Sage Homes
Colour reference

Our colour palette is warm and bright, filled with positive and energising tones, combined with darker and refined ones. It is a comprehensive palette which allows us the flexibility to communicate a wide range of messages. While the lighter tones bring a friendly and welcoming feel, the darker ones communicate trustworthiness and a mature brand.

Our body text is always set in either white or black, ensuring the highest contrast and optimal readibility. On light backgrounds we use Sage 1 for large headlines.

Sage 1
003C3B

CMYK 91/54/64/52
RGB 0/60/59
● RAL 190 20 20

Plum 1
4A293B

CMYK 59/81/51/51
RGB 74/41/59
● RAL 340 20 15

Use only on functional messaging, mostly web.

Marmalade 1
C34600

CMYK 17/84/100/7
RGB 195/70/0

Toast 1
FFA463

CMYK 0/43/66/0
RGB 255/164/99
● RAL 050 70 50

Sunshine 1
FFBF4B

CMYK 0/27/80/0
RGB 255//191/75
● RAL 075 80 60

Use only on text, never as background.

Black
1D1D1D

CMYK 72/66/65/76
RGB 29/29/29

Sage 2
004F52

CMYK 92/51/57/36
RGB 0/79/82

Plum 2
884E6C

CMYK 46/77/37/13
RGB 136/78/108

Marmalade 2
FF6626

CMYK 0/74/92/0
RGB 255/102/38

Toast 2
FFC09C

CMYK 0/29/37/0
RGB 255/192/156
● RAL 050 80 30

Sunshine 2
FFD895

CMYK 0/15/47/0
RGB 255/216/149

Use only on functional messaging, mostly web.

Grey
5F5F5F

CMYK 61/53/52/24
RGB 95/95/95

Sage 3
407C7D

CMYK 76/36/47/10
RGB 64/124/125

Plum 3
DBC0CE

CMYK 13/25/8/0
RGB 219/192/206

Marmalade 3
FF8F5D

CMYK 0/54/66/0
RGB 255/143/93

Toast 3
FFE8D8

CMYK 0/10/13/0
RGB 255/232/216
● RAL 060 90 10

Sunshine 3
FFEFD3

CMYK 0/5/17/0
RGB 255/239/211

Light Grey
F2F1F0

CMYK 4/3/3/0
RGB 242/241/240
● RAL 000 90 00

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Colour hierarchy

Focus on our our primary palette and use the remaining tones as complementary colours in small details.

Primary palette

Sage 1	Plum 1	Sunshine 1	Light Grey
Toast 1	Toast 2	Toast 3	

Secondary palette

Sage 2	Sage 3	Plum 2	Plum 3
Marmalade 2	Marmalade 3	Sunshine 2	Sunshine 3

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Recommended colour pairings

Our brand looks the best when combining few colours at a time. Bringing together dark tones and lighter ones is a great way to capture both our friendly and mature side.
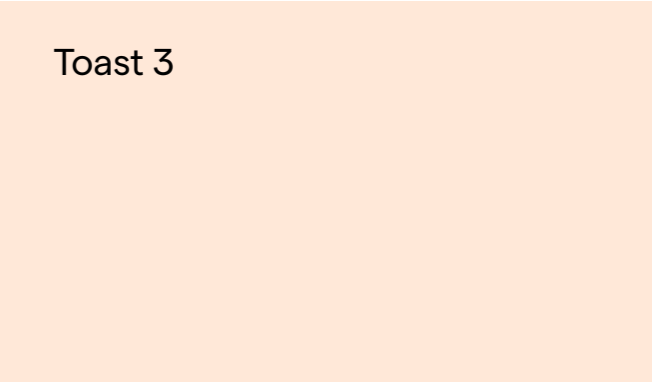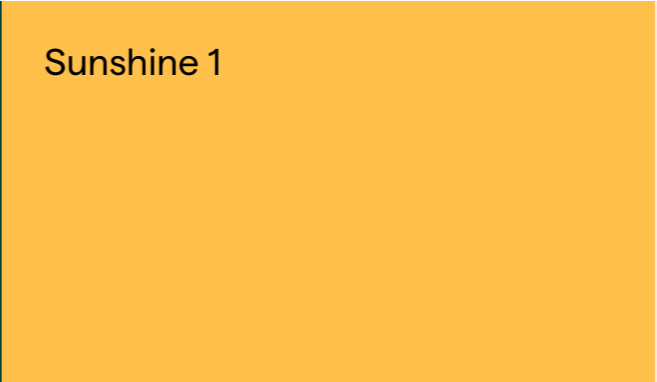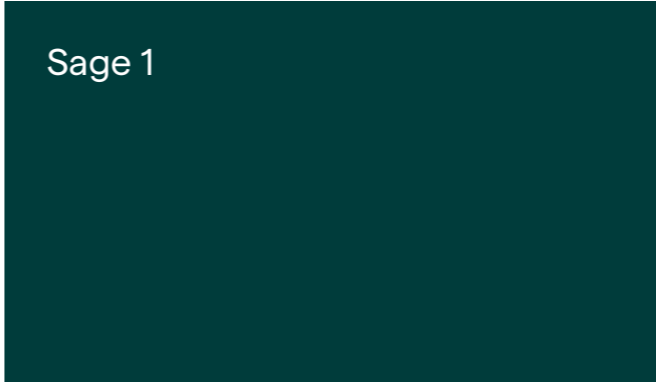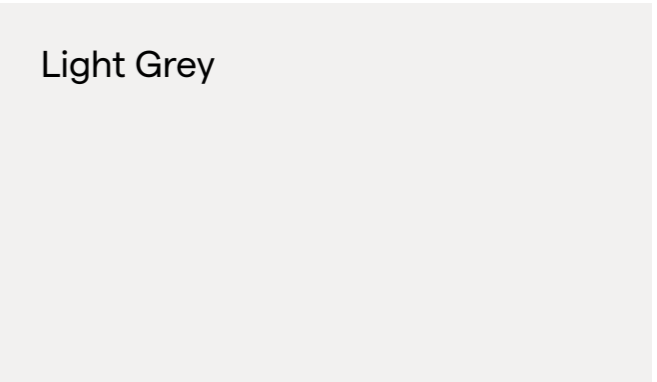
	Dark	Medium	Light
Pairing 1	Sage 1	Toast 2	Light Grey
Pairing 2	Sage 1	Sunshine 1	Toast 3
Pairing 3	Plum 1	Toast 2	Light Grey
Pairing 4	Plum 1	Sunshine 1	Toast 3
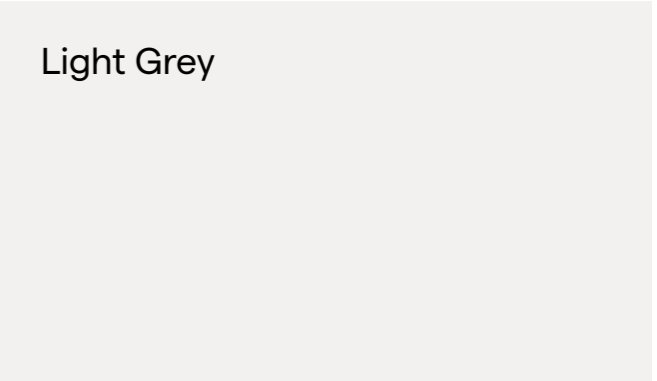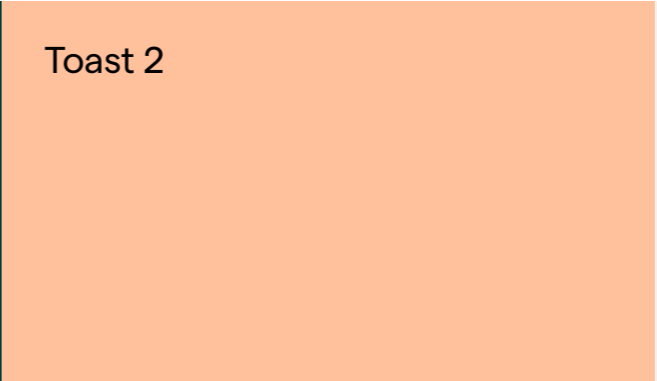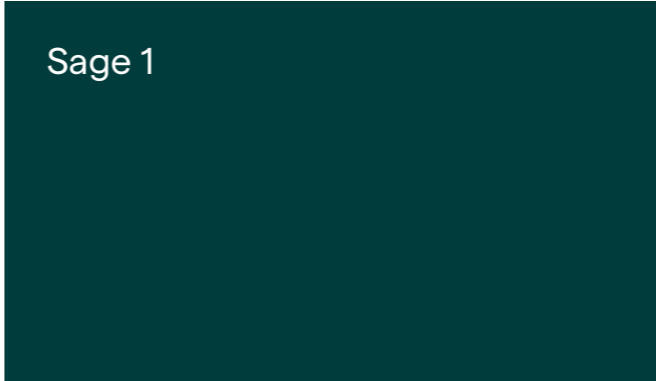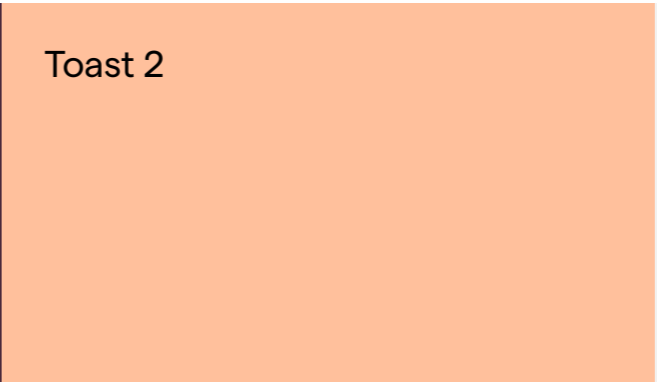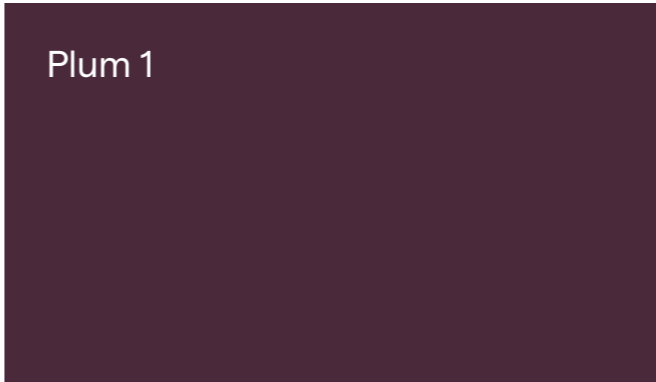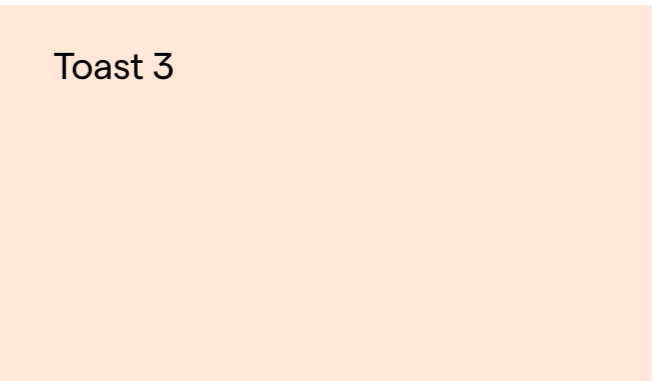
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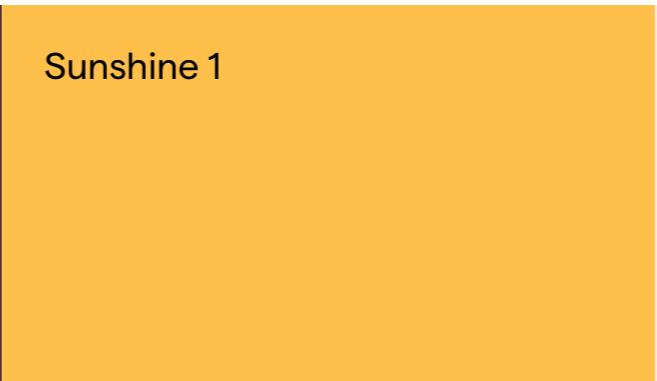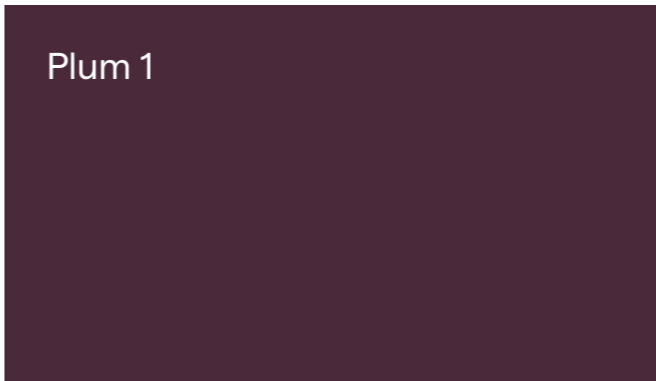
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Recommended colour pairings

Pairing two colours.
Avoid using dark tones together.

Website module example.

Pairing more colours.
Avoid using too many different tones together. Instead, explore a smaller range shifting their proportions to create variation, while still creating a set that reads as a family.

Social media example.

Become a partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Partner with us

Join the team

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Join us

A place you are proud to call home

Sage
Homes

Sage Homes
Readability & contrast

Our brand should be inclusive and accessible to everyone, at all times. When producing new content make sure we meet the necessary contrast and readability.

Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa

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