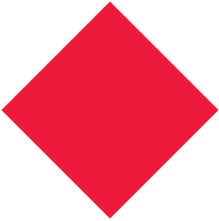


Color Pallette

The HomeSmart Color Pallette

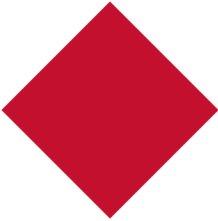
White is our primary color, gray is the secondary and red is used for accents where you need to draw the eye to key areas. Use *Base Red* for all solid red text and sections (with some exceptions, where red on black background needs to be *Light Red*). On white backgrounds, *Light Red* and *Dark Red* should only appear in the *Gradient Red* combination. You may also use *Dark Gray* or *Medium Gray* text in place of *Black*.

Light Red
Pantone 185 C



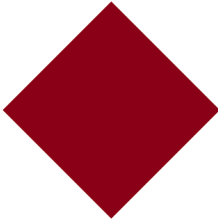
CMYK 0 100 79 0
RGB 237 26 60
HEX cc203d

Base Red
Pantone 200 C




CMYK 0 100 79 20
RGB 196 18 48
HEX a81933

Dark Red
Pantone NA




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

Gradient Red




Light Red to Dark Red; used in full color Diamond Monogram

Black



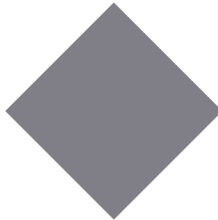
CMYK 24 24 10 100
RGB 0 0 0
HEX 161019

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