



The
Designed
Exterior™
by Ply Gem

NEW CONSTRUCTION FIELD GUIDE

VARIFORM®
by PLY GEM



DESIGNED EXTERIOR HOME
Joplin, Missouri

REFINED DESIGNS.

THE DESIGNED EXTERIOR

Whether you're building a single home or an entire neighborhood, creating curb appeal is what it's all about. *The Designed Exterior™* Collection helps you to do that with a range of old and new world styles that can be tailored to your budget and customized with a variety of color combinations and materials.



VARIFORM • MONTICELLO • LEAF RELIEF • PLY GEM SHUTTERS AND ACCENTS • PLY GEM STONE • PLY GEM WINDOWS • PLY GEM FENCE AND RAILING

An aerial photograph of a suburban residential neighborhood. The houses are arranged in a grid pattern, with streets intersecting at right angles. The houses have similar architectural styles, featuring gabled roofs and brick or siding exteriors. There are green lawns and some trees scattered throughout the neighborhood. The lighting suggests it's either early morning or late afternoon, with long shadows cast across the streets and lawns. The overall scene is a typical, well-maintained suburban community.

**STAND OUT
FROM THE
CROWD.**



Custom looks.

The days of identical tract houses and cookie-cutter neighborhoods are long gone.

Today's home buyers want to live in an architecturally distinct neighborhood with homes that reflect their personalities.

The Designed Exterior™ offers them flexibility and allows you to build more marketable homes in a variety of styles using different shapes, colors, textures and materials.

Based on a single floor plan, it's possible to create a diverse streetscape — a community of charming, affordable homes with unique curb appeal.



DESIGNED TO WORK TOGETHER.

Our **Products.**

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





For more than 70 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™* by Ply Gem 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.



DESIGNED EXTERIOR HOME

Lake Viking, Missouri

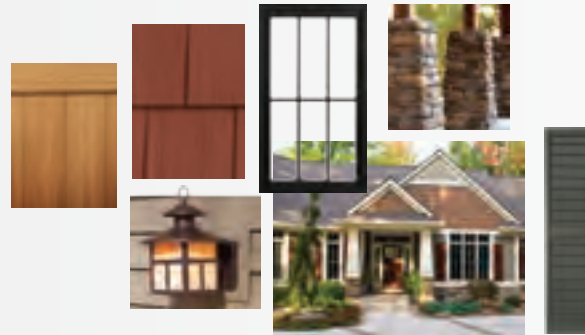
Pride Built

CURB APPEAL MADE EASY.

theProcess

For most people, building a new home is an unfamiliar process, filled with a variety of long-term decisions that must be made in a short period of time. We understand that selecting a home's style and the materials used to create it can seem overwhelming.

Therefore, this *Designed Exterior™* guide makes it possible to see the range of design, color and material choices and imagine how the beautiful options can come together to craft unique, custom-looking houses.



1 Select a **style.**

Start by choosing an architectural style that fits the neighborhood. Then, work to create a look that will inspire for years to come.

2 Make it **personal.**

With *The Designed Exterior™*, the possibilities are unlimited. By blending a mix of colors, textures and materials — all nationally available, energy efficient and at nearly any price point — you can create home exteriors that are uniquely custom looking.



Explore the possibilities in *The Designed Exterior™* Studio at Variform.com.

3 Put it all **together.**

Ply Gem has made it simple to choose color combinations and products that work together. Use our recommendations and specifications at the back of this guide to create authentic, attainable looks tailored to your needs.





thePlan

This family's original plan for a new house was transformed into their dream home with *The Designed Exterior*™. They chose a Craftsman-style design for their 20-acre plot.



Double-hung windows with half-colonial grilles



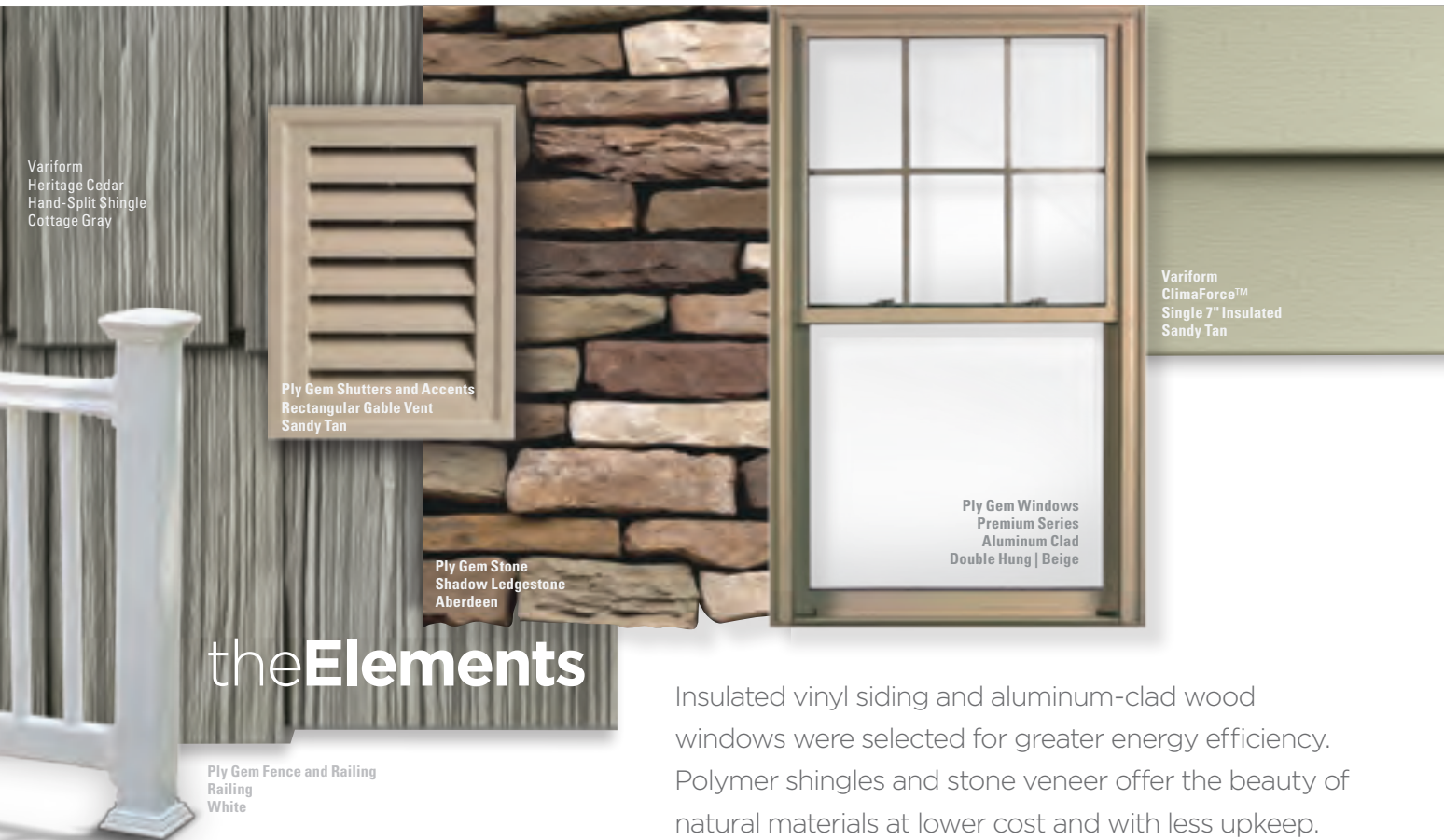
Tapered columns evoke the Craftsman style



Low-pitched portico makes an inviting entry



Indoor/outdoor ledgestone fireplace



Variform
Heritage Cedar
Hand-Split Shingle
Cottage Gray

Ply Gem Shutters and Accents
Rectangular Gable Vent
Sandy Tan

Ply Gem Stone
Shadow Ledgestone
Aberdeen

Variform
ClimaForce™
Single 7" Insulated
Sandy Tan

Ply Gem Windows
Premium Series
Aluminum Clad
Double Hung | Beige

theElements

Ply Gem Fence and Railing
Railing
White

Insulated vinyl siding and aluminum-clad wood windows were selected for greater energy efficiency. Polymer shingles and stone veneer offer the beauty of natural materials at lower cost and with less upkeep.

theFinishLine

The end result was everything they wished for — a beautiful, energy-efficient home that requires minimal maintenance, built with sustainable products that will last a lifetime.



CaseStudy15:

A CAROLINA CRAFTSMAN



DESIGNED EXTERIOR HOME
Lincolnton, North Carolina
Schumacher Homes



The
Designed
Exterior™
by Ply Gem

HOMES THAT
EXPRESS YOU.

THE DESIGNED EXTERIOR



These seven homes in Missouri are constructed on virtually identical footprints, but with the help of *The Designed Exterior™*, each home boasts a unique style that matches the personality of the homeowner.

realize your vision.

The Designed Exterior™ offers the flexibility you need to build homes in a wide variety of styles. Each look can be customized to suit individual requirements and tastes. Builders and developers are finding they can create more attractive neighborhoods more efficiently and homebuyers appreciate that they can have a unique home that reflects their character and exudes personal charm.



A photograph of a modern outdoor patio. In the foreground, there are two wicker chairs with white cushions and a small white table holding a potted plant with yellow flowers. The patio is enclosed by a white railing and a stone pillar. The background shows a house with light-colored siding and a clear sky.

EXPLORE THE
POSSIBILITIES.

The Designed Exterior™ by Ply Gem

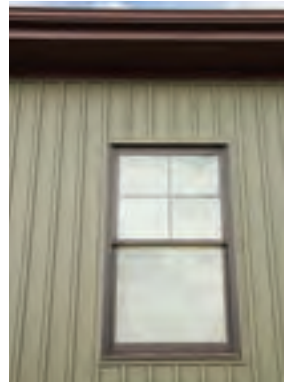
This Field Guide showcases a range of exterior designs in old and new world styles. The styles were developed in partnership with a leading national architectural firm and represent today's most popular exteriors. Product specifications and recommended color schemes are provided for each style. Use them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



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With a mix of rich earth tones, river stone veneer and a wrap-around porch, the Cabin style has a calm, rustic charm.





DURANGO

COLLECTION



Reminiscent of a lodge-style vacation destination, this house creates a sense of “getting away from it all.” Inspired by the rugged homes of the Old West, The Cabin reflects the beauty of nature with its stone, shingle-style and siding, as its heavy timbers and gable braces finish the look. A broad use of windows embrace natural lighting and promotes outdoor views.



the Shingle



STEEL

COLLECTION



An updated version of a Victorian Shingle-style home with the beautiful texture of stone veneer on the first story and cedar hand-split shakes on the second. The powerful combination of stone, siding, shakes and shutters help to unify the outline of the house, while the weathered, rustic color scheme is typical of this easy-going, informal style.



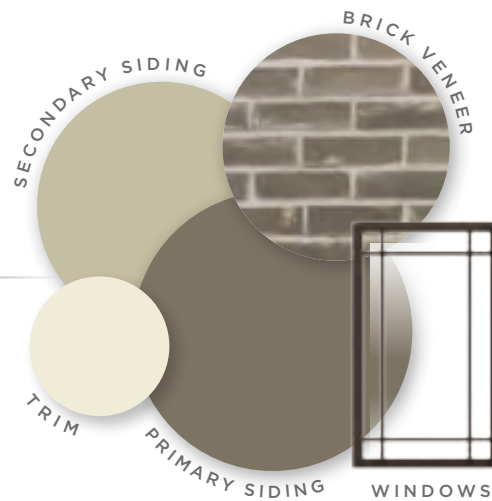
Relaxed and casual, this house simply blends into its natural surroundings.



A classic, Midwestern style
that celebrates practicality
and function.



BOARDWALK COLLECTION



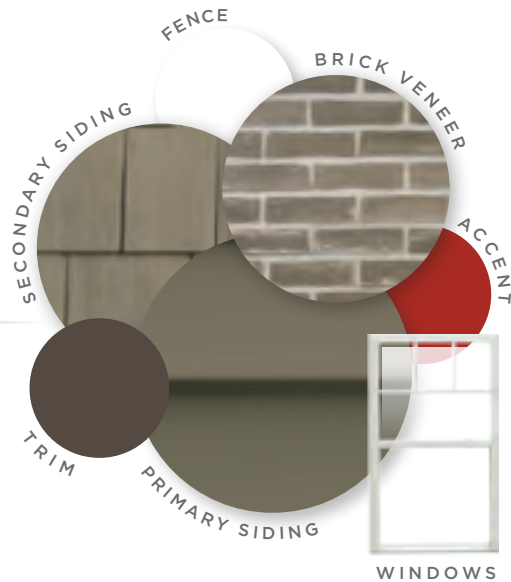
This horizontal style hints of the flat landscape it's named after. Hipped low-pitched roofs, wide overhanging eaves, square porch supports and rows of casement windows are distinguishing features of The Prairie. The foundation and porch supports are typically clad with brick.



the Bungalow



VERANDA COLLECTION



Typically one or one-and-a half story, with low-pitched shingle roofs, authentic Bungalows boast modest and efficient floor plans. This cozy home style is punctuated with a welcoming front porch and lots of windows.



Typical in highly populated areas, this cottage-style home is modest and charming.



Splendid and striking — a grand reflection
of Southern style.

the Georgian



DUNES

COLLECTION



Refined and symmetrical, The Georgian style grew out of the colonial townhouses along the Eastern seaboard. Double-hung windows are aligned both horizontally and vertically. Colonial brick veneer and Dutch Lap siding suggest original construction materials. Porch columns, Palladian windows and lintels with keystones add a formal curb appeal.



the Low Country



RIDGEVIEW COLLECTION



The Low Country style developed in coastal locations as an adaptation of classical, French and colonial houses. These homes typically have sloping, columned front porches that are extensions of inside spaces. A deeply pitched main roof along with double-hung 6-over-6 pattern windows and louvered shutters finish off this traditional look.

Bold, bright white trim and accessories accentuate the precise characteristics of this welcoming home.





The low-pitched roof and tapered columns are characteristic of this classic American style — updated with woodgrain lap for the dominant siding and hand-split shakes for secondary siding.



SAWMILL COLLECTION



The roof with its overhanging eaves and decorative under-gable braces partner well with the stone piers that support the large porch columns — all together exemplifying the features that define a Craftsman-style home. Distinctly new world, it appeared in California at the turn of the 20th century and became the rage in pattern books across the nation.



the Victorian



MIDDAY COLLECTION



These 19th century-style folk homes feature ornate porches and trim. Fussy brackets and spindle work, gable details and a combination of Dutch lap siding and scallop shingles lend texture and interest to authenticate the look.

Decorative elements deliver an enchanted approach to design.





Simple details create a
culturally-nostalgic appeal.

the Spanish Eclectic



CORNERSTONE COLLECTION



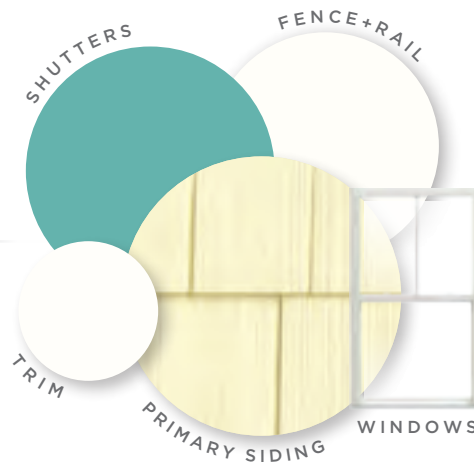
Tile roofs, stucco walls and prominent arches define this design that's most commonly found in the Southwest. Rounded windows and arched entryways communicate the distinctive Spanish heritage. The look is polished with coordinated shutters and a Mission-style door.



the Beach



KEY WEST COLLECTION



Traditionally designed with a raised main floor, Beach-style houses feature large wrap-around porches and a generous number of 2-over-2 windows to allow for a flood of light and picturesque views. Clad with shingle-style siding and whimsical louvered shutters, the laid back charm of this design extends a warm welcome to all who enter.

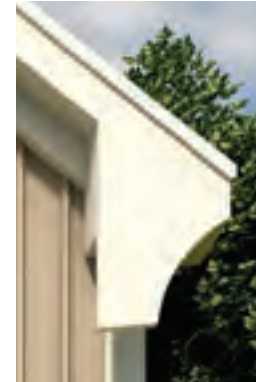
Yellow shingle-style siding, aqua louvered shutters and Chippendale railing set a relaxed tone. The 2-over-2 grille pattern makes the windows appear taller.



This is an eye-catching look created through a combination of textures and materials.



the French Country



HORIZON

COLLECTION



Inspired by the farm houses and chateaus of southern France, this contemporary version defines understated elegance. Cut cobblestone, arched windows and doors along with Board-and-Batten siding exude rustic warmth.



the Mid-Century Modern



SADDLE COLLECTION



Made popular in California, the Mid-Century Modern style was influenced by Frank Lloyd Wright and is characterized by a post-and-beam aesthetic, low-pitched roofs and lots of glass. Employing the simple use of materials and trim with limited ornamentation, the typical design elements include wide roof eaves with exposed beams and large areas of picture windows.

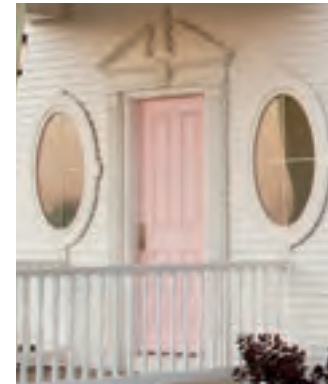


Effortless and straightforward —
a clever complement to a
down-to-earth lifestyle.

The ornate trim, oval windows and scallop picket fence are vintage Colonial.

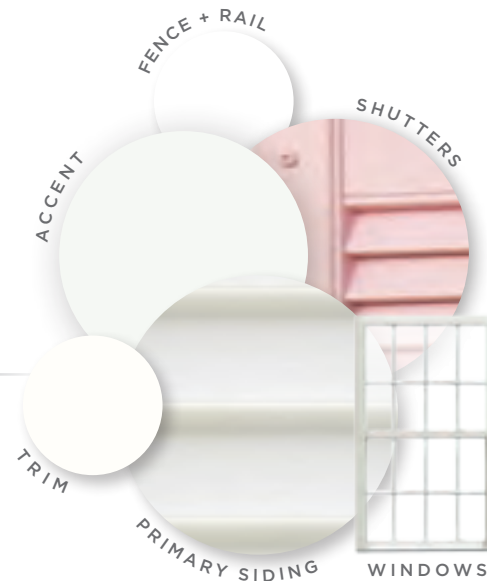


the Colonial



CHIC

COLLECTION



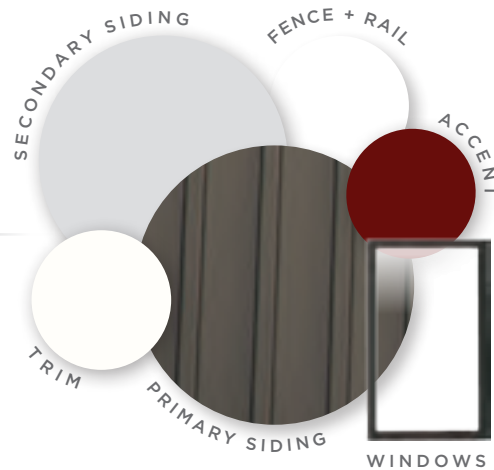
A true Colonial-style home has strong straight lines and a decorative crown molding above the front door. Pillars typically stand tall on either side of a centralized front door, guarding a small but significant front porch. Beautifully framed and paneled windows also play an important role in this overall design.



the Modern



MANOR COLLECTION



The geometric-shaped roof is a defining element of the Modern-style house. Typically two siding styles — and often a brick veneer — accentuate the clean lines of this look. By employing Board-and-Batten siding and tall fixed windows, the vertical perspective of this design is emphasized.



The use of light and dark colors accented with a red front door extends an inviting entry.



An authentic classic made possible through attention to fine details.



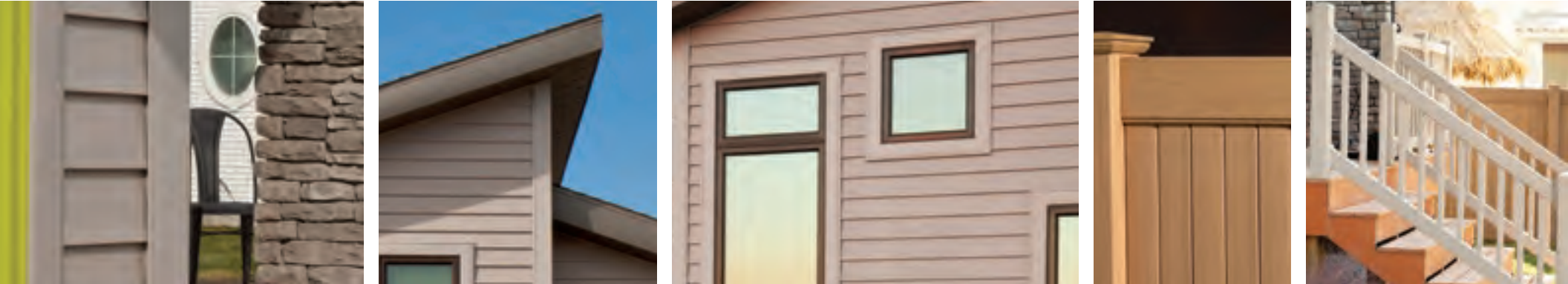
CLAY COLLECTION



A modernized version of an old-world style. Fieldstone veneer is the primary cladding and is accurately teamed with stucco on the second story. Colonial brick lintels over tall windows, which are accented by Board-and-Batten shutters, give the home a warm, inviting appearance.



the Post-Modern



SLATE

COLLECTION



Fashioned to appear distinctively custom, Post-Modern homes celebrate shapes and angles in unexpected ways. The simplistic combination of organic-looking colors and materials along with a no-rules approach to layout and design make this look an innovative approach to house design.



Stacked ledgerstone and a gray/blue palette give an eco-friendly impression sustained by insulated siding and energy-efficient windows.

A gothic and dignified
approach that satisfies a taste
for distinguished architecture.





RAINFOREST

COLLECTION



Often framed by steeply-pitched roofs and trimmed gables, Tudor style has its roots in English Revival. Four-over-one windows are typically tall and narrow — and grouped in multiples. Wall cladding includes brick, stone and occasionally stucco in various combinations. The half-timbering mimics a medieval design and often features a brick infill that is decoratively arranged.



let's get **started.**

There's no time like the present to begin planning your exterior. With our online visualizer, you can transfer your ideas into exterior designs. Simply select a style and apply different colors, textures and materials. Explore the possibilities in *The Designed Exterior™ Studio* at **variform.com.**



ENDLESS POSSIBILITIES



the CABIN Durango COLLECTION		PAGES 16-17
PRIMARY SIDING	Variform® Heritage Cedar® Hand-Split Shingle - Sedona Red	
SECONDARY SIDING	Variform® Board & Batten - Mediterranean Palm	
ACCENTS	Trim, Fascia, and Soffit - Musket Brown	
	Ply Gem Mounting Blocks and Vents - Mediterranean Palm	
WINDOWS	Ply Gem Windows Premium Series - Single Hung & Picture Windows - Dark Bronze	
STONE	Ply Gem Stone Riverstone - Earthtone	
FENCE+RAIL	Ply Gem Fence and Railing Woodland Select™ Solid Privacy Fence - Redwood	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the SHINGLE Steel COLLECTION		PAGES 18-19
PRIMARY SIDING	Variform® Heritage Cedar® Perfection Shingle - Flint	
SECONDARY SIDING	Variform® Heritage Cedar® Perfection Shingle - Twilight Shadow	
ACCENTS	Ply Gem Raised Panel Shutters - Black / Trim, Fascia and Soffit - Dover White	
	Monticello® Columns - White / Ply Gem Mounting Blocks and Vents - White	
WINDOWS	Ply Gem Windows Premium Series - Double Hung & Operational Shape Windows - White	
STONE	Ply Gem Stone Cut Cobblestone - Winfield	
FENCE+RAIL	-	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the PRAIRIE Boardwalk COLLECTION		PAGES 20-21
PRIMARY SIDING	Variform® Vortex Extreme™ D4 - Teak	
SECONDARY SIDING	Variform® Contractor's Choice® T3 - Sandy Tan	
ACCENTS	Trim, Fascia and Soffit - Island Pearl	
	Ply Gem Mounting Blocks and Vents - Teak and Sandy Tan	
WINDOWS	Ply Gem Windows Premium Series - Casement & Picture Windows - Dark Bronze	
STONE	Ply Gem Stone Brick - Clarion Colonial	
FENCE+RAIL	-	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the BUNGALOW Veranda COLLECTION		PAGES 22-23
PRIMARY SIDING	Variform® Vortex Extreme™ D4 - Teak	
SECONDARY SIDING	Variform® Heritage Cedar® Perfection Shingle - Cabin Cedar	
ACCENTS	Variform® Trim, Fascia and Soffit - Musket Brown, Trim Coil - Sedona Red	
	Ply Gem Mounting Blocks and Vents - Teak	
WINDOWS	Ply Gem Windows Premium Series - Double Hung Windows & Garden Window - White	
STONE	Ply Gem Stone Brick - Clarion Colonial	
FENCE+RAIL	Ply Gem Fence and Railing - Custom, Fence with Sunburst Accent - Khaki	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the GEORGIAN Dunes COLLECTION		PAGES 24-25
PRIMARY SIDING	Variform® Camden Pointe® D4 - Classic Cream	
SECONDARY SIDING	-	
ACCENTS	Ply Gem Mounting Blocks and Vents - Dover White / Trim - Dover White	
	Ply Gem Raised Panel Shutters - Dark Navy	
WINDOWS	Ply Gem Windows Premium Series - Double Hung & Operational Shape Windows - White	
STONE	Ply Gem Stone Brick - Chester Colonial	
FENCE+RAIL	Ply Gem Fence and Railing Custom Rail - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the LOW COUNTRY Ridgeview COLLECTION		PAGES 26-27
PRIMARY SIDING	Variform® Vortex Extreme™ D4 - Briarwood	
SECONDARY SIDING	Variform® Contractor Choice® T3 - Stone Mountain Clay	
ACCENTS	Trim, Fascia and Soffit - Dover White	
	Ply Gem Mounting Blocks and Vents - Briarwood	
WINDOWS	Ply Gem Windows Premium Series - Double Hung Windows - White	
STONE	-	
FENCE+RAIL	Ply Gem Fence and Railing Custom Rail - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the CRAFTSMAN Sawmill COLLECTION		PAGES 28-29
PRIMARY SIDING	Variform® Vortex Extreme™ D4 - Teak	
SECONDARY SIDING	Variform® Heritage Cedar® Hand-Split Shingle - Sandy Tan	
ACCENTS	Trim - Natural Almond	
	Ply Gem Mounting Blocks and Vents - Sandy Tan	
WINDOWS	Ply Gem Windows Premium Series - Double Hung & Picture Windows - White	
STONE	Ply Gem Stone Cut Cobblestone - Autumn	
FENCE+RAIL	Ply Gem Fence and Railing Custom Rail - Tan / Semi-Privacy Fence - Tan	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the VICTORIAN Midday COLLECTION		PAGES 30-31
PRIMARY SIDING	Variform® Ashton Heights® D4 - Wedgewood	
SECONDARY SIDING	Variform® Contractor's Choice® T3 - Georgian Gray	
ACCENTS	Variform® Heritage Cedar® Round Cut - Classic Cream / Trim - Dover White	
	Ply Gem Raised Panel Shutters - Dark Berry	
WINDOWS	Ply Gem Windows Premium Series - Double Hung Windows - White	
STONE	-	
FENCE+RAIL	Ply Gem Fence and Railing Custom Rail - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the SPANISH ECLECTIC Cornerstone COLLECTION		PAGES 32-33
PRIMARY SIDING	Stucco	
SECONDARY SIDING	-	
ACCENTS	Trim - Silver Mist	
	Ply Gem Raised Panel Shutters - Red	
WINDOWS	Ply Gem Windows Premium Series - Double Hung, Casement & Operational Shape - Black	
STONE	-	
FENCE+RAIL	-	
GUTTER	-	

the BEACH Key West COLLECTION		PAGES 34-35
PRIMARY SIDING	Variform® Heritage Cedar® Perfection Shingle - Classic Cream	
SECONDARY SIDING	-	
ACCENTS	Ply Gem Mounting Blocks and Vents - Classic Cream / Trim - Dover White	
	Ply Gem Open Louvered Shutters - White, Painted Teal	
WINDOWS	Ply Gem Windows Premium Series - Double Hung & Picture Windows - White	
STONE	-	
FENCE+RAIL	Ply Gem Fence and Railing Chippendale Rail / Privacy Fence with Picket Accents - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the FRENCH COUNTRY Horizon COLLECTION		PAGES 36-37
PRIMARY SIDING	Variform® Board & Batten - Sandy Tan	
SECONDARY SIDING	-	
ACCENTS	Variform® Trim - Island Pearl / Ply Gem Mounting Blocks and Vents - Sandy Tan	
	Ply Gem Raised Panel Shutters - Brown	
WINDOWS	Ply Gem Windows Premium Series - Double Hung & Operational Shape Windows - Ivory	
STONE	Ply Gem Stone Cut Cobblestone - Sherwood	
FENCE+RAIL	-	
GUTTER	-	

the MID-CENTURY MODERN Saddle COLLECTION		PAGES 38-39
PRIMARY SIDING	Variform® Vortex Extreme™ D4 - Autumn Beige	
SECONDARY SIDING	Variform® D5 Premium Solid Soffit Installed as Vertical Siding - Sandtone	
ACCENTS	Ply Gem Mounting Blocks & Vents - Autumn Beige, Sandtone / Trim, Fascia & Soffit - Stone Mtn. Clay	
	-	
WINDOWS	Ply Gem Windows Premium Series - Awning, Casement & Picture Windows - Dark Bronze	
STONE	Ply Gem Stone Shadow LedgeStone - Lehighton	
FENCE+RAIL	-	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the COLONIAL Chic COLLECTION		PAGES 40-41
PRIMARY SIDING	Variform® Contractor's Choice® T3 - Dover White	
SECONDARY SIDING	-	
ACCENTS	Variform® Trim, Fascia, Soffit - Dover White / Ply Gem Raised Panel Shutters - Painted Pink	
	Monticello® Columns Round - White / Ply Gem Mounting Blocks and Vents - White	
WINDOWS	Ply Gem Windows Premium Series - Double Hung, Shape & Garden Windows - White	
STONE	-	
FENCE+RAIL	Ply Gem Fence and Railing Contour Rail with Spindles / Narrow Scallop Picket Fence - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the MODERN Manor COLLECTION		PAGES 43-43
PRIMARY SIDING	Variform® Board & Batten - Twilight Shadow	
SECONDARY SIDING	Steel Vertical Siding	
ACCENTS	Variform® Fascia and Soffit - Dover White	
	Ply Gem Mounting Blocks and Vents - Twilight Shadow	
WINDOWS	Ply Gem Windows Fusion Windows Casement & Picture Window - Black	
STONE	-	
FENCE+RAIL	Ply Gem Fence and Railing Standard Rail - White / Solid Privacy Fence - White	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the TUSCAN Clay COLLECTION		PAGES 44-45
PRIMARY SIDING	Stucco	
SECONDARY SIDING	-	
ACCENTS	Trim, Fascia and Soffit - Dover White	
	Ply Gem Board & Batten Shutters - Brown	
WINDOWS	Ply Gem Windows Premium Series - Double Hung Windows - Ivory	
STONE	Ply Gem Stone Fieldstone - Columbia / Brick - Chester	
FENCE+RAIL	-	
GUTTER	-	

the POST-MODERN Slate COLLECTION		PAGES 46-47
PRIMARY SIDING	Variform® ClimaForce™ Insulated Siding D6 - Flint	
SECONDARY SIDING	-	
ACCENTS	Variform® Trim, Fascia and Soffit - Flint	
	Ply Gem Mounting Blocks and Vents - Flint	
WINDOWS	Ply Gem Windows Premium Series - Casement & Picture / Sliding Patio Doors - Dark Bronze	
STONE	Ply Gem Stone Shadow LedgeStone - PA Lime	
FENCE+RAIL	Ply Gem Fence and Railing Standard Rail - Khaki	
GUTTER	Leaf Relief® Gutter Protection / Combo Hanger	

the TUDOR Rainforest COLLECTION		PAGES 48-49
PRIMARY SIDING	Variform® Ashton Heights® D4 - Island Pearl	
SECONDARY SIDING	-	
ACCENTS	Variform® Trim, Fascia and Soffit - Sandy Tan	
	Ply Gem Mounting Blocks and Vents - Sandy Tan	
WINDOWS	Ply Gem Windows Premium Series - Double Hung Windows - Sandalwood	
STONE	Ply Gem Stone Fieldstone - Gray / Ply Gem Stone Brick - Clarion Colonial	
FENCE+RAIL	-	
GUTTER	-	

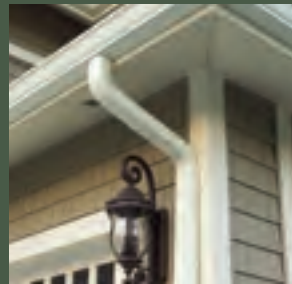
Note: The products listed in this field guide are approximations of colors and styles represented in the renderings. Consult the *Variform Product Guide* and product color samples for actual product specifications.



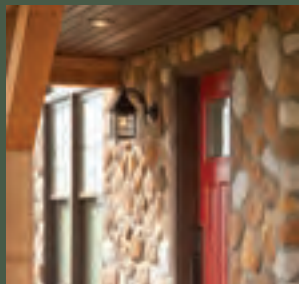
Vinyl Siding and Accent Panels



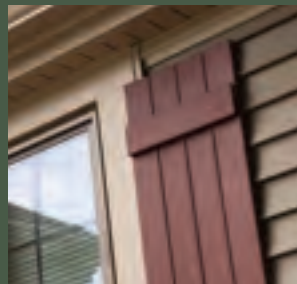
Gutter Protection



Rainware, Fascia, Soffit



Ply Gem Stone



Ply Gem Shutters and Accents



Ply Gem Fence and Railing

2600 Grand Blvd., Suite 900 • Kansas City, MO 64108 • Phone: (800) 800.2244 • Fax: (800) 800.0077 • www.variform.com

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