

## For Immediate Release

### Diamond Vogel Announces 2025 Color of the Year and Annual Color Trend Report

**Orange City, IA – December 9, 2024** – Diamond Vogel releases their 2025 Color of the Year and Color Trend Report that highlights color directions for the coming year. The Color of the Year and Trend Colors express important lifestyle influences, providing key inspiration for today's modern spaces.

Diamond Vogel's 2025 Color of the Year is Rediscover (0408), a soft-toned green that honors the power of botanicals and their therapeutic healing. Rediscover provides an enduring backdrop to our everyday life, delivering classic, comfortable style that is easy to add to both interior and exterior spaces.

"Rediscover celebrates the calming qualities of nature, delivering tranquility and feelings of peaceful confidence, compassion, and courage," explains Sandy Agar-Studelska, Diamond Vogel Senior Marketing Manager. "Inspired by nature, with a passion for nostalgia, this hue's quiet beauty evokes calm and elegance, much sought after today as we seek peaceful, relaxing, and inviting spaces. Rediscover's strength and fresh outlook makes it easy to mix with other colors for both residential and commercial interior and exterior spaces, offering a friendly, welcoming space with staying power and uplifting energy."

With the announcement of their color of the year, Diamond Vogel released their 2025 Color Trend Report. "Our trend report, 'Transform for Comfort & Style,' provides twenty colors in four trend palettes providing inspirational color for both interior and exterior spaces. Color delivers powerful emotion and nourishes our need for solace and empowers and energizes our imagination," explains Agar-Studelska. "Fresh, modern color can offer inspiration by providing quiet, restful spaces, or energize us to act with passion. Diamond Vogel's 2025 Trend Palettes offer collections that deliver optimism, energy, confidence, and meditative reflection."

Diamond Vogel's Color of the Year, Rediscover, pairs well as an accent with their 2025 Color Trends, providing a distinct statement when paired with neutrals and near-whites. As a grounding color, this soft-toned green complements deep tones of red and burgundy, rust and teal, and quiet tones of peach, yellow, and blue.

#### Diamond Vogel 2025 Color Trend Palettes:

##### **Enduring** - Classic & Comfortable

Honoring heritage and cherished memories inspire this palette of classic hues that are familiar and comfortable. Fresh style can be found when we reimagine color for today. Use these foundational hues to add modern style to any space.

##### **Hush** - Balance & Renewal

Finding balance and escape from the everyday rush helps us to refocus for what is next. This palette of soft hues lets us regenerate and renew. Color is a gift—cut through the noise, enjoy a slower pace, and cherish the quiet embrace these colors deliver.

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## **Dwell** - Calm & Comfort

Connect with these soft, expressive hues that deliver a unique comforting style. Nature inspires these soft colors, and they deliver a sense of calm, delivering a space that provides refuge from the pressures of the day.

## **Express** - Passion & Confidence

Challenge your style, create energy, and direct your own story with these transformative accents that deliver bold and daring design. Unexpected color in a space ignites the imagination, and these hues are perfect to deliver passion and confidence.

## **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 architectural, industrial, farm & home, wood finishes, toll manufacturing, aerosol, and traffic markets. For more information about Diamond Vogel visit our website at [diamondvogel.com](http://diamondvogel.com).

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## **Contact:**

Sandy Agar-Studelska  
Diamond Vogel  
712.635.8335  
[sandy.agar-studelska@diamondvogel.com](mailto:sandy.agar-studelska@diamondvogel.com)

## **For more information**

- Consumers and design professionals can pick up a color sample of our 2025 Color of the Year and Color Trend brochure at any Diamond Vogel Paint Store.
- You may provide this link in print or web materials for consumers to learn more about our ***Diamond Vogel 2025 Color of the Year***- <https://www.diamondvogel.com/2025ColorOfTheYear>
- You may provide this link in print or web materials for consumers to learn more about our ***Diamond Vogel 2025 Color Trend Palettes*** – <https://www.diamondvogel.com/2025ColorTrendReport>
- Editors: You may download any of the ***2025 Feature Colors or 2025 Trend Report*** artwork for use in print or web materials: <https://www.diamondvogel.com/2025ColorOfTheYear/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>