy of the neighborhood.





REMODELING FIELD GUIDE

This charming house, with its friendly front porch, is bursting with potential but lacks the style and color to make it stand out in the neighborhood.



Minor changes to just the color and texture show the impact that a material change can have on the personality and look of a house.

The SLATE COLLECTION



REFRESH



ENHANCE

The addition of a gable over the entry incorporates the porch into the main body of the house, while the stone delivers a vintage façade.

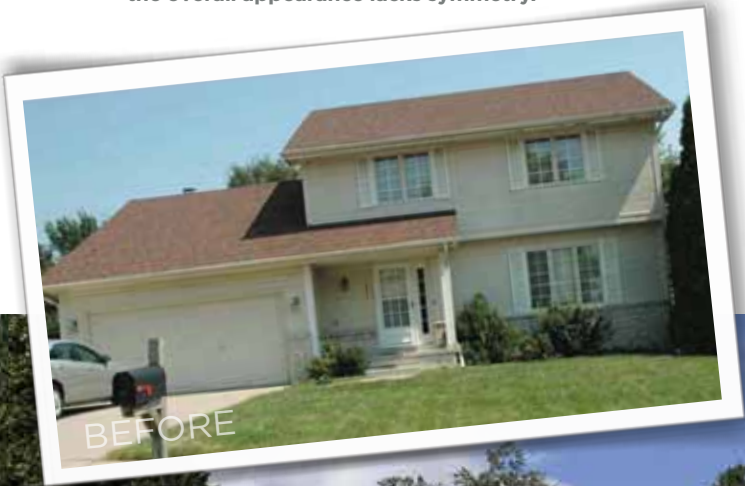
The DEER VALLEY COLLECTION



Refer to the inside back cover for product specs.



This typical 1980s house has no discernible style and is easy to miss with its dull color palette and horizontal lines. Also, since the porch roof sits below just one pair of windows, the overall appearance lacks symmetry.



Incorporating a variety of colors and textures introduced by the stone base, this completely updated exterior cleverly uses earth tones to create an original new look.

### The TELLURIDE COLLECTION



REFRESH



ENHANCE

By adding two gables to the roof line and a front porch, this house is thoroughly transformed. Incorporating splendid color and tapered column bases completes the Craftsman style.

### The GRANITE COLLECTION



Refer to the inside back cover for product specs.

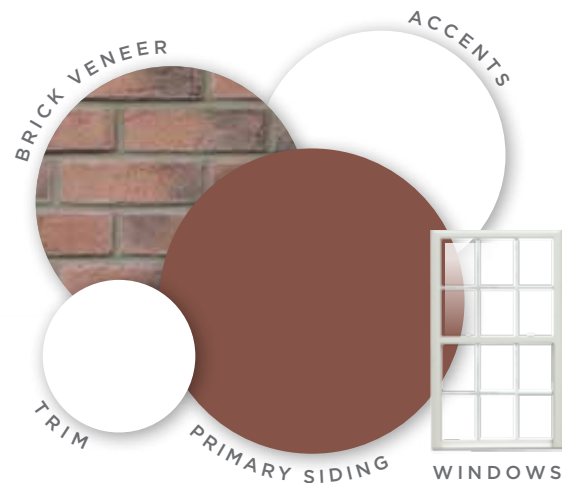


Unfortunately this house misses the mark on a classic style. Its hexagon window above the entryway is out of scale, while the front door lacks welcoming charm.



Color vividly changes the personality of this home with new, white-trimmed windows. Adding a small single-hung in the center of the second floor creates a Colonial Revival look.

### The ADAMS COLLECTION



An entirely new Shingle-style home was fashioned by adding a warm stone base, shakes and a striking front porch. The second-floor windows are paired up, giving them a whole new look.

### The SANDSTONE COLLECTION



Refer to the inside back cover for product specs.

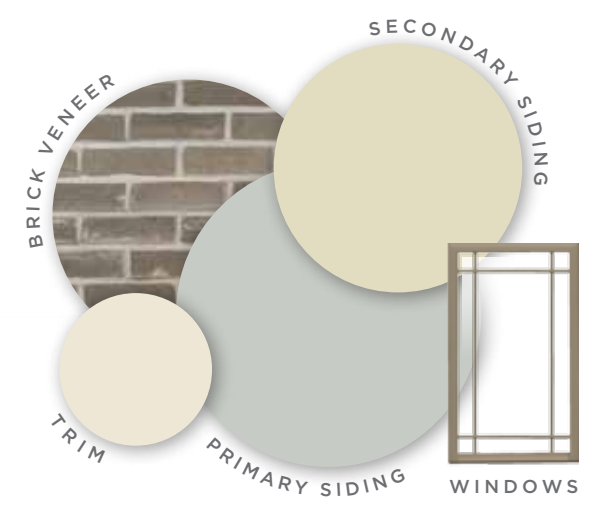


This once Modern house is severely outdated and unfortunately, its overall appearance is missing warmth and curb appeal. The lack of windows and odd proportions present a visual challenge.



To help bring balance, louvered vents were added as accents to either side of the new upper-level windows. Then, by also adding brick to the base of the house, Prairie-style architecture is introduced.

The **STAINLESS** COLLECTION



The newly added gables play a role in the transformation of this house. Then through color, as well as pairing stone with board and batten siding and shutters, this beautiful exterior has become a model for others in the neighborhood.

The **PEWTER** COLLECTION



Refer to the inside back cover for product specs.



Narrow windows and an uninspired color choice prevent this house from impressing guests.



Widening the second floor windows and giving them a Craftsman grid pattern is a significant improvement. Design elements such as stone piers and brackets — to catch the floor above — contribute elegance to a once forgettable house.

The **SAN ANDREAS** COLLECTION



Converting the large overhang into a functional porch changes this house into a Craftsman style. The newly added dormer on the single-story side helps to give balance to the overall look.

The **DAWN** COLLECTION



Refer to the inside back cover for product specs.

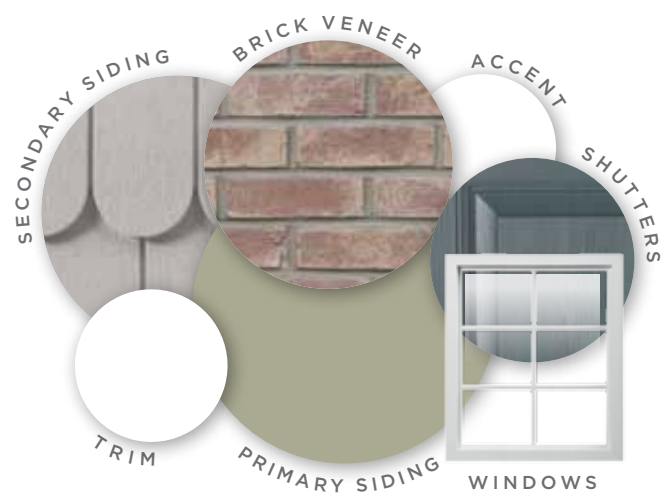


This house, with its enormous garage gable, lack of windows and pale color scheme, is missing design elements that will give it polish and charm.



Crafted together, the use of scalloped shingles, brackets on the columns and gable details create a charming Folk Victorian home. The height of the front gable has been camouflaged by the use of a normal-sized window and a mix of siding types.

### The GULLWING COLLECTION



REFRESH



ENHANCE

A lovely French Country home exterior was created through the use of brick, stone and shakes. To lend balance to the oversized gable, a small false dormer was added over the front door.

### The SAGE COLLECTION



Refer to the inside back cover for product specs.



This house, with its generous front porch, unfortunately has a bulging garage that puts the focus in the wrong place. The vanilla color palette does not contribute eye appeal.



### The MAPLE COLLECTION

Newly added stone helps draw attention to the front door while the combination of coordinated textures and materials, such as gable vents, deliver a more balanced look overall.



REFRESH



ENHANCE

By over-framing with a second gable featuring a circle window, the location of the front door is highlighted. This enhancement fixes some of the architectural "wrongs" of the original house. Now, through the use of color and contrasting trim, a classic Shingle-style is possible.

### The LOREDO COLLECTION



Refer to the inside back cover for product specs.

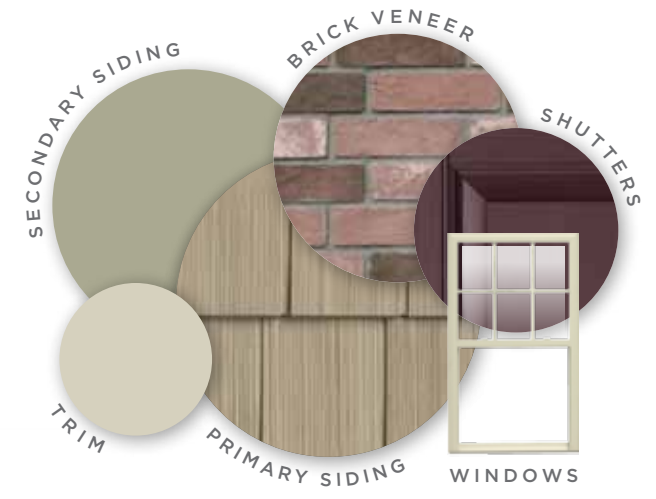


This 1970s-style house is missing personality and architectural character. The front entry is unprotected and lacks a warm welcome.



New windows, siding and stone veneer have transformed the uninspiring façade in the before photo into a handsome, charming exterior. Architectural features such as the shuttered, divided-lite windows create a stately appearance, while stone veneer and lap siding complete the traditional look of a Colonial.

The **CABIN** COLLECTION



REFRESH



ENHANCE

Simple structural enhancements can have a dramatic effect. A front porch extends a welcome entry, while a second-story gable breaks up the roofline on this boxy 70s Colonial. Siding materials, windows, shutters and colors work together to create an eye-catching result.

The **BRONZE** COLLECTION



Refer to the inside back cover for product specs.