

For Immediate Release

Diamond Vogel Announces 2022 Color of the Year and Annual 2022 Color Trend Report

Orange City, IA – October 12, 2021 – Diamond Vogel’s 2022 Color of the Year is Zenith (0647), a deep blue that frees our spirit and makes a powerful statement of strength and empowerment while offering quiet beauty that connects spaces, cultures, and generations.

“This serene hue evokes feelings of peaceful confidence, compassion, and courage, all important today as we navigate through and reinvent many aspects of our lives”, explains Sandy Agar-Studelska, Diamond Vogel Marketing Manager. “Inspired by both sea and sky, this hue takes its cue from the power of the ocean and the quiet beauty of sky’s last light. Zenith’s creative spirit delivers inspiration to both residential and commercial interior and exterior spaces, offering a welcoming, friendly hello, as well as staying power with confidence and uplifting energy.”

Diamond Vogel released their 2022 Color Trend Report with the announcement of their color of the year. “Our trend report, ‘Emerging and Moving Forward,’ provides twenty colors in four trend palettes providing inspirational color for both interior and exterior spaces. As we set a path forward from the pandemic, we search for ways to streamline and find balance in our lives,” explains Agar-Studelska. “Fresh color can offer inspiration by providing quiet, restful spaces, or energize us to take action. Diamond Vogel’s 2022 Trend Palettes offer collections that deliver optimism, energy, confidence, and meditative reflection.”

Zenith pairs well as an accent with Diamond Vogel’s 2022 Trend colors, providing a distinct statement when paired with neutrals and near-whites. As a grounding color, this deep blue complements greens, soft blues, and yellows.

Diamond Vogel 2022 Trend Palettes:

The Comfort Zone

We must adapt to change as a necessity of life. It is constant in the human experience, but it is not easy to embrace. With so many challenges before us, remembering to include expressions of kindness, encouragement, and comfort to ourselves and others empowers us to move through difficulties. This palette offers colors of strength and resilience, helping to create environments that both inspire and comfort.

New Day

The importance of nature is highlighted in our renewed celebration and enjoyment of the outdoors. Nature refreshes itself with cleansing rains, bright sun, dark clouds, and the changing of seasons. Nature’s variety inspires this palette, celebrating shady woods, flora, water, and sky. Take time to enjoy nature’s beauty; it will cleanse your soul and grant you clarity of mind and body.

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No Boundaries

One consideration that has come out of the pandemic is the desire to live our best life, even if it is different than how we imagined. Living a life of joy and abundance does not need to be based in material things. There are many ways to find new experiences, develop new friendships, explore a new hobby or craft, or take a class that exposes you to new ideas. We challenge you to find your next adventure in color, placing no boundaries on where you go next. Color adds excitement, offers joy, and can help deliver a new perspective.

Simply Home

Home is our shelter, protector, and identity. We ask a lot of our dwellings: to keep us safe, give us a place to rest, dream of the future, and work through daily trials. Home is also an extension of our personality and style. We create spaces that reflect it and celebrate it, supporting us both physically and emotionally. This palette of soft, serene color offers hues that create these special spaces in our homes, offering us feelings of being loved, nurtured, and protected.

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.

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For more information

- Consumers and design professionals can pick up a color sample of Zenith at any Diamond Vogel Paint Store.
- You may provide these links in print or web materials for consumers to learn more about ***Diamond Vogel's 2022 Color of the Year***: <https://www.diamondvogel.com/2022ColorOfTheYear>
Diamond Vogel's 2022 Color Trend Report – Emerging and Moving Forward
<https://www.diamondvogel.com/2022ColorTrendReport/>
- Editors: You may download any of the ***2022 Color of the Year*** or ***2022 Trend Report*** artwork for use in print or web materials: <https://www.diamondvogel.com/2022ColorOfTheYear/media>
- Learn more about the latest Architectural color trends for interiors and exteriors from **Diamond Vogel's color reports** at <https://www.diamondvogel.com/architectural/color-forecasts>