



## HomeSmart Color Scheme

Light Red



CMYK 0/100/79/0  
RGB 237/26/60  
HEX cc203d

Base Red



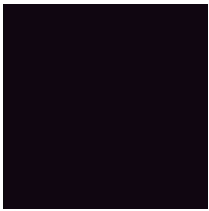
CMYK 0/100/79/20  
RGB 196/18/48  
HEX a81933

Dark Red



CMYK 0/100/79/50  
RGB 139/0/25  
HEX 76001f

Black



CMYK 24/24/10/100  
RGB 0/0/0  
HEX 161019

Dark Gray



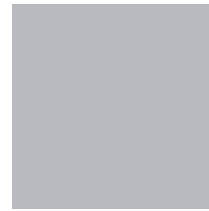
CMYK 18/18/8/75  
RGB 80/78/85  
HEX 504f56

Medium Gray



CMYK 12/12/5/50  
RGB 129/128/135  
HEX 807f86

Light Gray



CMYK 6/6/2/25  
RGB 185/184/190  
HEX b7b7bd

### Basic Color Rules:

- White is the main color, with gray as secondary and red accents to draw the eye to key spots.
- Use Dark Gray or Medium Gray text in place of Black.
- Use Black sparingly (try to keep it to the logo/tagline only).
- Use Base Red for all solid red (with some web exceptions, where red on black background needs to be Light Red). In print, Light Red and Dark Red should only appear in the Gradient Red combination.



## Primary Typeface

Typography is a key element to communicate a unified personality for HomeSmart. We have selected Gotham as our font. GOTHAM is strong, yet is not overbearing. When writing headlines use GOTHAM CAPS. When using GOTHAM for body copy use sentence case. Adobe Garamond is the secondary font. Helvetica followed by Arial are to be used if Gotham nor Adobe Garamond is unavailable.

## Gotham

### Light

Title & Copy  
No Email

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

### Book

Title & Copy  
14 pt minimum in email

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

### Medium

Title & Copy  
No Email

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

### Bold

Title & Highlighted words

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

### Black

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

### Ultra

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

## Secondary Typeface

### Adobe Garamond

#### Regular

Title & Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_

#### Bold

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()\_