

For Immediate Release

## Diamond Vogel Announces 2019 Color of the Year

**Orange City, IA – October 11, 2018** – Diamond Vogel’s 2019 Color of the Year is Day Spa (0634), a saturated navy that connects spaces, cultures, and generations. Day Spa’s flexibility delivers color that is comfortable when used for interiors or sets a mood of timeless luxury for exteriors. This powerful accent showcases one’s personal style and creates a dramatic backdrop for daily living.

“This deep, introspective blue offers quiet reflection and a sense of security at a time we need it most,” explains Sandy Agar-Studelska, Diamond Vogel Marketing Manager. “Day Spa unites us with nature, as well as mind and body, and its ageless presence makes it versatile no matter the space.”

Day Spa offers a look inward and focus on what makes us happy and secure. Quiet spaces using natural materials and earth inspired colors help to create places of comfort and inner peace. Day Spa pairs well with both warm and cool neutrals including grays and is a stunning standalone accent.

Diamond Vogel’s Color of the Year is selected as part of an annual vote of customers in a crowdsourcing event during the month of September. “Our customers rely on our color expertise for inspiration as well as delivering the color they demand,” according to Agar-Studelska. “In deciding our pick, we took the conversation to our customers and asked for their help in selecting this important choice from four influential trend colors, and Day Spa emerged as the color that connected with our customers.”

The other candidates for 2019 Color of the Year were:

### **Plateau 0704**

Deep, lush, and confident, this natural green delivers an adventure based in nature. Plateau’s style is perfect as a companion to popular styles like farmhouse and country chic yet works well in open concept spaces where you need a confident focal point to tie a large space together. There is comfort in classics, Plateau re-emerged as new, fresh, and relaxed.

### **Gold Taffeta 0276**

Rich in patina, this timeless and authentic gold connects us to the world around us. Gold Taffeta offers sanctuary from our hurried world, a warm embrace that welcomes us home and keeps moving us forward. Use Gold Taffeta as a grounding accent with brighter colors, or as a stand star that inspires comfortable spaces.

### **New Foliage 0400**

A soft and romantic green that sets a calm tone that is fresh and balanced. This nature-inspired hue takes us on a journey that is inspirational, spiritual, and healing. New Foliage’s energy creates a space that is uplifting and empowering.

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## 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 Day Spa 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 2019 Color of the Year*** - [www.diamondvogel.com/coloroftheyear/](http://www.diamondvogel.com/coloroftheyear/)  
***Diamond Vogel's 2019 Color Trend Report – Connecting Past & Present*** - [www.diamondvogel.com/2019ColorTrendReport/](http://www.diamondvogel.com/2019ColorTrendReport/)
- Editors: You may download any of the **2019 Color of the Year** artwork for use in print or web materials - [www.diamondvogel.com/coloroftheyear/media](http://www.diamondvogel.com/coloroftheyear/media)
- Learn more about the latest Architectural color trends for interiors and exteriors from **Diamond Vogel's color reports** - [www.diamondvogel.com/content/color-trends](http://www.diamondvogel.com/content/color-trends)