

# 7.0

# Typography & Color Palettes

## Typography

### Marcellus

Marcellus is a font that exudes a feeling of elegance and is best used for expressive language to achieve a high-end look and feel.

Marcellus is best used in headlines and for emphasis.

To download this font, visit:

<https://fonts.google.com/specimen/Marcellus>

### Manrope

Manrope is a font that is flexible enough to be used in a variety of formats and styles, from print to digital work.

Manrope is best used in body copy or paragraphs of text, subheads, captions, links or numbers.

To download this font, visit:

<https://fonts.google.com/specimen/Manrope>

Note: The Manrope font does not offer italics, but most applications (e.g.: Microsoft Word) can italicize any selection by clicking on the *I* in the text editor. When using InDesign, skew the selection 12°.

## Fonts

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz

1234567890?!&%\$

Marcellus is best used in headlines and for emphasis

AaBb

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz

1234567890?!&%\$

Manrope is best used in body copy or paragraphs of text, subheads, captions, links or numbers

AaBb

# Typography

# Pairing Examples

## TYPEFACE FAMILY IN USE

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Headline  
Marcellus, Regular

Forever investing

Body  
Manrope, Regular

We have a passion for relationships, as that is the very nature and essence of our business and our lives.

Our vision is a more personally connected world with fewer barriers and more prosperity.

Subhead  
Manrope, Extra Bold, All Caps

**HOW WE HELP YOU BUY A HOME**

Headline  
Manrope, Bold

**A smarter way to sell**

Body  
Manrope, Regular

By supporting and elevating each individual, we empower them with what they need to change lives, shape communities, and enrich the world.

## Typography

The fall-back font is only to be used when the brand fonts are unavailable, as is the case with email design.

### **Arial**

Arial is considered one of the most ubiquitous system fonts and is generic enough to work in most situations.

## Fall-back Font

### FALL-BACK TYPEFACE

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ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz

1234567890?!&%\$

AaBb

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



## Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Modern Theme uses only three colors: Black, White and Cabernet.

## Modern Theme

### COLOR PALETTE

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BLACK

HEX: 000000  
RGB: 0\_0\_0  
CMYK: 74\_52\_71\_90

WHITE

HEX: FFFFFFFF  
RGB: 255\_255\_255  
CMYK: 0\_0\_0\_0

CABERNET

HEX: #670038  
RGB: 103\_0\_56  
CMYK: 42\_100\_51\_44

# Color Palette

For this palette, Black is the main color, supported by White. This is the only palette where Cabernet is used as an accent color.

# Modern Theme

## COLOR HIERARCHY

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## Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Vibrant Theme uses four colors: Cabernet, Spruce, Cobalt and White - and is supported by Black.

## Vibrant Theme

### COLOR PALETTE

 CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
 SPRUCE	HEX: #004B45 RGB: 0_75_69 CMYK: 91_48_66_42
 COBALT	HEX: #005D7D RGB: 0_93_125 CMYK: 94_58_34_13
 WHITE	HEX: FFFFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
 BLACK	HEX: 000000 RGB: 0_0_0 CMYK: 74_52_71_90

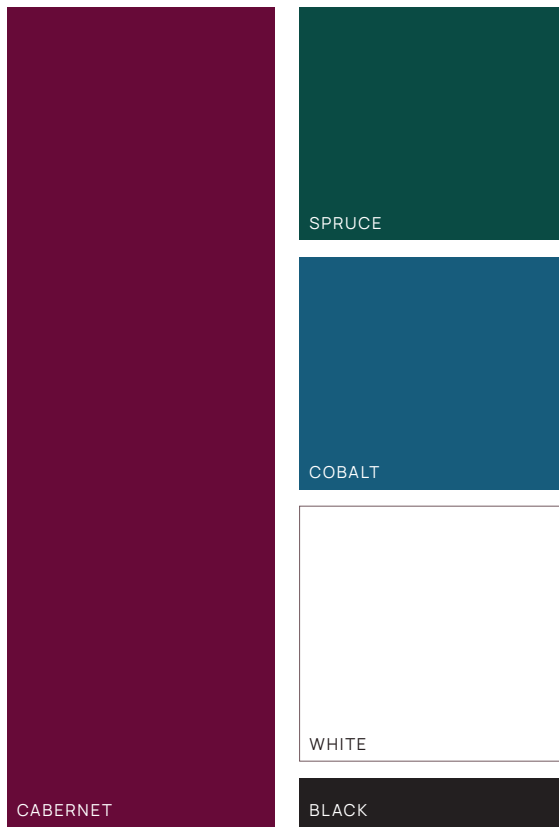
# Color Palette

For this palette, Cabernet remains the main color, supported by Spruce, Cobalt and White. Black is used in this palette for text and should be treated as a functional color over an expressive color in the palette.

# Vibrant Theme

## COLOR HIERARCHY

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## Color Palette

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Calm Theme uses four colors: Cabernet, Fern, Sky and White — and is supported by Black.

## Calm Theme

### COLOR PALETTE

 CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
 FERN	HEX: #8AA954 RGB: 138_169_82 CMYK: 51_18_86_1
 SKY	HEX: #BADBE1 RGB: 186_216_225 CMYK: 26_5_8_0
 WHITE	HEX: FFFFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
 BLACK	HEX: 000000 RGB: 0_0_0 CMYK: 74_52_71_90

# Color Palette

For this palette, Cabernet remains the main color, supported by Fern, Sky and White. Black is used in this palette for text and should be treated as a functional color over an expressive color in the palette.

# Calm Theme

## HIERARCHY

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CABERNET

FERN

SKY

WHITE

BLACK