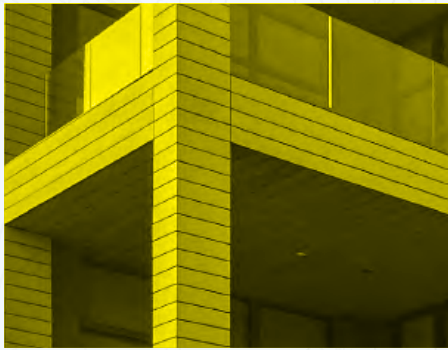




Novano Color Atlas



An Architectural Color Intelligence System for Exterior Design

Color Designed in Relation to Architecture

Across architecture, color has never existed in isolation.

It has always been shaped by:

- Climate
- Geography
- Material Behavior
- Natural Light
- Building Traditions
- Landscape
- Cultural Memory

The Novano Global Color Atlas translates those relationships into a performance-led exterior color system designed for modern architecture.

Rather than organizing color as isolated finishes, the atlas helps architects and designers select palettes in relation to:

- Place
- Atmosphere
- Environmental Conditions
- Materiality
- Architectural Intent

This transforms color from decoration into an architectural decision-making tool.

Novano Exterior Systems are built with EFC (Enhanced Fiber Composite) material and available through an extensive Novano Color finish selection. This combines architectural intelligence, design-led thinking, and long-term exterior performance.



The atlas maps the Novano Signature Collection across five architectural design worlds:

- Mediterranean Architecture
- Scandinavian & Northern European Design
- Tropical Resort & Equatorial Architecture
- Urban Contemporary & Industrial Modernism
- Landscape-Led & Biophilic Architecture

These design worlds help architects, designers, developers, and specifiers understand not only what the colors are but where they belong, how they behave, and how they contribute to long-term architectural composition.

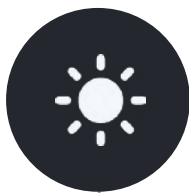
UNDERSTANDING COLOR BEHAVIOR

A Practical Framework for Exterior Design

Exterior colors behave differently depending on:



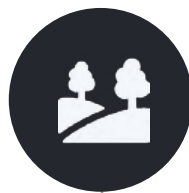
Climate



Sunlight



Material Pairing



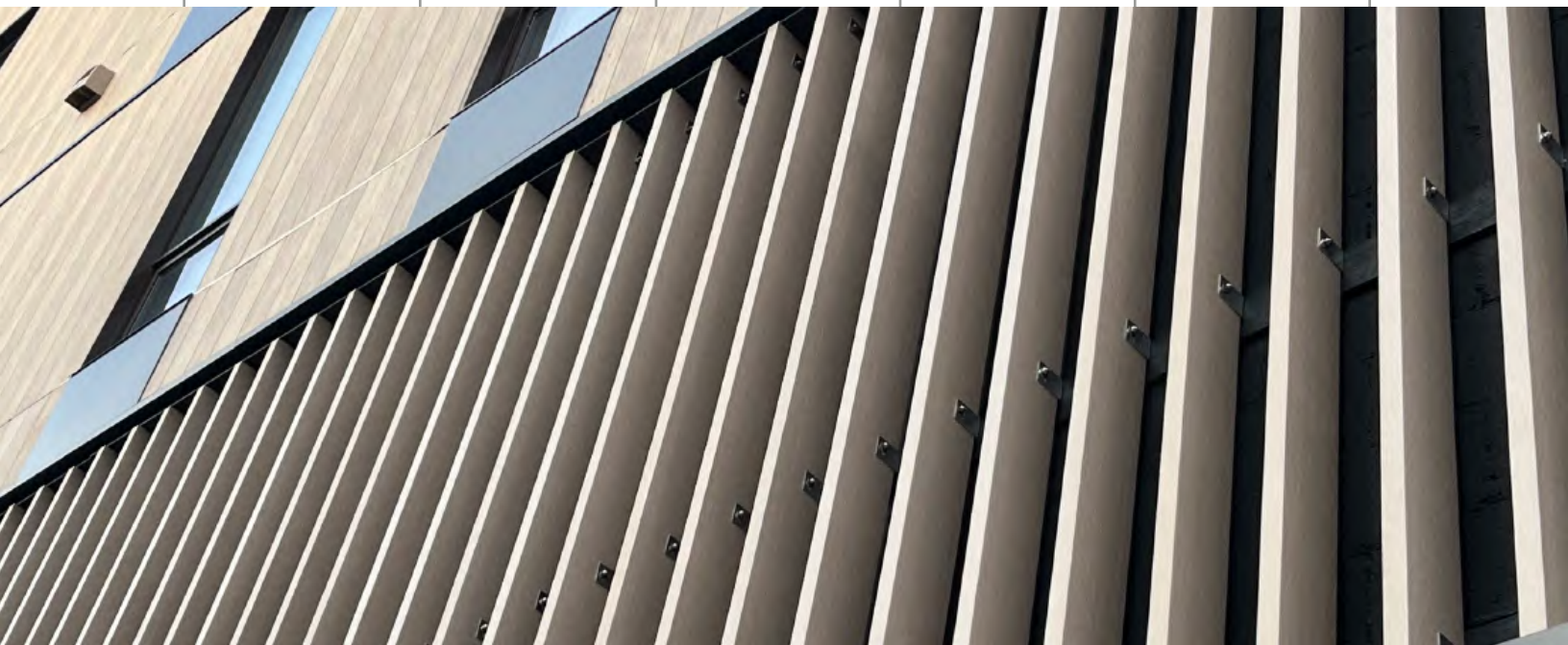
Landscape Context



Architectural Scale



Surrounding
Environment



The Novano Signature Collection is organized not simply by
appearance, but by architectural behavior.

LIGHT and DARK



Light Architectural Tones

Designed to maximize brightness, soften visual mass, and create openness.

Colors:



Alpine White



Harbor Drift



Suncrest Oak



Stone Harbor

Best For:

- ✓ Warm Climates
- ✓ Minimalist Architecture
- ✓ Coastal Homes
- ✓ Hospitality Environments
- ✓ Scandinavian-inspired Design

Dark Architectural Tones

Designed to create contrast, visual grounding, and architectural authority.

Colors:



Obsidian



Palisander Noir



Ironstone



Graphite Slate



Midnight Walnut

Best For:

- ✓ Urban Contemporary Design
- ✓ Luxury Residential
- ✓ Modern Hospitality
- ✓ Minimalist Architecture
- ✓ High-contrast Compositions

WARM and COOL

Warm Exterior Tones

Colors inspired by timber, clay, earth, and natural warmth.

Colors:



Spanish Mahogany



Terracotta Clay



Crimson Teak



Canyon Copper



Golden Teak

Best For:

✓ Mediterranean Architecture

✓ Resort Environments

✓ Tropical Hospitality

✓ Landscape-led Design

Cool Exterior Tones

Colors inspired by stone, concrete, steel, sky, and coastal environments.

Colors:



Coastal Gray



Horizon Blue



Urban Ash



Urban Concrete



Graphite Slate

Best For:

✓ Urban Contemporary Design

✓ Coastal Modern Homes

✓ Scandinavian Architecture

✓ Commercial Environments

NATURAL and EXPRESSIVE



Natural / Grounded Tones

Designed to integrate with landscape, natural materials, and architectural restraint.

Colors:



Olive Grove



Sierra Teak



Weathered Timber



Harbor Drift



Stone Harbor

Expressive / Accent Tones

Used selectively to introduce identity, movement, and visual contrast.

Colors:



Radiant Crimson



Heritage Red



Lavender Mist



Horizon Blue



Ocean Teal

THE FOUNDATIONAL DECKING PALETTE

The Novano Decking Color Collection

The Novano Decking Color Collection establishes the foundational wood-inspired tones of the Novano Exterior System.

Built with EFC (Enhanced Fiber Composite) and enhanced with ArmorTone Integrated Color Technology, these colors are engineered from the inside out to deliver authentic wood-inspired depth with long-term exterior durability for high touch and high contact areas.



Unlike surface-applied coatings, **ArmorTone** is an integrated color engineering process designed specifically for the Novano Decking System. It helps provide:

- ✓ Consistent Architectural Color
- ✓ Reduced Visibility of Scratches and Wear
- ✓ UV and Weather Resistance
- ✓ Long-term Visual Integrity
- ✓ Authentic Wood-inspired Depth and Realism





Crimson Teak

Architectural Character

Designed to create contrast, visual grounding, and architectural authority.

Best Suited For

- ✓ Luxury Hospitality
- ✓ Tropical Modernism
- ✓ Warm Contemporary Architecture
- ✓ Resort Environments

Recommended Pairings

- Stone Harbor
- Obsidian
- Bronze metals
- Travertine

Climate Compatibility

- ✓ High UV
- ✓ Tropical Climates
- ✓ Coastal Environments
- ✓ Luxury Outdoor Living



Coastal Gray

Architectural Character

A calm architectural gray shaped by driftwood tones, coastal environments, and modern exterior palettes.

Best Suited For

- ✓ Scandinavian Architecture
- ✓ Coastal Homes
- ✓ Minimalist Projects
- ✓ Urban Contemporary Design

Recommended Pairings

- Alpine White
- Urban Concrete
- Pale Stone
- Black Aluminum

Climate Compatibility

- ✓ Coastal Environments
- ✓ Temperate Climates
- ✓ Cold Climates
- ✓ Urban Environments



Spanish Mahogany

Architectural Character

Rich, warm, and timeless. Inspired by the depth and prestige of traditional mahogany used in Mediterranean and hospitality architecture.

Best Suited For

- ✓ Mediterranean Architecture
- ✓ Transitional Homes
- ✓ Resort Projects
- ✓ Warm Luxury Exterior

Recommended Pairings

- Stone Harbor
- Terracotta Clay
- Olive Grove
- Limestone

Climate Compatibility

- ✓ High UV
- ✓ Hospitality Environments
- ✓ Mediterranean Climates
- ✓ Warm Residential Settings



Aged Driftwood

Architectural Character

Softened by the look of sun, salt air, and time bringing relaxed coastal character into outdoor spaces.

Best Suited For

- ✓ Beach Homes
- ✓ Landscape-led Design
- ✓ Coastal Hospitality
- ✓ Relaxed Luxury Environments

Recommended Pairings

- Harbor Drift
- Ocean Teal
- Alpine White
- Brushed aluminum

Climate Compatibility

- ✓ Coastal Regions
- ✓ Waterfront Architecture
- ✓ Humid Environments
- ✓ Outdoor Hospitality

MEDITERRANEAN ARCHITECTURE

Warm Mineral Tones, Sun-Shaped Palettes, and Timeless Exterior Warmth

Mediterranean architecture is one of the clearest examples of how climate, material availability, and landscape influence architectural color. Across Spain, Italy, Greece, Southern France, and the Mediterranean coast, buildings evolved from locally available limestone, sandstone, stucco, clay tile, and timber.

The resulting palette is dominated by warm whites, creams, ochres, terracotta, sand colors, and weathered mineral tones that appear brighter and more comfortable under intense sunlight.

The palette evolved from:

- ✓ Limestone
- ✓ Clay Tile
- ✓ Stucco
- ✓ Timber
- ✓ Olive Landscapes
- ✓ Weathered Mineral Surfaces

The result is architecture that feels:

- ✓ Warm
- ✓ Grounded
- ✓ Breathable
- ✓ Timeless
- ✓ Naturally Integrated with Landscape

Architectural Characteristics

Mediterranean design emphasizes:

- ✓ Soft Mineral Tones
- ✓ Courtyard Living
- ✓ Indoor-Outdoor Continuity
- ✓ Textured Materials
- ✓ Warmth without Visual Excess

The palette is designed to work harmoniously with:

- ✓ Strong Sunlight
- ✓ Natural Stone
- ✓ Planted Landscapes
- ✓ Shaded Environments



Iconic Examples of Mediterranean Architecture



Can Lis - Mallorca, Spain

Architect: Jørn Utzon

"Can Lis" by [Frans Drewniak](#), via Flickr, used under [CC BY-SA 2.0](#) / Cropped from original.

Can Lis is widely regarded as one of the finest residential examples of Mediterranean modern architecture.

Built on a cliff overlooking the Mediterranean Sea, the house uses local marés sandstone, allowing the architecture to visually blend into the surrounding landscape. The design consists of separate pavilions connected by courtyards and terraces that respond directly to sunlight, sea views, and prevailing breezes.

Can Lis demonstrate how Mediterranean architecture derives its palette directly from local stone, sunlight, and landscape, creating warmth without relying on decorative color.

Color Application

- Warm sandstone beige
- Sun-aged cream
- Soft ochre mineral tones
- Natural stone textures
- Light-reflective surfaces



Villa Kérylos - French Riviera, France

Architect: Emmanuel Pontremoli

"Villa Kérylos" by [Patrick Janicek](#), via Flickr, used under [CC BY 2.0](#) / Cropped from original.

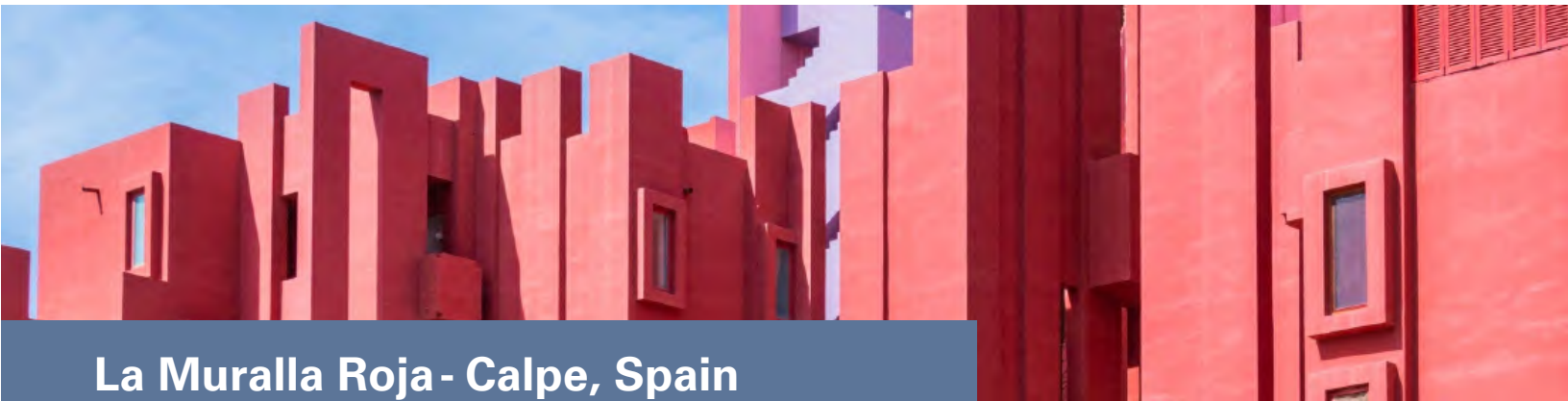
Located directly on the Mediterranean coast, Villa Kérylos reinterprets ancient Greek domestic architecture using traditional Mediterranean forms, open-air spaces, stone surfaces, and strong indoor-outdoor connections.

Its bright mineral palette responds directly to intense coastal sunlight while maintaining a timeless and elegant character.

Villa Kérylos illustrates how light-colored mineral surfaces and coastal tones create a timeless Mediterranean architectural expression.

Color Application

-  Limestone white
-  Soft ivory
-  Pale sand
-  Warm stone beige
-  Mediterranean blue accents



La Muralla Roja - Calpe, Spain

Architect: Ricardo Bofill

Although more contemporary and experimental than traditional Mediterranean villas, La Muralla Roja draws heavily from Mediterranean and North African coastal architecture.

The project uses a carefully curated palette of reds, pinks, violets, and blues that interact with the sea, sky, and rocky landscape.

It demonstrates how Mediterranean architecture can use color boldly while remaining deeply connected to its environment.

La Muralla Roja shows how Mediterranean architecture can extend beyond neutral mineral colors, using sun-responsive hues that complement sea and landscape conditions.

Color Application

-  Terracotta red
-  Clay pink
-  Sun-faded coral
-  Mineral violet
-  Mediterranean blue accents

Key Mediterranean Color Lessons



Across these examples, several consistent color principles emerge:

- Colors are usually derived from local materials rather than applied decoration.
- Warm whites, creams, sands, and ochres perform well under intense sunlight.
- Terracotta and clay tones create visual warmth without feeling heavy.
- Textured surfaces are as important as color itself.
- Architecture is designed to harmonize with vegetation, stone, and sky rather than dominate them.
- Color becomes softer and richer as it weathers, contributing to the timeless character associated with Mediterranean design.

These projects provide strong real-world precedents for the themes of **warm mineral tones, courtyard living, textured materials, indoor-outdoor continuity, and timeless landscape integration** that define Mediterranean architecture.

Novano Colors in this Design World

Core Mediterranean Neutrals

Stone Harbor

Terracotta Clay

Olive Grove

Spanish Mahogany

Supporting Warm Woods

Golden Amberwood

Golden Teak

Royal Mahogany

Expressive Earth Tones

Canyon Copper

Heritage Red

Recommended Exterior Systems

Mediterranean Warm Modern

Recommended Palette



Spanish
Mahogany

DECKING



Stone
Harbor

FACADE



Olive Grove

ACCENT



Recommended Material Pairings

- Travertine
- Bronze Metals
- Cream Stucco
- Limestone
- Olive Planting

Ideal Applications

- Luxury Villas
- Courtyard Homes
- Resort Hospitality
- Warm-climate Residential

Climate Compatibility

- Luxury Villas
- Courtyard Homes
- Resort Hospitality
- Warm-climate Residential

Avoid

- Overly Cool Blue Greys
- Glossy Black Finishes
- Excessive Contrast
- Artificial Orange Wood-tones

Recommended Exterior Systems

Mediterranean Resort Contemporary

Recommended Palette



DECKING



FACADE



ACCENT



Recommended Material Pairings

- White Plaster
- Warm Stone
- Bronze Lighting
- Tropical Planting

Ideal Applications

- Resorts
- Poolside Architecture
- Luxury Hospitality
- Landscape-led Homes

Climate Compatibility

- Tropical Environments
- Hospitality Settings
- Coastal Regions

SCANDINAVIAN & NORTHERN EUROPEAN DESIGN

Light, Restraint, Contrast, and Architectural Clarity

Scandinavian and Northern European architecture evolved in response to long winters, limited daylight, harsh climates, and strong traditions of craftsmanship. Rather than relying on ornamentation, the architecture emphasizes simplicity, clean geometry, natural materials, and carefully controlled color palettes.

The resulting aesthetic prioritizes light reflection, visual calm, and human comfort, using soft whites, pale woods, muted greys, and dark accents to create balance and clarity.

Below are three real-world architectural examples that demonstrate Scandinavian and Northern European color application and design principles.

Architectural Context

Scandinavian architecture developed around:

- ✓ Limited Daylight
- ✓ Long Winters
- ✓ Strong Craft Traditions
- ✓ Functional Simplicity
- ✓ Natural Material Restraint

This created a palette centered on:

- ✓ Pale Woods
- ✓ Mineral Greys
- ✓ Soft Whites
- ✓ Weathered Timber
- ✓ Controlled Dark Contrast

The design language prioritizes:

- ✓ Calmness
- ✓ Light Reflection
- ✓ Visual Order
- ✓ Human-centered Modernism

Architectural Characteristics

Scandinavian design emphasizes:

- ✓ Simplicity
- ✓ Clean Geometry
- ✓ Natural Light
- ✓ Restrained Material Palettes
- ✓ Warmth Balanced with Cool Contrast



Iconic Examples of Scandinavian & Northern Design



Villa Savoye - Poissy, France

Architect: Le Corbusier

While not Scandinavian itself, Villa Savoye became one of the most influential precedents for Nordic modernism and helped shape much of the Scandinavian architectural language that followed.

The building demonstrates how simple geometric forms, white surfaces, and abundant natural light can create architectural calm.

Scandinavian architects later adapted these principles with warmer materials and greater sensitivity to climate and human scale.

Color Application

-  Crisp white surfaces
-  Soft shadow greys
-  Minimal material palette
-  High light reflectivity
-  Controlled visual contrast

Villa Savoye demonstrates the power of white surfaces and simple geometry to maximize light, clarity, and architectural order.



Louisiana Museum of Modern Art - Humlebæk, Denmark

— Jørgen Bo and Vilhelm Wohlert

Often cited as one of the finest examples of Scandinavian modernism, the museum integrates architecture, landscape, and daylight with extraordinary restraint.

Materials are intentionally muted, allowing views, light, and nature to become the primary visual elements.

The Louisiana Museum exemplifies Scandinavian design through restrained materials, abundant daylight, and seamless integration with the surrounding landscape.

Louisiana Museum of Modern Art Pauserum" by Louisiana Museum of Modern Art / Kim Hansen, used under [CC BY-SA 4.0](#) / Cropped from original.

Color Application

- Soft white interiors
- Weathered grey timber
- Natural oak tones
- Dark steel accents
- Muted landscape colors



Sauna Restaurant Löyly - Helsinki, Finland

— Architect: Avanto Architects

Löyly is one of the most recognized contemporary Nordic buildings. Its sculptural timber exterior reflects the Scandinavian tradition of using natural materials honestly while maintaining clean modern forms.

The building demonstrates how warm timber can coexist with cool northern light and dark coastal environments.

Löyly showcases the Scandinavian balance of warmth and restraint, using weathering timber and simple forms to create architecture that feels both contemporary and timeless.

"Löyly Helsinki" by [Lasse Keskinen](#), via Wikimedia Commons, used under [CC BY-SA 4.0](#) / Cropped from original.

Color Application

- Pale timber
- Weathered silver-grey wood
- Charcoal accents
- Natural stone grey
- Soft off-white interiors



Common Scandinavian Color Principles

Across these examples, several consistent themes emerge:

Light Reflection

- Whites and pale neutrals maximize limited winter daylight.
- Surfaces are designed to brighten interiors and exterior spaces.

Natural Material Expression

- Timber is often left untreated or lightly finished.
- Materials are valued for authentic aging and patina.

Restrained Palettes

- Color is used sparingly.
- Neutral tones dominate, allowing form, light, and texture to become the focus

Controlled Contrast

- Black, charcoal, or dark metal accents create visual definition.
- Contrast is deliberate rather than decorative.

Landscape Integration

- Architecture is designed to complement forests, coastlines, rocks, and northern skies.
- Colors often mirror surrounding natural environments.



Typical Scandinavian Architectural Palette

Primary Colors



Soft White



Warm White



Stone Grey



Mist Grey



Pale Oak



Ash Wood

Accent Colors



Charcoal



Graphite Black



Dark Bronze



Deep Forest Green

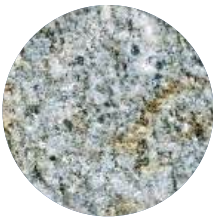
Material References



Weathered Timber



Natural Oak



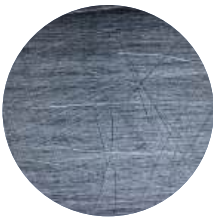
Granite



Limestone



Zinc



Blackened Steel

Overall Design Character

Scandinavian and Northern European architecture seeks to create environments that feel calm, bright, functional, and timeless.

Rather than relying on strong color statements, it achieves beauty through proportion, material honesty, natural light, and carefully balanced contrast an approach that remains one of the most influential architectural design philosophies in the world today.

Novano Colors in this Design World

Foundational Scandinavian Tones

Suncrest Oak

Weathered
Timber

Harbor Drift

Graphite Slate

Alpine White

Soft Supporting Neutrals

Urban Concrete

Urban Ash

High-Contrast Modern Tones

Coastal Gray

Ironstone

Obsidian

Recommended Exterior Systems

Scandinavian Contrast Minimalism

Recommended Palette



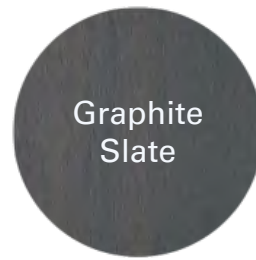
Coastal
Gray

DECKING



Alpine
White

FACADE



Graphite
Slate

ACCENT



Recommended Material Pairings

- Pale Stone
- Black Aluminum
- White Render
- Light Oak Interiors
- Ornamental Grasses

Ideal Applications

- Minimalist Homes
- Contemporary Cabins
- Nordic-Inspired Residences
- Urban Modern Homes

Climate Compatibility

- Cold Climates
- Snow Regions
- Temperate Environments
- Coastal Settings

Avoid

- Excessive Warm Reds
- Glossy Finishes
- Artificial Wood Tones
- Visually Cluttered Material Transitions

Recommended Exterior Systems

Nordic Warm Minimalism

Recommended Palette



DECKING



FACADE



ACCENT



Recommended Material Pairings

- Light Limestone
- Brushed Steel
- White Walls
- Matte Black Detailing

Ideal Applications

- Boutique Hospitality
- Modern Family Homes
- Landscape-Integrated Architecture

TROPICAL RESORT & EQUATORIAL ARCHITECTURE

Warm Woods, Open-Air Living, and Hospitality-Driven Exterior Design

Tropical architecture developed in regions where heat, humidity, rainfall, strong sunlight, and coastal conditions heavily influenced building design. Across Southeast Asia, the Pacific Islands, the Caribbean, and tropical Latin America, architecture evolved to maximize airflow, shade, and connection to nature.

Modern tropical resort architecture builds on these principles while incorporating luxury hospitality experiences, resulting in environments that feel open, relaxed, and deeply integrated with their surroundings.

Below are three real-world architectural references that demonstrate tropical resort design and its characteristic color application.

Architectural Context

Tropical architecture evolved across Southeast Asia, the Pacific, the Caribbean, and coastal Latin America where buildings were shaped by:

- ✓ Heat
- ✓ Humidity
- ✓ Rainfall
- ✓ Airflow
- ✓ Salt Exposure
- ✓ Landscape Integration

This produced a design language built around:

- ✓ Elevated Structures
- ✓ Open-air Layouts
- ✓ Warm Woods
- ✓ Deep Overhangs
- ✓ Natural Ventilation
- ✓ Indoor-outdoor Continuity

Modern tropical resort architecture combines these principles with contemporary luxury design.

Architectural Characteristics

Tropical resort design emphasizes:

- ✓ Warmth
- ✓ Tactility
- ✓ Layered Materiality
- ✓ Natural Integration
- ✓ Relaxed Luxury

The palette is grounded in:

- ✓ Tropical Hardwoods
- ✓ Softened Coastal Tones
- ✓ Warm Stone
- ✓ Water-Inspired Contrast



Iconic Examples of Tropical Resort & Equatorial Architecture



The Datai Langkawi - Langkawi, Malaysia

"Pool The Datai Langkawi" by [alhafis](#), via Wikimedia Commons, used under [CC BY 3.0](#) / Cropped from original.

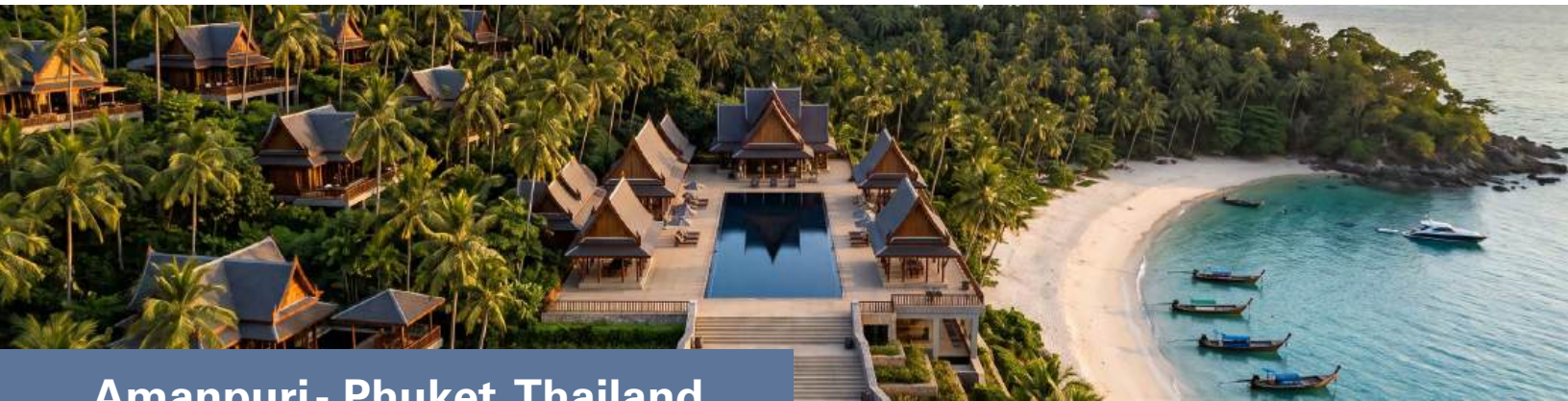
Nestled within an ancient rainforest, The Datai is considered one of Southeast Asia's most influential luxury resorts.

The architecture minimizes visual impact on the landscape while embracing open-air circulation, natural ventilation, timber structures, and extensive integration with surrounding vegetation.

The Datai Langkawi demonstrates how tropical architecture can merge seamlessly with rainforest environments through natural materials and restrained earth-toned palettes.

Color Application

-  Rich tropical hardwood browns
-  Deep forest greens
-  Warm natural stone
-  Soft earth tones
-  Dark bronze and charcoal accents



Amanpuri - Phuket, Thailand

Widely regarded as one of the projects that defined modern luxury resort design, Amanpuri combines traditional Thai architectural influences with contemporary minimalism.

Open pavilions, generous overhangs, elevated structures, and seamless indoor-outdoor transitions create an environment optimized for tropical living.

Amanpuri showcases how warm timber, shaded outdoor spaces, and natural stone create a timeless expression of tropical luxury.

Color Application

- Teak wood tones
- Warm sandstone beige
- Soft cream surfaces
- Dark timber framing
- Reflective water blues



Nihi Sumba - Sumba Island, Indonesia

Nihi Sumba integrates traditional Indonesian building techniques with contemporary hospitality design. Thatched roofs, natural stone, tropical hardwoods, and open-air living spaces respond directly to climate while creating a highly authentic connection to place.

Nihi Sumba reflects the essence of equatorial architecture through natural materials, handcrafted textures, and direct engagement with landscape and climate.

Color Application

- Weathered teak
- Driftwood grey
- Natural rattan tones
- Sandy beige
- Ocean-inspired blues



Common Tropical Resort Color Principles

Across these examples, several consistent themes emerge:

Material-Led Color

- Colors are often derived directly from natural building materials.
- Timber, stone, bamboo, and thatch establish the primary palette.

Indoor-Outdoor Continuity

- Exterior and interior colors typically flow together.
- Boundaries between architecture and landscape are intentionally softened.

Warmth and Relaxation

- Warm wood tones create comfort and hospitality.
- Neutral backgrounds allow tropical vegetation and water features to become focal points.

Climate Responsiveness

- Colors help manage solar exposure and heat.
- Deep overhangs create strong shadow lines that become part of the architectural composition.

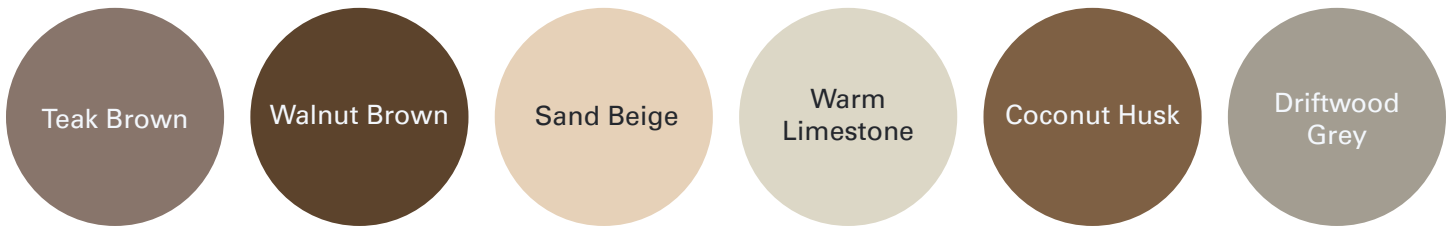
Landscape Integration

- Architecture complements rather than competes with surrounding nature.
- Greens, sands, stones, and water tones influence the palette.



Typical Tropical Resort Architectural Palette

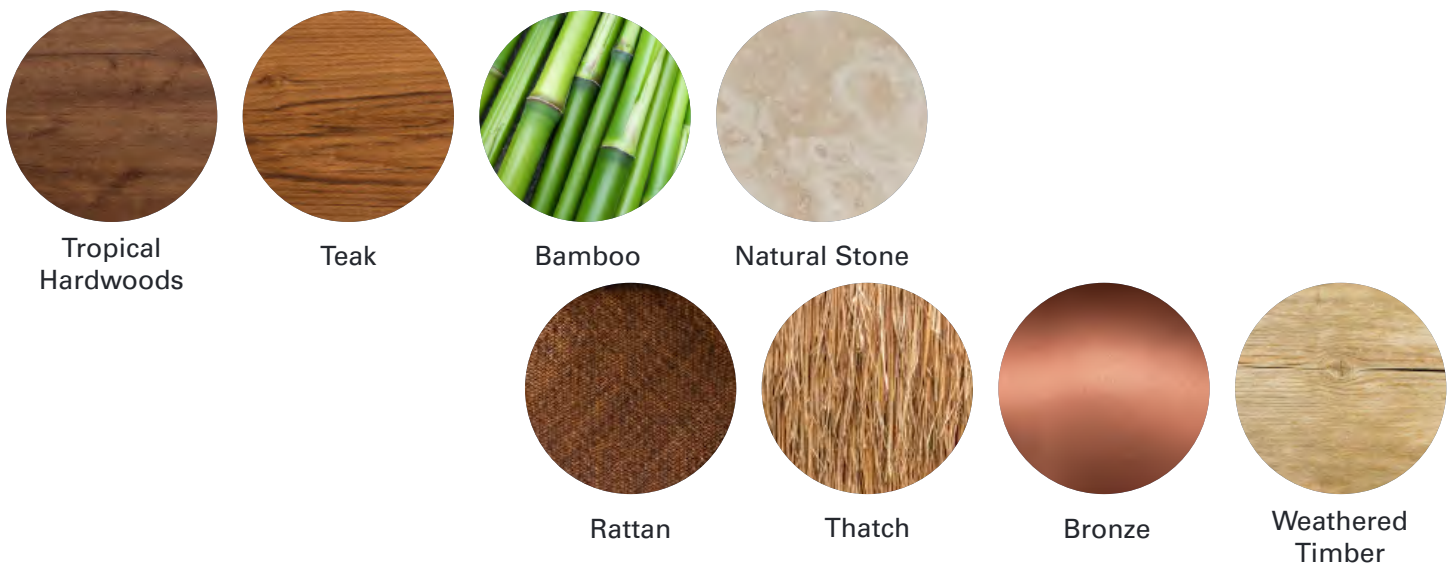
Primary Colors



Secondary Colors



Material References



Famous Tropical Architecture References

Other notable projects that exemplify tropical and equatorial design include:



Four Seasons Resort Bali at Sayan



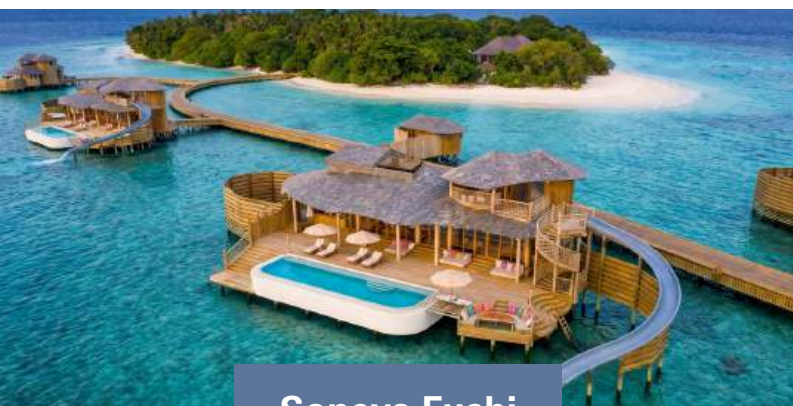
Six Senses Ninh Van Bay



COMO Shambhala Estate



Alila Villas Uluwatu



Soneva Fushi



These projects consistently demonstrate the core principles of tropical architecture: natural ventilation, shaded living, material authenticity, landscape integration, and a color palette rooted in warm woods, softened coastal tones, natural stone, and water-inspired contrasts.

Novano Colors in this Design World

Primary Tropical Woods



Warm Supporting Woods



Fresh Coastal Counterpoints



Recommended Exterior Systems

Tropical Luxury Hospitality

Recommended Palette



DECKING



FACADE



ACCENT



Recommended Material Pairings

- TravertineBlack
- Bronze Metals
- Tropical Planting
- White Plaster
- Natural Stone

Ideal Applications

- Resorts
- Poolside Architecture
- Tropical Villas
- Luxury Hospitality

Climate Compatibility

- High Humidity
- Tropical Climates
- Coastal Exposure
- Hospitality Environments

Avoid

- Cold Industrial Greys
- Excessive Visual Clutter
- Overly Glossy Surfaces

Recommended Exterior Systems

Coastal Tropical Contemporary

Recommended Palette



DECKING



FACADE



ACCENT



Recommended Material Pairings

- White Architecture
- Glass Railings
- Soft Woven Textures
- Limestone

Ideal Applications

- Beachfront Homes
- Coastal Resorts
- Relaxed Luxury Architecture

URBAN CONTEMPORARY & INDUSTRIAL MODERNISM

Structure, Precision, Contrast, and Architectural Authority

Urban contemporary architecture emerged from the influence of modernism, industrial construction methods, and the increasing use of steel, concrete, and glass as primary architectural materials.

Rather than concealing structure, these buildings often celebrate it. Exposed materials, clean geometry, restrained palettes, and strong visual contrast create architecture that feels confident, precise, and globally relevant.

The resulting color language typically centers on architectural blacks, charcoal tones, concrete greys, metallic finishes, and carefully controlled accent colors that emphasize form over decoration.

Architectural Context

Urban contemporary architecture evolved from modernism and industrial material culture where buildings became defined by:

- ✓ Steel
- ✓ Concrete
- ✓ Glass
- ✓ Exposed Structure
- ✓ Minimal Ornamentation
- ✓ Structural Clarity

This shifted exterior palettes toward:

- ✓ Architectural Blacks
- ✓ Concrete Greys
- ✓ Mineral Neutrals
- ✓ Controlled Accent Colors

The result is architecture that feels:

- ✓ Precise
- ✓ Restrained
- ✓ Confident
- ✓ Globally Contemporary

Architectural Characteristics

Urban contemporary design values:

- ✓ Strong Silhouettes
- ✓ Minimal Detailing
- ✓ Contrast
- ✓ Material Honesty
- ✓ Geometric Clarity



Iconic Examples of Urban Contemporary & Industrial Architecture



Seagram Building - New York City, USA

Architect: Ludwig Mies van der Rohe

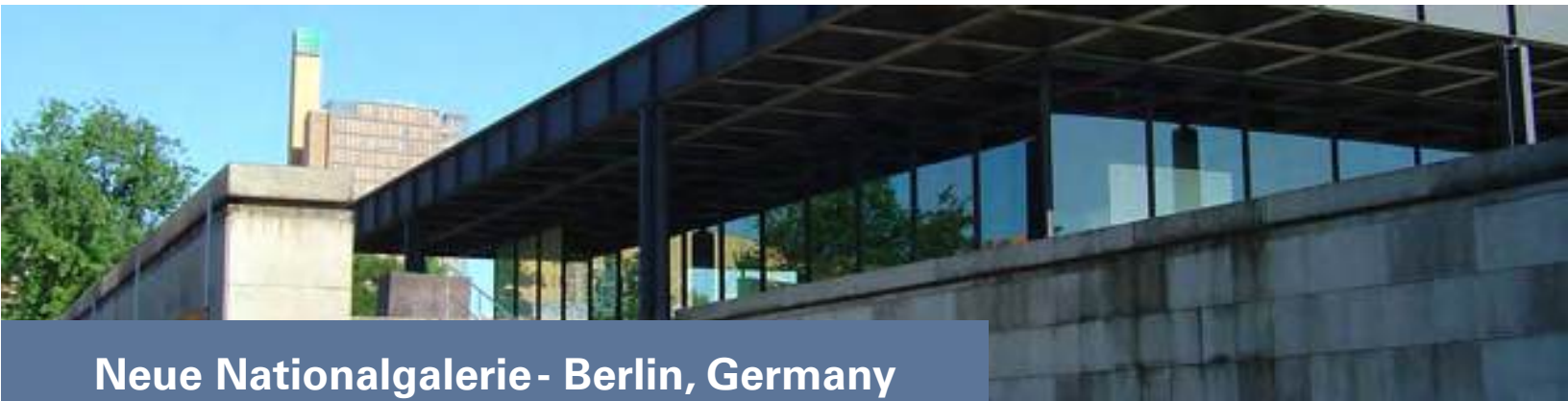
"Seagram Building - New York" by Dan DeLuca, via Flickr, used under [CC BY 2.0](#) / Cropped from original.

The Seagram Building is one of the most influential modern skyscrapers ever built. Its expression is rooted in structural clarity, material honesty, and disciplined restraint. The building established many of the visual principles still found in contemporary urban architecture today.

The Seagram Building demonstrates how minimal materials and controlled contrast can create architectural authority without ornamentation.

Color Application

- Bronze-black structure
- Smoky glass
- Deep charcoal accents
- Warm metallic detailing
- Neutral stone plaza



Neue Nationalgalerie- Berlin, Germany

Architect: Ludwig Mies van der Rohe

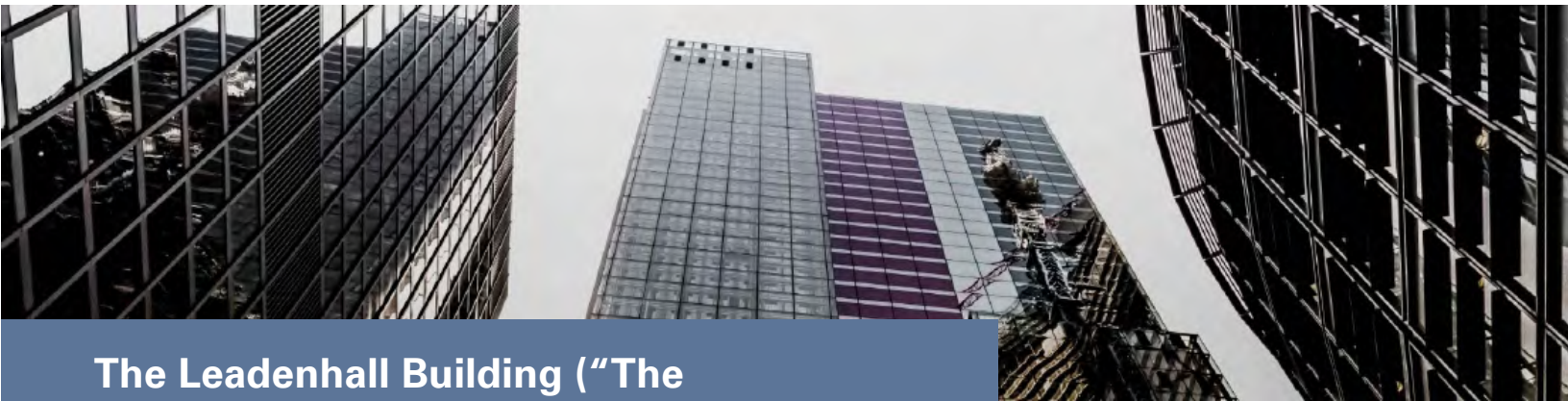
"Neue Nationalgalerie Treppen" by Mangan2002, via Wikimedia Commons, used under [CC BY-SA 3.0](#) / Cropped from original.

The museum is an iconic expression of exposed steel structure and architectural reduction. Every component serves a functional purpose, while the visual identity relies on proportion, detailing, and material expression rather than decorative elements.

Neue Nationalgalerie shows how exposed structure and monochromatic materials can create a powerful sense of precision and permanence.

Color Application

- Matte black steel
- Neutral grey stone
- Clear glass
- Soft shadow greys
- Controlled monochromatic palette



The Leadenhall Building ("The Cheesegrater")- London, United Kingdom

Architect: Richard Rogers

The Leadenhall Building exemplifies modern high-tech architecture, where structure, engineering systems, and building performance become part of the visual identity.

Its exposed framework demonstrates how contemporary architecture often embraces industrial aesthetics as a design feature.

The Leadenhall Building illustrates how contemporary urban architecture uses exposed structure and engineered precision as a form of visual expression.

Color Application

- Structural steel grey
- Glass blue-grey
- White structural accents
- Dark metallic detailing
- Controlled use of signal colors



Common Urban Contemporary Color Principles

Material Honesty

- Materials are shown rather than concealed.
- Concrete, steel, glass, and metal finishes become part of the aesthetic.

Controlled Contrast

- Strong contrast creates visual clarity.
- Dark elements are often paired with lighter mineral surfaces.

Neutral Foundations

- Most palettes begin with grey, black, white, and metallic tones.
- Accent colors are used sparingly and intentionally.

Structural Expression

- Structure becomes architecture.
- Columns, beams, connections, and systems are often visible.

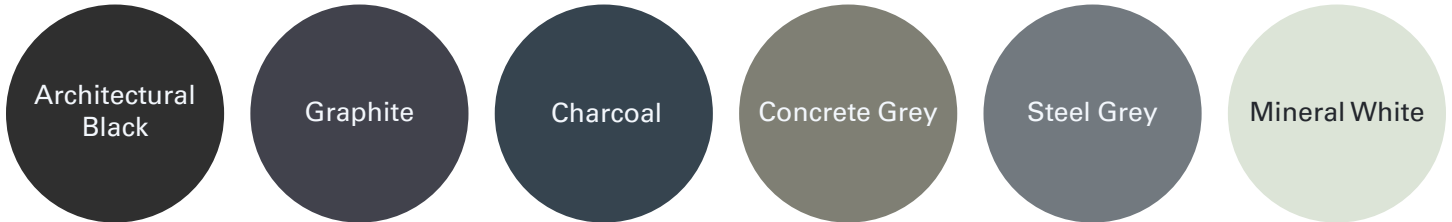
Precision and Restraint

- Decoration is minimized.
- Form, proportion, and material quality become the primary design language.



Typical Urban Contemporary Palette

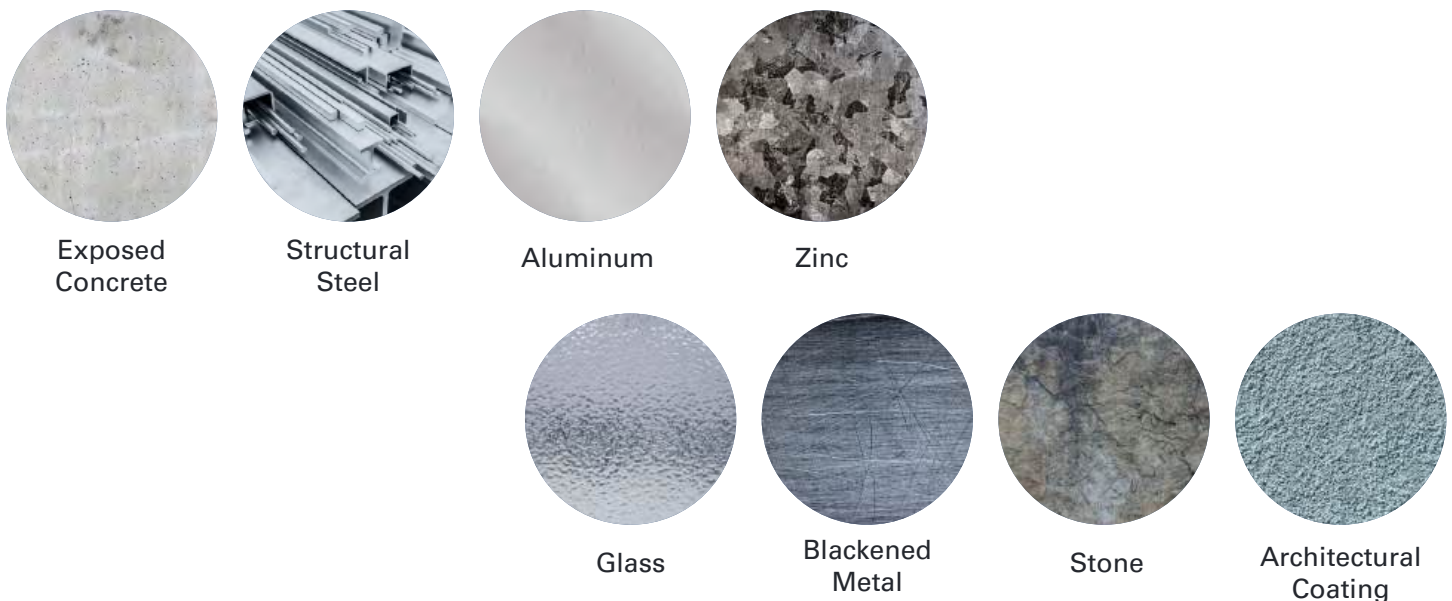
Primary Colors



Accent Colors

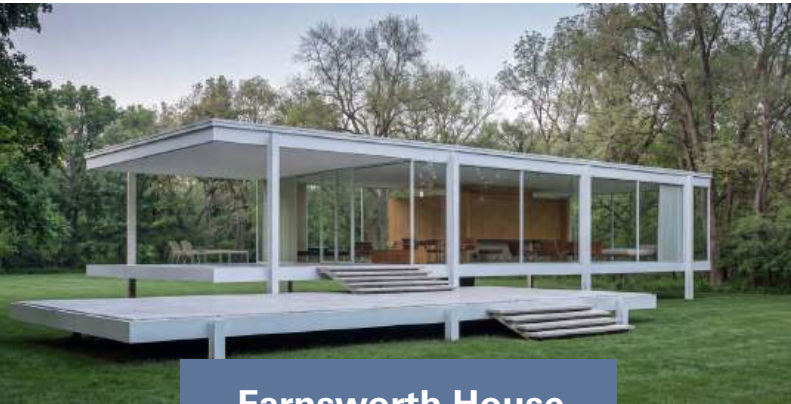


Material References

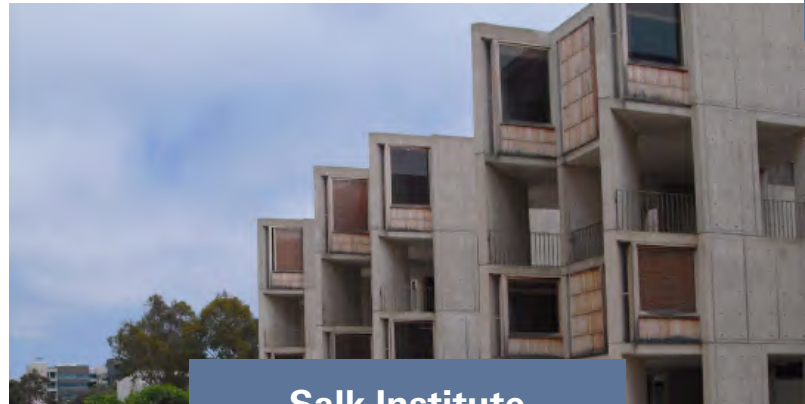


Famous Urban Contemporary & Industrial Modernist References

Additional landmark projects that embody this design language include:



Farnsworth House



Salk Institute



The Shard



Hearst Tower



CCTV Headquarters



These projects demonstrate the defining qualities of Urban Contemporary and Industrial Modernist architecture: structural clarity, geometric precision, restrained palettes, exposed materials, and a confident architectural presence rooted in engineering and craftsmanship rather than ornament.

Novano Colors in this Design World

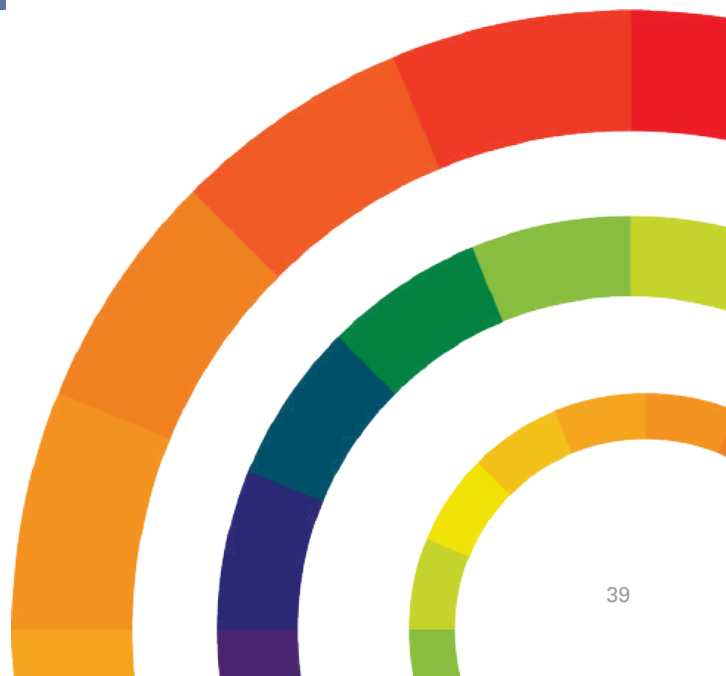
Core Urban Tones



Warm Supporting Woods



Fresh Coastal Counterpoints



Recommended Exterior Systems

Urban Contemporary Minimalism

Recommended Palette



Coastal
Gray

DECKING



Urban
Concrete

FACADE



Obsidian

ACCENT



Recommended Material Pairings

- Exposed Concrete
- Curtain Wall Glass
- Black Aluminum
- Steel Detailing

Ideal Applications

- Mixed-use Developments
- Luxury Urban Homes
- Rooftop Architecture
- Commercial Projects

Climate Compatibility

- Urban Heat Environments
- Commercial Settings
- Contemporary Residential

Avoid

- Excessive Warm Undertones
- Rustic Textures
- Inconsistent Material Transitions
- Too many Accent Colors

Recommended Exterior Systems

Dark Urban Luxury

Recommended Palette



Midnight
Walnut

DECKING



Ironstone

FACADE



Horizon Blue

ACCENT



Recommended Material Pairings

- Glass Facades
- Dark Stone
- Matte Black Steel
- Architectural Lighting

Ideal Applications

- Luxury Hospitality
- Premium Urban Residences
- Contemporary Commercial Architecture

LANDSCAPE-LED & BIOPHILIC ARCHITECTURE

Ecology, Atmosphere, and Human-Centered Exterior Design

Landscape-led and biophilic architecture emerged from the intersection of environmental psychology, ecological design, wellness-focused spaces, and contemporary hospitality architecture.

Unlike Mediterranean or Scandinavian architecture, which evolved from specific regions and climates, biophilic architecture is driven by a design philosophy: strengthening the relationship between people, buildings, and nature.

Color plays a strategic role in this approach. Rather than emphasizing structure or stylistic identity, colors are selected to create emotional comfort, reinforce ecological connections, guide movement, and support wellbeing. Materials, vegetation, water, daylight, and landscape are treated as integral architectural components rather than decorative additions.

Architectural Context

Landscape-led architecture emerged from the growing integration of:

- ✓ Biophilic Design
- ✓ Environmental Psychology
- ✓ Wellness Architecture
- ✓ Hospitality Design
- ✓ Ecological Integration

This design world uses color to:

- ✓ Soften Density
- ✓ Reinforce Identity
- ✓ Connect Architecture to Nature
- ✓ Guide Movement and Atmosphere

Unlike regional architectural traditions, this category is defined by intent rather than geography.

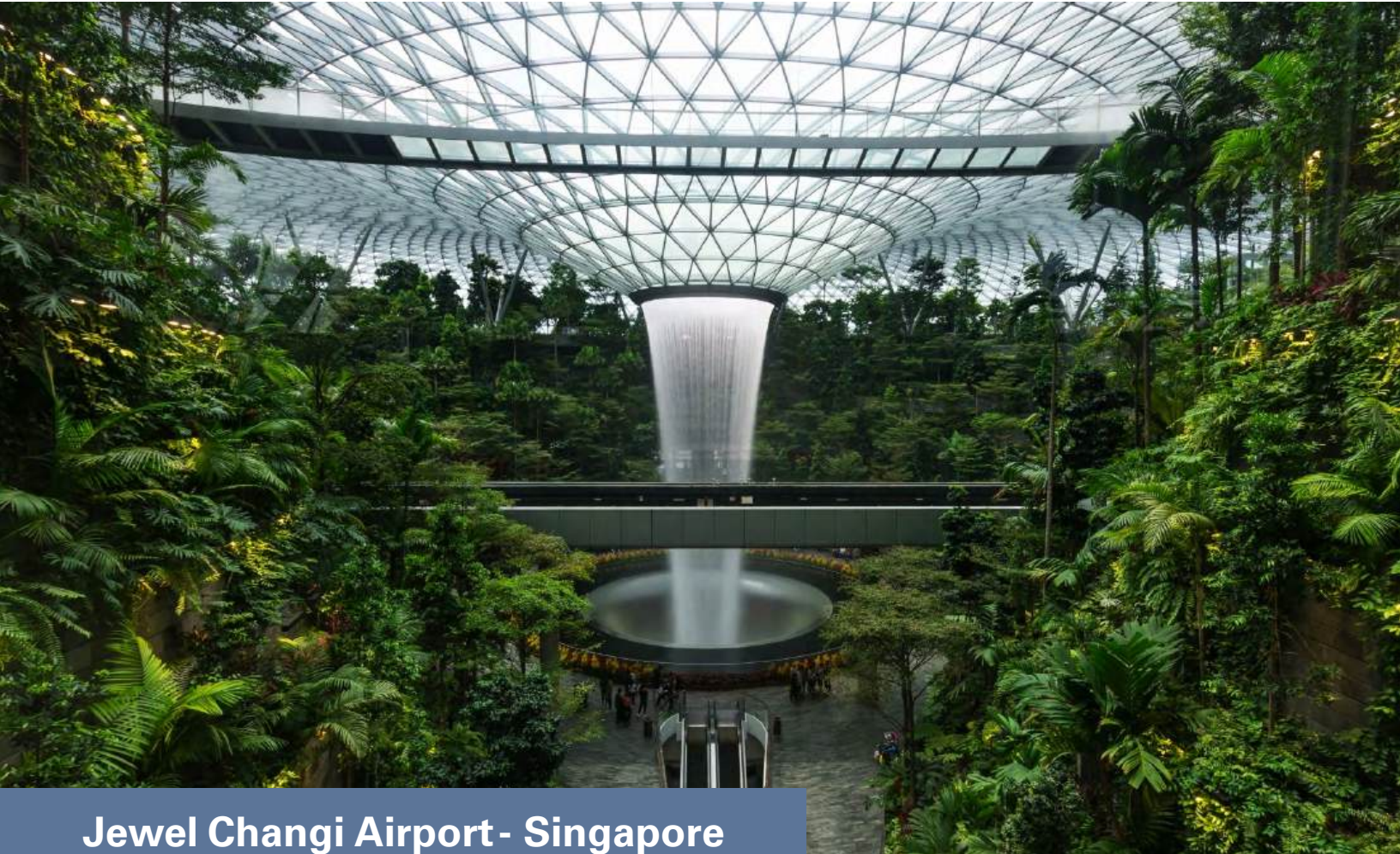
Architectural Characteristics

This design world emphasizes:

- ✓ Ecological Connection
- ✓ Expressive Accents
- ✓ Landscape Integration
- ✓ Softer Emotional Palettes
- ✓ Selective Use of Color



Iconic Examples of Urban Contemporary & Industrial Architecture



Jewel Changi Airport - Singapore

Architect: Moshe Safdie

Jewel Changi is one of the world's most recognized examples of landscape-led architecture.

The project integrates a vast indoor forest, water features, natural light, and circulation systems into a unified environmental experience. Nature is not added to the building it becomes the building's defining feature.

Jewel Changi demonstrates how vegetation, daylight, and water can become the primary architectural elements, with color supporting rather than dominating the experience.

Color Application

-  Forest greens
-  Natural timber tones
-  Soft stone greys
-  Water-inspired blues
-  Neutral architectural backgrounds



Bosco Verticale - Milan, Italy

Architect: Stefano Boeri

Bosco Verticale ("Vertical Forest") transformed the relationship between urban towers and landscape by incorporating hundreds of trees and thousands of plants directly into the building façade.

The architecture changes visually throughout the seasons, creating a living exterior palette.

Bosco Verticale shows how architecture can become an ecological framework where landscape continuously shapes the building's visual identity.

Color Application

- Seasonal greens
- Soft concrete greys
- Natural bark browns
- Earth-toned planters
- Organic color variation



Khoo Teck Puat Hospital - Singapore

Architect: CPG Consultants

Often cited in studies of healing environments and environmental psychology, Khoo Teck Puat Hospital integrates gardens, water systems, biodiversity habitats, and naturally ventilated spaces throughout the campus.

The landscape is used to support wellness, comfort, and wayfinding.

Khoo Teck Puat Hospital illustrates how color, planting, and ecological systems can work together to support wellbeing and human-centered design.

Color Application

- Soft greens
- Warm natural wood tones
- Earthy browns
- Water blues
- Muted architectural neutrals

"Khoo Teck Puat Hospital" by Jui-Yong Sim, via Flickr, used under [CC BY 2.0](#) / Cropped from original.



Common Landscape-Led & Biophilic Color Principles

Nature as the Primary Palette

- Colors are often derived from vegetation, soil, stone, and water.
- Buildings provide a calm backdrop that allows nature to become visually dominant.

Emotional Comfort

- Palettes are selected to reduce visual stress.
- Colors support relaxation, restoration, and wellbeing.

Seasonal Variation

- Buildings are designed to accommodate changing colors over time.
- Planting schemes become part of the architectural identity.

Landscape Integration

- Hard and soft elements are designed together.
- Architecture blends into ecological systems rather than standing apart from them.

Selective Accent Colors

- Strong colors may be used for wayfinding, gathering spaces, or identity markers.
- Accent colors are intentional and typically limited in application.

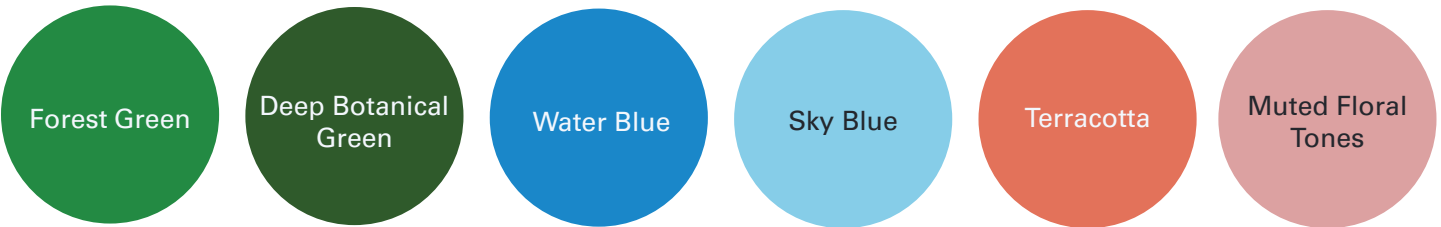


Typical Landscape-Led & Biophilic Palette

Primary Colors



Secondary Colors



Material References



Famous Landscape-Led & Biophilic References

Additional landmark projects frequently referenced in biophilic and ecological design discussions include:



Gardens by the Bay



Parkroyal Collection Pickering



The High Line



Amazon Spheres



One Central Park



These projects illustrate the core ambition of landscape-led and biophilic architecture: creating environments where architecture, ecology, and human experience operate as a single integrated system.

Rather than treating nature as an amenity, these buildings use landscape, color, materiality, and environmental performance as fundamental components of design identity.

Novano Colors in this Design World

Biophilic Greens

Forest Sage

Olive Grove

Orchard Green

Moss Grove

Water & Sky Tones

Ocean Teal

Horizon Blue

Expressive Accent Colors

Lavender Mist

Radiant
Crimson

Heritage Red

Canyon
Copper

Recommended Exterior Systems

Landscape-Led Residential

Recommended Palette



Aged
Driftwood

DECKING



Forest Sage

FACADE



Olive Grove

ACCENT



Recommended Material Pairings

- Natural Stone
- Soft Wood Tones
- White Walls
- Landscape Planting

Ideal Applications

- Eco Homes
- Landscape-Integrated Projects
- Wellness Architecture
- Nature-led Hospitality

Climate Compatibility

- Humid Environments
- Forest Regions
- Coastal Landscapes
- Temperate Climates

Avoid

- Overly Industrial Pairings
- Excessive Gloss
- Sharp Visual Contrast

Recommended Exterior Systems

Expressive Hospitality Design

Recommended Palette



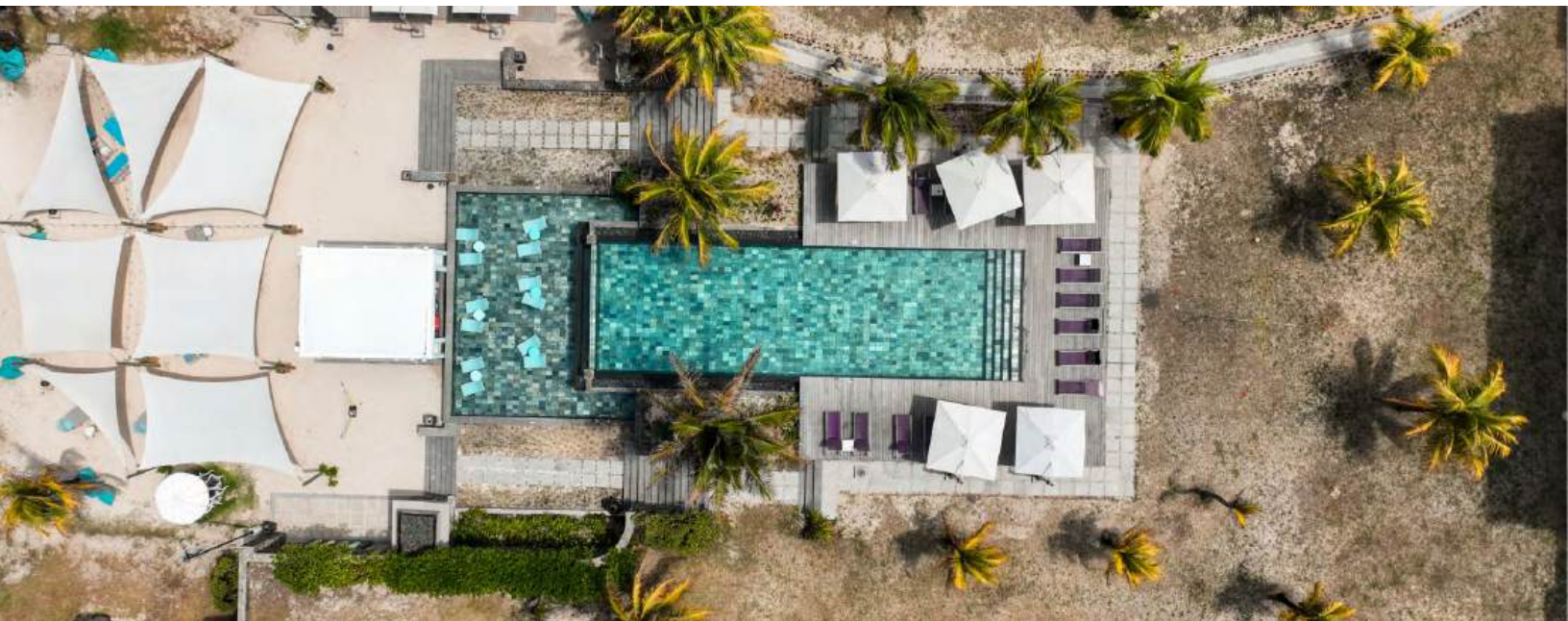
DECKING



FACADE



ACCENT



Recommended Material Pairings

- Light Stone
- Architectural Planting
- Soft Metal Detailing
- Glass Systems

Ideal Applications

- Boutique Hospitality
- Lifestyle Commercial
- Wellness Resorts
- Public Architecture

HOW TO USE THE ATLAS

A Practical Framework for Exterior Design Coordination

The Novano Global Color Atlas is designed as a working architectural tool helping designers coordinate material tone, climate response, and exterior composition across complete exterior systems.

1 Define the Architectural Language

Identify the dominant design direction of the project:

- Mediterranean
- Scandinavian
- Tropical
- Urban Contemporary
- Landscape-Led

2 Establish the Primary Material Tone

Choose the foundational color family that will define:

- Atmosphere
- Warmth
- Visual Weight
- Architectural Mood

3 Coordinate the Exterior System

Pair:

- Decking tones for warmth and tactility
- Facade tones for structure and massing
- Accent colors selectively for identity and contrast

4 Build Contrast Intentionally

The strongest exterior systems often rely on controlled contrast:

- Warm Decking + Cool Façade
- Light Facade + Dark Deck
- Neutral Base + Expressive Accents

5 Consider Climate & Light

Exterior colors behave differently depending on:

- Sunlight Intensity
- Humidity
- Surrounding Landscape
- Urban Density
- Seasonal Lighting Conditions

The atlas helps align color with environmental context, not just aesthetics.

COLOR FAMILY INDEX

Full Signature Collection Organized by Design Behavior

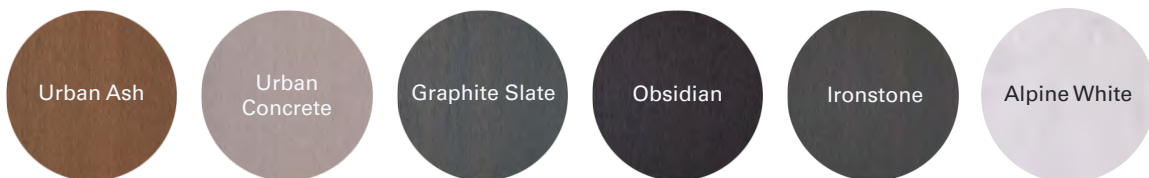
Foundational Decking & Wood-Inspired Tones



Coastal & Weather-Softened Tones



Architectural Neutrals & Mineral Tones



Landscape & Earth-Inspired Tones



Expressive Accent Colors



ARCHITECTURE BEGINS WITH MATERIAL DECISIONS



The Novano Global Color Atlas transforms color into a performance-led architectural system designed to support:

- Material Harmony
- Climate Responsiveness
- Contextual Design
- Long-term Visual Relevance
- Complete Exterior Coordination

Rather than selecting colors in isolation, architects and designers can coordinate complete exterior systems across:

- Decking
- Facades
- Landscape Integration
- Accents
- Environmental Context

This is what makes the Novano Signature Collection more than a palette.

It is an architectural color intelligence system designed for modern exterior architecture.

One Material System. Built for Exterior Architecture.



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Durable on Purpose.



Providing Architects and Builders with
Superior Paving, Decking and Pedestal Products.

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