

## For Immediate Release

### Diamond Vogel Announces 2021 Color of the Year and Annual 2021 Color Trend Report

**Orange City, IA – September 24, 2020** – Diamond Vogel’s 2021 Color of the Year is Dreaming of the Day (0470), a soft blue green that offers a relaxed, meditative feel.

“Dreaming of the Day offers a harmonious feel, an awakening to a more relaxed state of mind,” explains Sandy Agar-Studelska, Diamond Vogel Marketing Manager. “This muted blue green harkens a feel of nature, clarity, and a desire for wellness and healthy living. With Dreaming of the Day’s color origin centered between blue and green, it offers the best of both worlds—feelings of security, trust, and safety, as well as wellness and health. After a long period of quarantine, separation, and our desire for connection, we all dream of the day we can return to family, share a direct smile, and participate more freely within our community and more fully in life.”

Dreaming of the Day can easily transition between interiors and exteriors, and balances warm and cool colors effortlessly, pairing seamlessly with grays, whites, neutral earth-tones, as well as deep green, yellow, and rusty reds.

Diamond Vogel released their 2021 Color Trend Report with the announcement of their color of the year. “Our trend report, “Comfortable, Nurturing, and Optimistic,” provides twenty colors in four trend palettes providing inspiration in our search and desire to stay healthy and strong. “Never have our homes been so important,” explains Agar-Studelska. “We have learned to use and adapt them into almost every aspect of our lives. This shift shows just how resilient and creative we are. As we are staying at home, we look to create nurturing environments. Nature has been a partner in finding inspiration. In the great outdoors, we feel safe and know it is important mentally and physically to stay strong.”

Pairing Dreaming of the Day with the 2021 Trend Colors offers inspiration found not just in nature but in our search and desire to stay healthy as we dream of the day, we can all be back together.

Diamond Vogel 2021 Trend Palettes:

#### **Truth Seeker**

Durability, strength, and resilience. We desire authentic experiences and relationships during a time when we have a limited ability to have them. In a modern world where it is hard to decipher between what is real or what was created for the experience, we seek the truth. Our new virtual world gives us some of our needs, but we truly need human touch and real encounters to feel strong and alive. This palette offers tender earth neutrals, warm and comforting browns, and a red that makes us feel alive. These durable colors connect us to the reality we seek.

#### **Beyond**

This palette looks to the future with hope, optimism, and confidence. We crave connection and look to elevate our energy for the future. Seeking inner balance at a time when our lives are anything but balanced, this palette offers hope for what lies ahead. Soft blues, saturated greens, and deep yet comfortable neutrals offer a serene, quiet sense of purpose to help us energize for what is ahead.

#### **Aware**

Appreciating our past while embracing new ideas gives life balance and a deeper understanding. Both old and new ideas offer inspiration, strength, and harmony. Trends in sustainable products, healthy living, wellness, and positive mental attitude offer reassurance for better days ahead. Created by nature, these earth-inspired hues of greens, golds, and yellows offer an encouraging and comfortable backdrop to our lives.

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## Reclaiming Yesteryear

Nostalgia and the desire to escape from the everyday is now celebrated. Rekindled hobbies, self-learned crafts, even gardening and preparing our own meals lifts our spirits and gives us a sense of accomplishment. This eclectic palette of classic colors celebrates individualism. Apply these time-tested colors to your own space, as they are sure to deliver.

## 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](http://diamondvogel.com).

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## For more information

- Consumers and design professionals can pick up a color sample of Dreaming of the Day 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 2021 Color of the Year**: <https://www.diamondvogel.com/2021ColorOfTheYear>  
**Diamond Vogel's 2021 Color Trend Report – Comfortable, Nurturing, and Optimistic**  
<https://www.diamondvogel.com/2021ColorTrendReport/>
- Editors: You may download any of the **2021 Color of the Year** or **2021 Trend Report** artwork for use in print or web materials: <https://www.diamondvogel.com/2021ColorOfTheYear/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>