

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

# Color Palettes

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.

## Traditional Theme

### COLOR HEIRARCHY

