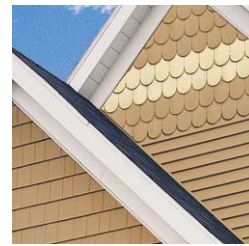


# Siding with Design

Bringing imagination to life. That's the role of great design. Today, designers across the country are imagining neighborhoods filled with homes of unique character and curb appeal in a variety of price ranges. It's a vision that asks a lot of exterior cladding. It must be attractive yet versatile, able to provide both great looks and great value. No wonder today's vinyl siding is chosen most often to bring great design to life.



## A Beautiful Look for Any Home



### Free Design Guide

*Designing Style: A Guide to Designing with Today's Vinyl Siding* is filled with information and inspiration to help you bring your vision to life with lasting beauty. Order your free copy at [www.vinylsiding.org/design](http://www.vinylsiding.org/design).

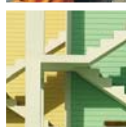
Any look from historic to contemporary is beautifully achieved with vinyl siding. It offers the widest array of profiles of any cladding, including traditional clapboard, Dutchlap, board & batten, shakes, scallops, beaded and more. Textures include both wood grain and smooth, which can replicate sanded, sealed cedar. And today's vinyl siding is available in an ever-increasing spectrum of colors which are certified for color retention (see reverse).

You'll find that vinyl siding plays an integral role in a wide assortment of architectural styles including:

- Queen Anne and Folk Victorian
- Cape Cod
- Georgian and Federal/Adam
- Craftsman
- French Colonial
- Italianate
- Greek Revival

>>>

VINYL SIDING INSTITUTE  
**America Sides with Vinyl**



### DID YOU KNOW?

**"Vinyl siding is being used innovatively in new urbanist projects around the country to improve the aesthetic qualities of the material and create attractive streets and outdoor spaces."**

— *New Urban News*



# Color That Lasts



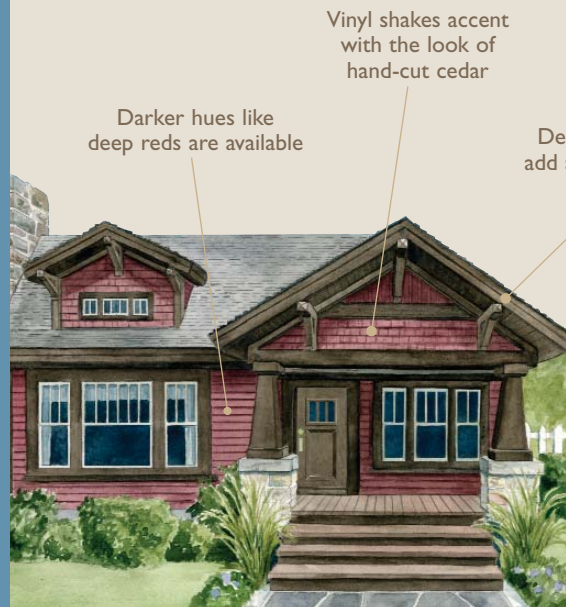
In recent years vinyl siding manufacturers have introduced new, darker color options that feature bold, rich earth tones including barn reds, hunter and sage greens, deep blues and more. Traditional pastel and neutral color options are still available, all with greatly improved color retention.

In fact, the VSI Vinyl Siding Product Certification Program has been expanded to include certification based on the performance standard for color retention, ASTM D6864. VSI's color retention certification process requires that an outdoor weathering study be conducted for each color being considered. Each certified color must demonstrate the ability to resist major changes over time in a variety of climates. Visit [www.vinylsiding.org](http://www.vinylsiding.org) for a complete list of more than 350 certified colors.



## Designers Need Choice

To turn imagination into reality, designers need choices, not limitations. Along with the profile offerings of vinyl siding, architectural trim and accessories are available in vinyl and other low maintenance materials to complete your design vision and enhance all architectural styles – without the wood-based worries of painting, swelling, cracking, warping or insects. Choose from dozens of decorative options such as fluted and beaded corner posts, crown molding and lineals that offer dramatic looks not easily duplicated with other materials.



### Turn ordinary into extraordinary!

Here's just one example of how the variety of today's vinyl siding, architectural trim and accessories create homes of unique character and undeniable appeal.

## Great Design, Value, Beauty and Durability

Perhaps the real beauty of designing with vinyl siding is how well it suits homes in any price range, whether new construction or renovation. The average installed cost is lower than any other cladding partly because vinyl siding goes up faster and doesn't need painting – at installation, or ever. That initial value is enhanced, thanks to vinyl siding's long-term durability and technological advancements.

Creative design. Lasting beauty. A durable investment. Three good reasons why designers look to today's vinyl siding to bring their visions to life. To learn more about designing with vinyl siding and to order your free copy of *Designing Style*, visit [www.vinylsiding.org/design](http://www.vinylsiding.org/design).

