

Cash Home Buyers - Brand Assets

Logo





CASH HOME
BUYERS

Hero Image



Color Palette

Primary Colors

Color	Hex Code	RGB	Description
Deep Blue	#003366	rgb(0, 51, 102)	Primary brand color conveying trust, stability, and professionalism
Teal Blue	#0066CC	rgb(0, 102, 204)	Secondary blue for accents and highlights
Forest Green	#2E7D32	rgb(46, 125, 50)	Represents growth, prosperity, and investment success

Secondary Colors

Color	Hex Code	RGB	Description
Gold	#FFC107	rgb(255, 193, 7)	Accent color representing wealth and investment value
Charcoal	#333333	rgb(51, 51, 51)	For text and secondary elements

Neutral Colors

Color	Hex Code	RGB	Description
White	#FFFFFF	rgb(255, 255, 255)	Primary background color
Light Gray	#F0F0F0	rgb(240, 240, 240)	Secondary background color
Medium Gray	#999999	rgb(153, 153, 153)	For subtle elements and dividers

Typography

- **Primary Font (Headings):** Montserrat Bold
- **Secondary Font (Body):** Open Sans Regular
- **Accent Font (Call to Action):** Montserrat Semi-Bold

Logo Usage Guidelines

- The primary logo (light background version) should be used on white or light-colored backgrounds
- The alternate logo (dark background version) should be used on dark backgrounds or colored sections
- Maintain clear space around the logo equal to the height of the “C” in “Cash”
- Do not stretch, distort, or alter the colors of the logo

- Minimum size for digital use: 150px width
- Minimum size for print use: 1 inch width

Color Usage Guidelines

- Use Deep Blue as the primary color for headers, navigation, and key elements
- Use Forest Green as an accent color for buttons, links, and growth-related content
- Use Gold sparingly to highlight premium or special offers
- Use neutral colors for backgrounds and text to ensure readability
- Maintain sufficient contrast between text and background colors (WCAG AA compliance)

Hero Image Usage

- The hero image is designed for the homepage header
- Can be cropped to different aspect ratios as needed
- Overlay text should use white or very light colors for maximum readability
- Consider adding a semi-transparent overlay when placing text over the image

Brand Voice

- **Professional:** Conveys expertise and knowledge in real estate investment
- **Trustworthy:** Builds confidence through transparent communication
- **Solution-oriented:** Focuses on solving problems for property sellers and investors
- **Local:** Emphasizes knowledge of the Richmond, Virginia market

This branding package is designed to position Cash Home Buyers as a professional, trustworthy real estate investment company focused on off-market property deals in Richmond, Virginia. The color palette and visual elements convey stability, growth, and financial expertise while maintaining a modern, approachable aesthetic.