

Color Palettes

The Traditional palette is inspired by colors that pay respect to where the Berkshire Hathaway HomeServices brand came from and how it can be elevated into a fresh look for the future.

Primary Colors

The primary colors are Cabernet and White. The main brand color, Cabernet, is reinvigorated to be warmer. It's a bold, unique color that represents creativity and imagination.

Secondary Colors

Espresso, Earth, Dove, and Pearl make up the secondary colors. These colors complement the richness of Cabernet with softer, subtler tones, helping the palette to feel mature and refined.

Accent Colors

Rosé and Blush are accent colors. These colors should be used in small amounts, to add emphasis.

Traditional Theme

COLOR PALETTE

PRIMARY	CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
	WHITE	HEX: FFFFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
SECONDARY	ESPRESSO	HEX: #2A2223 RGB: 42_34_35 CMYK: 66_68_64_71
	EARTH	HEX: #72595E RGB: 114_89_94 CMYK: 50_58_47_17
	DOVE	HEX: #AA979C RGB: 170_151_156 CMYK: 36_40_32_1
	PEARL	HEX: #F5F1F2 RGB: 245_241_242 CMYK: 3_4_2_0
ACCENT	ROSÉ	HEX: #ECE3E5 RGB: 236_227_229 CMYK: 6_9_5_0
	BLUSH	HEX: #C299AF RGB: 194_153_175 CMYK: 24_43_16_0

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The Traditional palette may appear simple; however, there are mechanics to follow in order to maintain appropriate balance with the colors.

The swatches here attempt to demonstrate the relationship among our colors in terms of hierarchy and application. The large swatch represents the dominant color in any given design, while the accompanying swatches correspond to the ratio of supporting and accent colors that work best. Take note of the sizes shown in each relationship: those help guide how much of that color should make an appearance.

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COLOR HIERARCHY

