

For Immediate Release

Diamond Vogel Announces 2023 Feature Colors and Annual Color Trend Report

Orange City, IA – January 9, 2023 – Diamond Vogel releases their 2023 Color Trend Report with the announcement of four feature colors that highlight inspiring color and design trends for the coming year. Each color expresses important architectural and lifestyle influences, providing key inspiration for today's home.

"We selected each color for its influence and attitude, and for its celebration of today's modern home," explains Sandy Agar-Studelska, Diamond Vogel Marketing Manager. "Each color delivers a unique style and pairs easily with colors within our 2023 trend palettes."

Diamond Vogel 2023 Feature Colors

Moonrose (1103) A spirited red that delivers high energy and strength. The bold style of Moonrose makes it well-suited to pair with popular neutrals, delivering a spark of modern energy and optimism.

Ranch House (0142) Inspired by its rugged nature and raw beauty, this deep brown pairs well with earth-inspired accents to create a feeling of strength and reflection. Ranch House draws inspiration from the quiet simplicity of nature's wide open spaces.

Fresh Start (0784) An upbeat green that delivers energy and youthful fun. Use as a standalone accent or pair with bright colors to create energy-filled spaces.

Calm Interlude (0501) An ultra-deep blue green, Calm Interlude is the great equalizer, classic and calming yet modern with style to refresh and express individuality. It sets the tone for harmony that is so desired in today's active spaces.

"The 2023 trend report, 'Momentum to New Beginnings' provides twenty colors in four trend palettes to provide inspiration for both interior and exterior spaces. We look to the coming year with optimism as we pursue our own authentic style," explains Agar-Studelska. "Color can inspire us to dream, be authentic, celebrate, and express our own style."

Diamond Vogel 2023 Trend Palettes:

Live your Passion

This palette offers comfortable style rooted in soft natural colors, romantic reds, and vintage accents. Mix modern pieces with classics to deliver an effortless romantic style, perfect for quiet moments and carefree living.

Wide Open Spaces

Inspired by the strength and beauty of nature, this palette offers quiet, modern styling perfect for relaxing, working, or gathering with family.

Limitless Possibilities

Vibrant and energetic, this palette celebrates self-expression and inspires creativity for those that love bold style. Use small pops of color to create impactful feature walls or craft dramatic hideaways perfect for play.

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Peaceful Harmony

Break free for a new perspective and celebrate your passion. This palette of complex accents offers a harmonious celebration of color and expresses the freedom that a new color can offer.

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 our website at diamondvogel.com.

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For more information

- Consumers and design professionals can pick up a color sample of our 2023 Feature Colors and our 2023 Color Trend brochure 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 2023 Feature Colors**
Moonrose: <https://www.diamondvogel.com/2023ColorTrendReport/moonrose.html>
Ranch House: <https://www.diamondvogel.com/2023ColorTrendReport/ranchhouse.html>
Fresh Start: <https://www.diamondvogel.com/2023ColorTrendReport/freshstart.html>
Calm Interlude: <https://www.diamondvogel.com/2023ColorTrendReport/calminterlude.html>
- You may provide this link in print or web materials for consumers to learn more about **Diamond Vogel's 2023 Color Trend Palettes – Momentum to New Beginnings**
<https://www.diamondvogel.com/2023ColorTrendReport>
- Editors: You may download any of the **2023 Feature Colors or 2023 Trend Report** artwork for use in print or web materials: <https://www.diamondvogel.com/2023ColorOfTheYear/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>