

Choice of Shingle Color, Style Can Improve A Home's Appeal

Most people recognize that a badly worn or aging roof can make even the tidiest home look unkempt. But few homeowners recognize the dramatic impact of roof color and style.

If you plan to re-roof in the near future, here are some important design aspects to consider:

Roof Type – By far, the vast majority of homes in the U.S. have roofs made of asphalt shingles.

Asphalt shingles typically last 20-50 years, and compared to other roofing materials (wood shakes, clay tile, slate), are generally considered the most practical and reasonably priced.

Moreover, asphalt shingles come in a wide variety of styles and colors to blend with almost any architectural style.

Recently, laminated or architectural shingles have become popular with homeowners seeking a custom look. These multi-layered shingles are thicker than typical shingles, and have shadowing for a three-dimensional look.

Laminated shingles are offered in a wide variety of colors and styles, including tile, wood, and slate look-alikes.

Shingle Color – Many homeowners neglect to make sure the exterior color of their home harmonizes with the roof color.

Mismatched facade and roof colors create a visual “disconnect” that breaks the architectural line and tone of the home.

If the color of your home's siding, stone or brick is permanent or can't be changed easily, be sure to select a complementary roof color.

In general it's best to avoid mixing brown and gold tones with grays or blacks, and to keep blue and green hues away from red and rose tones.

Light vs. Dark Tones – Light-colored roofs are most popular in warm sunny climates, where energy savings are a concern, or a tropical airy look is prevalent. Most asphalt shingle manufacturers offer these lighter color products.



Roof style and color play a dramatic role in setting overall attractiveness of a home. Today's asphalt shingles come in dozens of styles and colors to complement almost any architectural style.

Apart from these considerations, you may find that a light-colored roof can expand the visual height and size of your home by directing the eye upward.

Conversely, a dark roof color can help reduce a structure's scale. In addition, a dark roof can be used to visually recede the roofline of a home with a high elevation or steeply sloped roof.

Look of the Neighborhood – Except for residential areas with strict architectural covenants, most homeowners are free to choose any type, style and color roof they want.

While this freedom of choice may be liberating, it's generally a good idea to select a roof that's in keeping with the rest of the neighborhood.

Neighborhoods usually have an overall appearance that should set the parameters for your choice of roofing style and color.

You (and your neighbors) will be happier with a roof that blends into the surroundings, rather than one that stands out as different.

An excellent brochure on roofing styles, design and color – *A Homeowner's Guide to Quality Roofing* – is available for free by accessing the document on the ARMA Website, www.asphaltroofing.org.