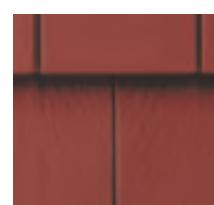
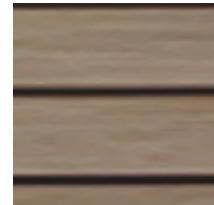




NEW CONSTRUCTION

FIELD GUIDE





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. *Designed Exterior™* homes help 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.



An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses, lawns, and some trees. The houses are mostly single-story with dark roofs and light-colored siding. The lawns are green and well-maintained. The streets are paved and have white lines. The overall scene is a typical residential area.

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
- 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*TM. 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



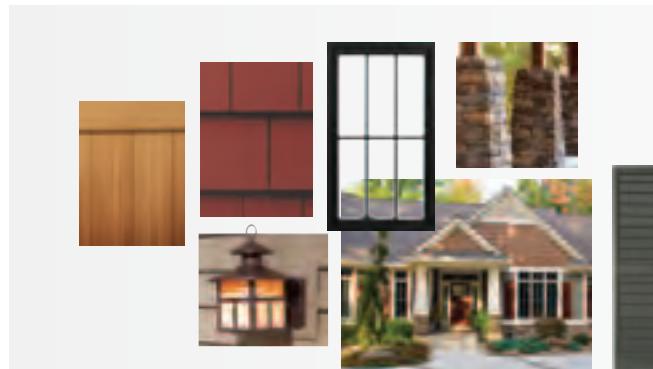
CURB APPEAL
MADE EASY.

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. 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.

Learn more about
The Designed Exterior™
at Mastic.com



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.



3 Put it all together.

Mastic Home Exteriors 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.

theDetails



thePlan

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



theElements

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 a lower cost and with less upkeep.

THE DESIGNED EXTERIOR



Double-hung windows with half-colonial grilles



Tapered columns evoke the Craftsman style



Low-pitched portico makes an inviting entry



Indoor/outdoor ledgestone fireplace

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.

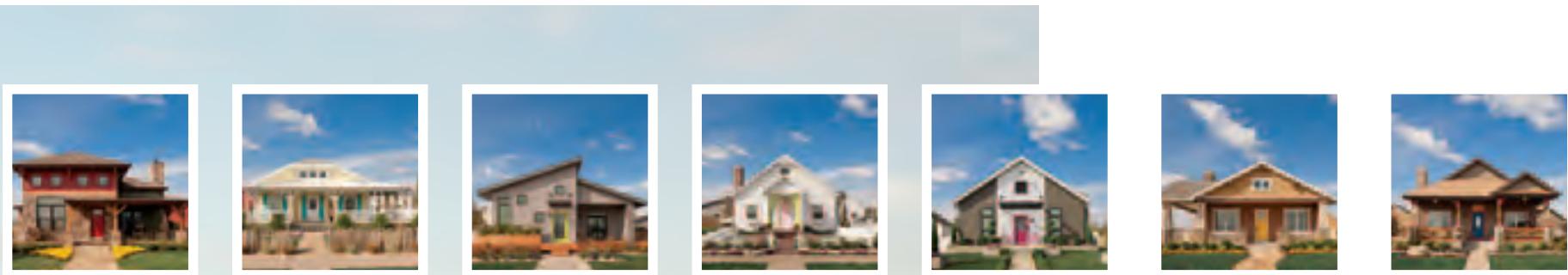


Case Study 15: A CAROLINA CRAFTSMAN

A photograph of a two-story house with a light-colored exterior, a dark roof, and a prominent front porch. The house is surrounded by landscaping, including a small tree in the foreground and various shrubs and flowers. The scene is set during sunset, with warm light illuminating the house and the sky.

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 find 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.



EXPLORE THE
POSSIBILITIES.



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.

the Cabin



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 board-and-batten siding, as its heavy timbers and gable braces finish the look. A broad use of windows embraces 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.

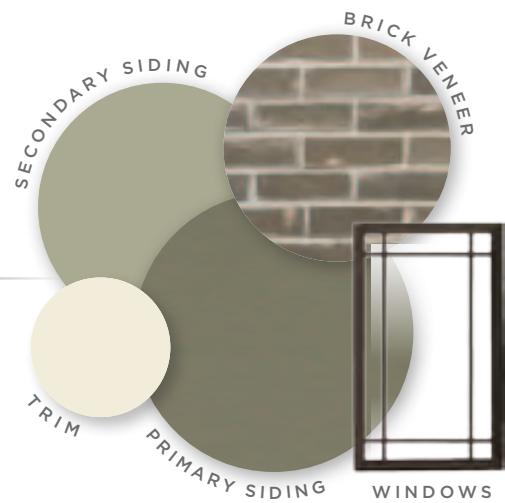


A classic, Midwestern style
that celebrates practicality
and function.

the Prairie



BOARDWALK COLLECTION



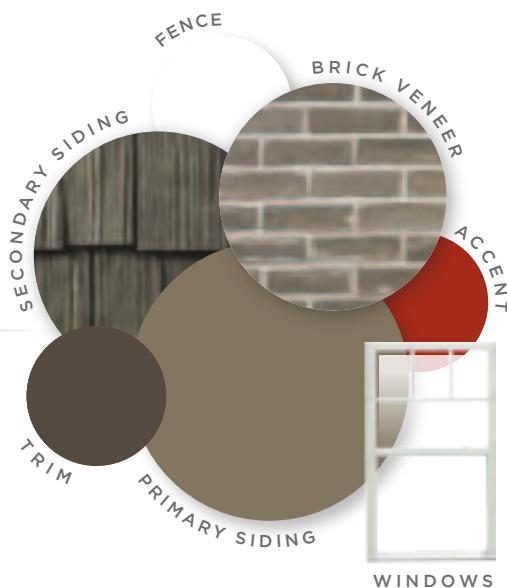
This horizontal style hints of the flat landscape it's named after. Hipped low-pitched roofs, wide overhanging eaves, square porch supports and rows of casement windows are distinguishing features of The Prairie. The foundation and porch supports are typically clad with brick.



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 wood grain lap for the dominant siding and hand-split shakes for secondary siding.

the Craftsman



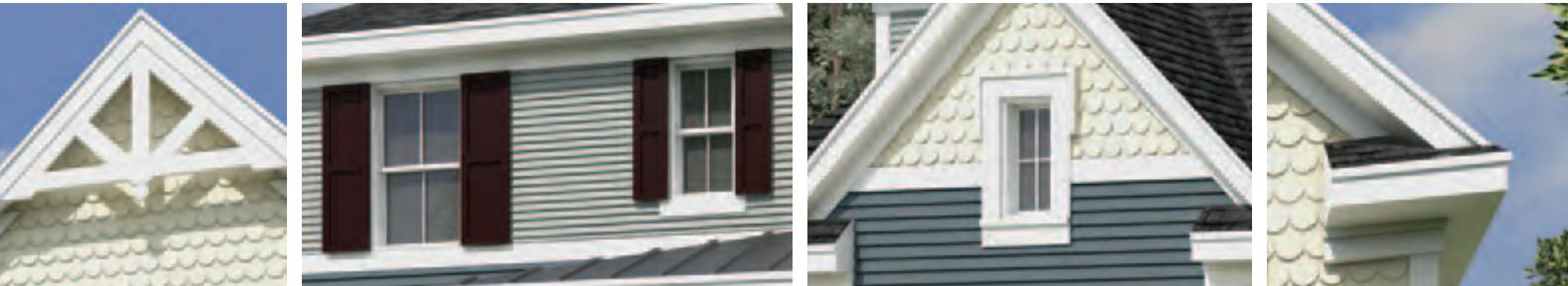
SAWMILL COLLECTION



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



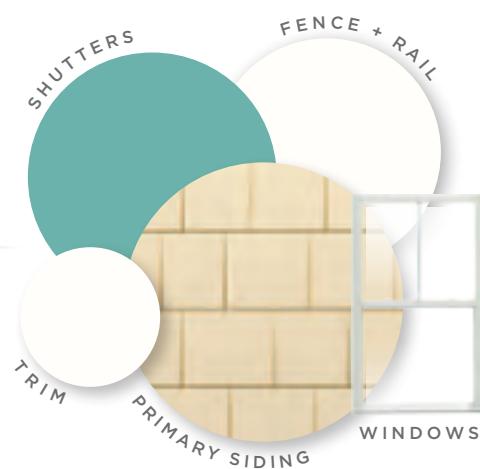
Tile roofs, stucco walls and prominent arches define this design that's most commonly found in the Southwest. Rounded windows and arched entryways communicate the distinctive Spanish heritage. The look is polished with coordinated shutters and a Mission-style door.



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.



A true colonial-style home has strong straight lines and a decorative crownmolding above the front door.

the Colonial



CHIC
COLLECTION



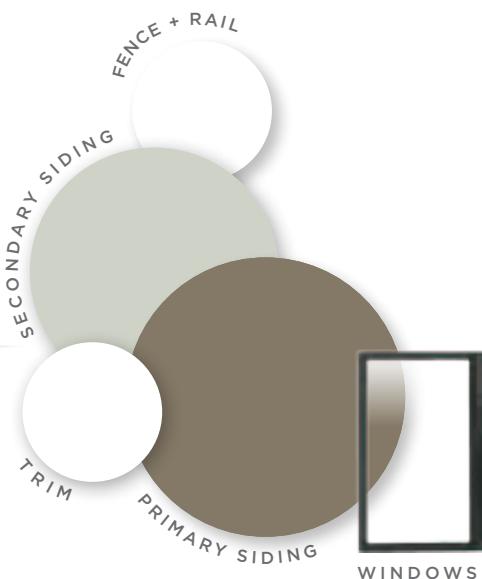
The ornate trim, oval windows and scallop picket fence are vintage Victorian, but the classic white siding and soft pink shutters make it clear this home is tailor-made for comfort.



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.

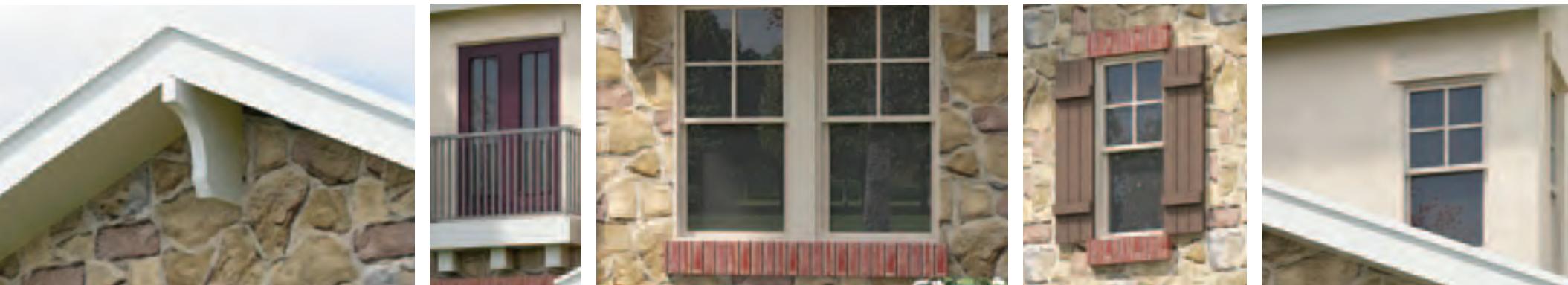


**The use of light and dark colors
accented with a red front door
extends an inviting entry.**



An authentic classic made
possible through attention
to fine details.

the Tuscan



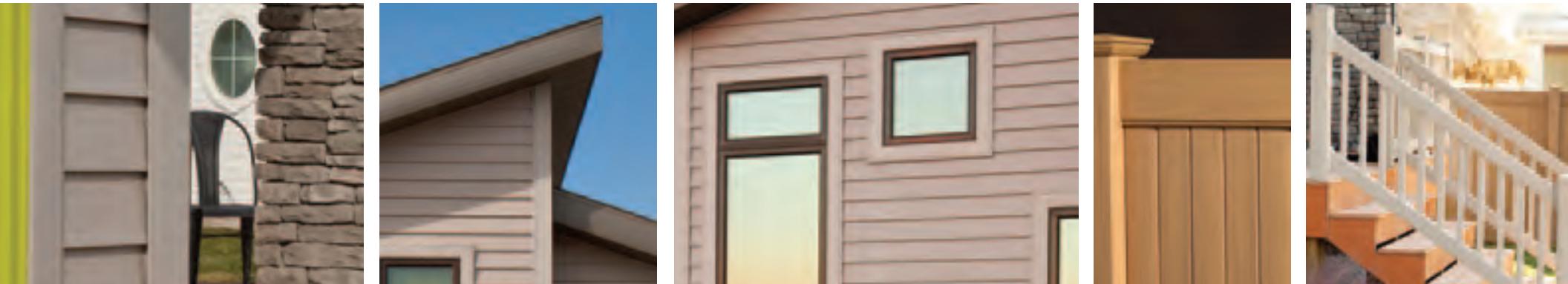
CLAY COLLECTION



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 ledgestone 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.

the Tudor



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

mastic.com.



THE DESIGNED EXTERIOR





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PRIMARY SIDING											
SECONDARY SIDING											
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FENCE+RAIL											
GUTTER											



When you choose building products for your home, you want them to last. Just as important, you want the company that stands behind those products to be there when you need them. With Mastic, you can choose with confidence. Every product meets strict quality standards and is backed by Ply Gem, an industry leader with a long-standing record of integrity. Residential builders, remodelers and architects have put their trust in Ply Gem for over 65 years.

Mastic Home Exteriors. This is the Exterior Solution.®

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WINDOWS

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