

For Immediate Release

Diamond Vogel Announces 2020 Color of the Year and Annual 2020 Color Trend Report

Orange City, IA – September 27, 2019 – Diamond Vogel’s 2020 Color of the Year is Silence is Golden (0891), a relaxing gold honoring authentic workmanship with its timeless and warm patina. A saturated hue representing a true connection to comfort.

“Silence is Golden symbolizes strength, compassion, and courage,” explains Sandy Agar-Studelska, Diamond Vogel Marketing Manager. “This soft gold is perfect for navigating and empowering one’s busy home.” Silence is Golden flows between interiors and exteriors as a welcoming hue, pairing seamlessly with either warm or cool tones. Its majestic nature and worldly wisdom make it a color ready to stand in the spotlight, or elegantly blend into the backdrop of life.

Diamond Vogel released their 2020 Color Trend Report with the announcement of their color of the year. “Our trend report, “Unifying Your Path,” provides twenty colors in four trend palettes that provide a subtle yet lively and distinct measure of inspiration along our daily paths,” explains Agar-Studelska. “Memories of cherished pieces, soft shades that offer a respite at the end of the day, or vibrant tones to inspire and motivate us to move beyond hesitation and obstacles inspire these palettes. Whatever speaks to you, these dynamic palettes of timeless colors are sure to please.”

Silence is Golden pairs with these trend palettes to add warmth, creating a point of interest to the soft and muted groupings, or balancing brighter pairings without diminishing their presence.

Diamond Vogel 2020 Trend Palettes:

Quiet Time

This palette of soft, muted colors offers sanctuary amid our hectic and often complex lives. Blending near whites, blues, and greens with darker neutrals creates spaces that soothe the soul and recharge the mind.

Pathway

As we navigate our busy lives, we are confronted with the challenges of how to manage distractions, assess information, and stay centered amid the noise of our modern world. To help us determine and prioritize what is most important, or which pathways to follow, we search both consciously and subconsciously for those elements and cues that add value, passion, and meaning to it all.

Homespun

Unique and personal spaces are the inspiration for this palette of eclectic hues that tie styles and passions together. An authentic home is a combination of old and new. Curating family keepsakes, travel treasures, and exciting new pieces can make defining your own style a challenge. Color comes to the rescue with its power to tie disparate elements together into one cohesive design. New and vintage coexist in today’s uncompromising bespoke attitude, with the mixing and matching of styles coalescing to create a look that is uniquely yours.

Group Hug

Color has a way of uniting us. Its universal and instinctual appeal helps connect us even if we may not always agree. Group Hug honors our human need to belong, to laugh, and to love. This palette of earth-inspired colors conveys a grounded and secure feel, wrapping us in a reassuring embrace, providing the simple human touch we all desire.

-MORE-

Architectural • Industrial • Automotive • Industrial Wood • Aerosol • Traffic

27893-DV

About Diamond Vogel

Diamond Vogel is a manufacturer of high-quality paint and coatings based in Orange City, Iowa. Founded in 1926, Diamond Vogel provides coating solutions to the industrial, architectural, industrial wood, automotive, aerosol, traffic, and toll manufacturing markets. For more information about Diamond Vogel visit their website at diamondvogel.com.

###

Contact:

Sandy Agar-Studelska
Diamond Vogel
402.800.2211
sandy.a-s@diamondvogel.com

For more information

- Consumers and design professionals can pick up a color sample of Silence is Golden at any Diamond Vogel Paint Store.
- You may provide this link in print or web materials for consumers to learn more about *Diamond Vogel's 2020 Color of the Year*: <https://www.diamondvogel.com/2020coloroftheyear/>
- *Diamond Vogel's 2020 Color Trend Report – Unifying Your Path* <https://www.diamondvogel.com/2020ColorTrendReport/>
- Editors: You may download any of the **2020 Color of the Year** or **2020 Trend Report** artwork for use in print or web materials: <https://www.diamondvogel.com/2020ColorOfTheYear/media>
- Learn more about the latest Architectural color trends for interiors and exteriors from **Diamond Vogel's color reports** at <https://www.diamondvogel.com/content/color-trends>