wherein the second metallic layer is a discontinuous metallic layer having an effective thickness in the range of from 5 Å to 20 Å and which is formed directly over at least a portion of the zinc stannate film of the second dielectric layer;

wherein the third dielectric layer comprises a first film comprising zinc oxide and having a thickness in the range of from 5 Å to 40 Å, and a second film over at least a portion of the first film of the third dielectric layer, the second film comprising zinc stannate; and

wherein the coated article has a neutral transmitted aesthetic CIELAB L*a*b* color value comprising an a* of greater than -4 and a b* in the range of from -4 to 4 while maintaining a reflective aesthetic CIELAB L*a*b* color a* value of no less than -10.

[0006] The present disclosure provides a coated article includes at least a first substrate having a first surface and a second surface opposite of the first surface. A coating may be positioned over one of the surfaces of the first substrate including the following layers. A first metallic layer is positioned over at least a portion of the first dielectric layer. A first primer layer is positioned over at least a portion of the first metallic layer. A second dielectric layer is positioned over at least a portion of the first primer layer. The second dielectric layer includes a zinc stannate film. A second metallic layer is positioned over at least a portion of the second dielectric layer. A second primer layer is positioned over at least a portion of the second metallic layer. A third dielectric layer is positioned over at least a portion of the second primer layer. A third metallic layer over at least a portion of the third dielectric layer. A third primer layer is positioned over at least a portion of the third metallic layer. A fourth dielectric layer is positioned over at least a portion of the third dielectric layer. A protective layer is positioned over at least a portion of the fourth dielectric layer. The second metallic layer is a discontinuous metallic layer having an effective thickness in the range of from 5 Å to 20 Å and is formed directly over at least a portion of the zinc stannate film of the second dielectric layer. The third dielectric layer includes a first film comprising zinc oxide and having a thickness in the range of from 1 Å to 50 Å; and a second film over at least a portion of the first film of the third dielectric layer. The second film includes an oxide of a zinc alloy. The coated article may have an exterior reflectance of between 10% and 50%. The coated article has a neutral transmitted aesthetic CIELAB L*a*b* color value comprising an a* of greater than -4 and a b* in the range of from -4 to 4.

applying a first primer layer over at least a portion of the first metallic layer;

applying a second dielectric layer over at least a portion of the first primer layer;

applying a second metallic layer over at least a portion of the second dielectric layer;

applying a second primer layer over at least a portion of the second metallic layer;

applying a third dielectric layer over at least a portion of the second primer layer;

applying a third metallic layer over at least a portion of the third dielectric layer;

applying a third primer layer over at least a portion of the third metallic layer;

applying a fourth dielectric layer over at least a portion of the third dielectric layer; and

applying a protective layer over at least a portion of the fourth dielectric layer;

wherein the applying the second dielectric layer step comprises applying a zinc stannate film;

wherein the second metallic layer is a discontinuous metallic layer having a thickness in the range of from 5 Å to 20 Å and which is formed directly over at least a portion of the zinc stannate film of the second dielectric layer;

wherein the third dielectric layer comprises a first film comprising zinc oxide and having a thickness in the range of from 5 Å to 40 Å, and a second film over at least a portion of the first film of the third dielectric layer, the second film comprising zinc stannate; and

wherein the coated article has a neutral transmitted aesthetic CIELAB L*a*b* color value comprising an a* of greater than -4 and a b* in the range of from -4 to 4 while maintaining a reflective aesthetic CIELAB L*a*b* color a* value of no less than -10.

[0008] The present disclosure provides a method of forming a coated article includes providing at least a first substrate having a first surface and a second surface opposite of the first surface. A coating is applied over at least a portion of one of the surfaces of the first substrate. A first metallic layer is applied over at least a portion of the first dielectric layer. A first primer layer is applied over at least a portion of the first metallic layer. A second dielectric layer is applied over at least a portion of the first primer layer. A second metallic layer is applied over at least a portion of the second dielectric layer. A second primer layer is applied over at least a portion of the second metallic layer. A third dielectric layer is applied over at least a portion of the second primer layer. A third metallic layer is applied over at least a portion of the third dielectric layer. A third primer layer is applied over at least a portion of the third metallic layer. A fourth dielectric layer is applied over at least a portion of the third dielectric layer. A protective layer is applied over at least a portion of the fourth dielectric layer.

THE INVENTION CLAIMED IS

1. A coated article, comprising:

at least a first substrate having a first surface and a second surface opposite of the first surface; and

a coating over at least a portion of one of the surfaces of the first substrate, the coating comprising:

a first dielectric layer over at least a portion of the substrate;

a first metallic layer over at least a portion of the first dielectric layer;

a first primer layer over at least a portion of the first metallic layer;

a second dielectric layer over at least a portion of the first primer layer, the second dielectric layer comprising a zinc stannate film;

a second metallic layer over at least a portion of the second dielectric layer;

a second primer layer over at least a portion of the second metallic layer;

a third dielectric layer over at least a portion of the second primer layer;

a third metallic layer over at least a portion of the third dielectric layer;

a third primer layer over at least a portion of the third metallic layer;

a fourth dielectric layer over at least a portion of the third dielectric layer; and

a protective layer over at least a portion of the fourth dielectric layer;

wherein the second metallic layer is a discontinuous metallic layer having an effective thickness in the range of from 5 Å to 20 Å and which is formed directly over at least a portion of the zinc stannate film of the second dielectric layer;

wherein the third dielectric layer comprises a first film comprising zinc oxide and having a thickness in the range of from 5 Å to 40 Å, and a second film over at least a portion of the first film of the third dielectric layer, the second film comprising zinc stannate; and

wherein the coated article has a neutral transmitted aesthetic CIELAB L*a*b* color value comprising an a* of greater than -4 and a b* in the range of from -4 to 4 while maintaining a reflective aesthetic CIELAB L*a*b* color a* value of no less than -10.

2. The coated article of claim 1, wherein the substrate is a glass substrate.

3. The coated article of claim 1, wherein the first dielectric layer comprises: a first film comprising a zinc alloy oxide film; and a second film over at least a portion of the first film of the first dielectric layer, the second film comprising a zinc oxide film.

4. The coated article of claim 1, wherein the third dielectric layer further comprises: a third film over at least a portion of the second film, the third film comprising zinc oxide.

5. The coated article of claim 1, wherein the first primer layer, the second primer layer, and the third primer layer each independently comprise titanium, zinc aluminum, nickel chromium, or a combination thereof.

6. The coated article of claim 1, further comprising a transmitted aesthetic CIELAB L*a*b* color value of L* in the range of from 72 to 80, a* in the range of from -5 to -2, and b* in the range of from -2 to 5 when the first substrate is a clear glass substrate.

7. The coated article of claim 1, wherein the coated article comprises exterior reflectance of between 10% and 50%

8. The coated article of claim 1, wherein the coated article is an insulating glass unit, and comprises a second substrate spaced apart from the first substrate.

9. The coated article of claim 8, further comprising an exterior reflective aesthetic CIELAB L*a*b* color value of L* in the range of from 55 to 60, a* in the range of from -3 to 0, and b* in the range of from -7 to -3; and an interior reflective aesthetic CIELAB L*a*b* color value of L* in the range of from 47 to 50, a* in the range of from -6 to -4, and b* in the range of from -16 to -12.

10. The coated article of claim 1, wherein the first metallic layer has a thickness in the range of from 125 Å to 225 Å.

11. A method of forming a coated article comprising the steps of:

providing at least a first substrate having a first surface and a second surface opposite of the first surface; and

applying a coating over one of the surfaces of the first substrate, the applying the coating step comprising:

applying a first dielectric layer over at least a portion of the substrate;

applying a first metallic layer over at least a portion of the first dielectric layer;

applying a first primer layer over at least a portion of the first metallic layer;

applying a second dielectric layer over at least a portion of the first primer layer;

applying a second metallic layer over at least a portion of the second dielectric layer;

applying a second primer layer over at least a portion of the second metallic layer;

applying a third dielectric layer over at least a portion of the second primer layer;

applying a third metallic layer over at least a portion of the third dielectric layer;

applying a third primer layer over at least a portion of the third metallic layer;

applying a fourth dielectric layer over at least a portion of the third dielectric layer; and

applying a protective layer over at least a portion of the fourth dielectric layer;

wherein the applying the second dielectric layer step comprises applying a zinc stannate film;

wherein the second metallic layer is a discontinuous metallic layer having a thickness in the range of from 5 Å to 20 Å and which is formed directly over at least a portion of the zinc stannate film of the second dielectric layer;

wherein the third dielectric layer comprises a first film comprising zinc oxide and having a thickness in the range of from 5 Å to 40 Å, and a second film over at least a portion of the first film of the third dielectric layer, the second film comprising zinc stannate; and

wherein the coated article has a neutral transmitted aesthetic CIELAB L*a*b* color value comprising an a* of greater than -4 and a b* in the range of from -4 to

4 while maintaining a reflective aesthetic CIELAB L*a*b* color a* value of no less than -10.