Color Palette

Luxury Collection

Modern Hues

The Luxury Collection color palette is inspired by modern hues that pay respect to the evolution of the Berkshire Hathaway HomeServices brand and the style and sophistication of the Luxury Collection. With subtle nods to Cabernet, the Luxury Collection introduces the staple of Black & White, and blends shades of Dark Platinum, Silver, Light Platinum, and the eye-catching Metallic.

BLACK	HEX: #000000	RGB: 0_0_0	CMYK: 74_52_71_90
WHITE	HEX: #FFFFFF	RGB: 255_255_255	CMYK: 0_0_0_0
DARK PLATINUM	HEX: #63666F	RGB: 99_102_111	CMYK: 57_46_40_25
SILVER	HEX: #A7A9B4	RGB: 167_169_180	CMYK: 33_24_20_2
LIGHT PLATINUM	HEX: #D9DAE4	RGB: 217_218_228	CMYK: 10_7_5_0
CABERNET	HEX: #670038	RGB: 103_0_56	CMYK: 42_100_51_44
METALLIC	Pantone 877 C	

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Color Hierarchy

The Luxury Collection palette is designed to maintain an elegant and sophisticated aesthetic, while applying the Berkshire Hathaway HomeServices distinguishable Cabernet as an accent color for brand continuity and recognition.

The color hierarchy demonstrates the relationship between the Luxury Collection colors in terms of their prominence within the palette scope and application. Use the sizes shown as a guide to how much of each color should make an appearance within any given design.

DARK PLATINUM

SILVER

LIGHT PLATINUM

METALLIC

BLACK

CABERNET

WHITE