

# Homéa

## Brand Guidelines

# 01 Introduction

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# About

homéa is redefining the real estate landscape in the greater Cologne, Düsseldorf, Bonn, and Aachen region by introducing a refined, future-oriented alternative to both traditional brokerages and disruptive proptech platforms. Rather than operating as a conventional agency, homéa is conceived as a modern ecosystem—designed for entrepreneurial agents and discerning property owners who value independence, structure, and long-term excellence.

# Branding Direction

The branding direction focuses on structure, clarity, and operational confidence. We developed a visual identity that feels systemic, embedded, and dependable, using clean typography, disciplined layouts, and a refined, minimal aesthetic. The overall approach avoids hype or trend-driven visuals, instead emphasizing calm authority, consistency, and long-term scalability.

# 02 Logo

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Logo

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Logo in-situ

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# Logo



The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

# Logo



The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.



# Logo in-situ



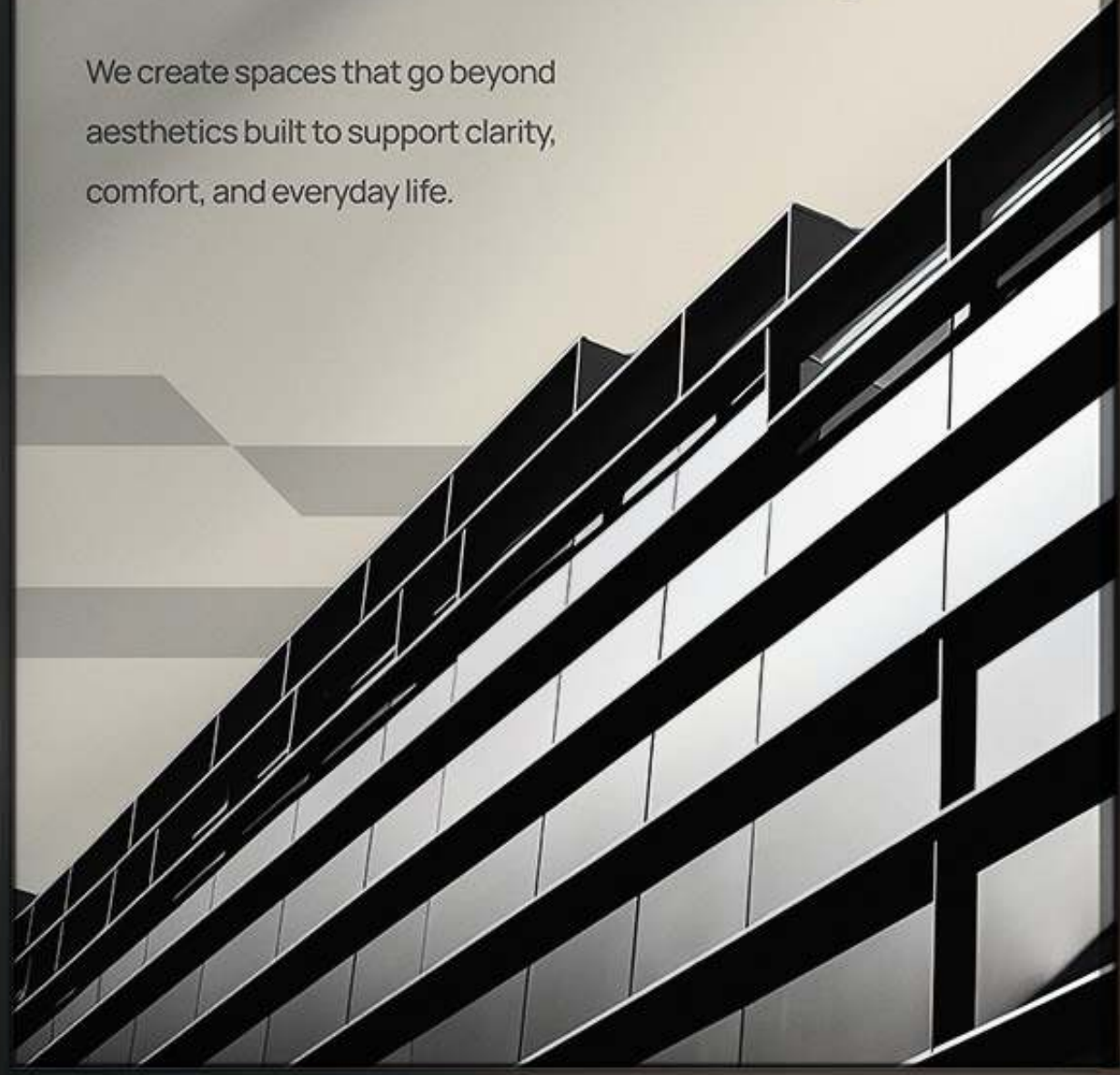
The logo in-situ demonstrates how the brand mark appears in real-world applications, showcasing its scale, presence, and impact within authentic environments.



h oméa

## More Than Design

We create spaces that go beyond  
aesthetics built to support clarity,  
comfort, and everyday life.



 homéa







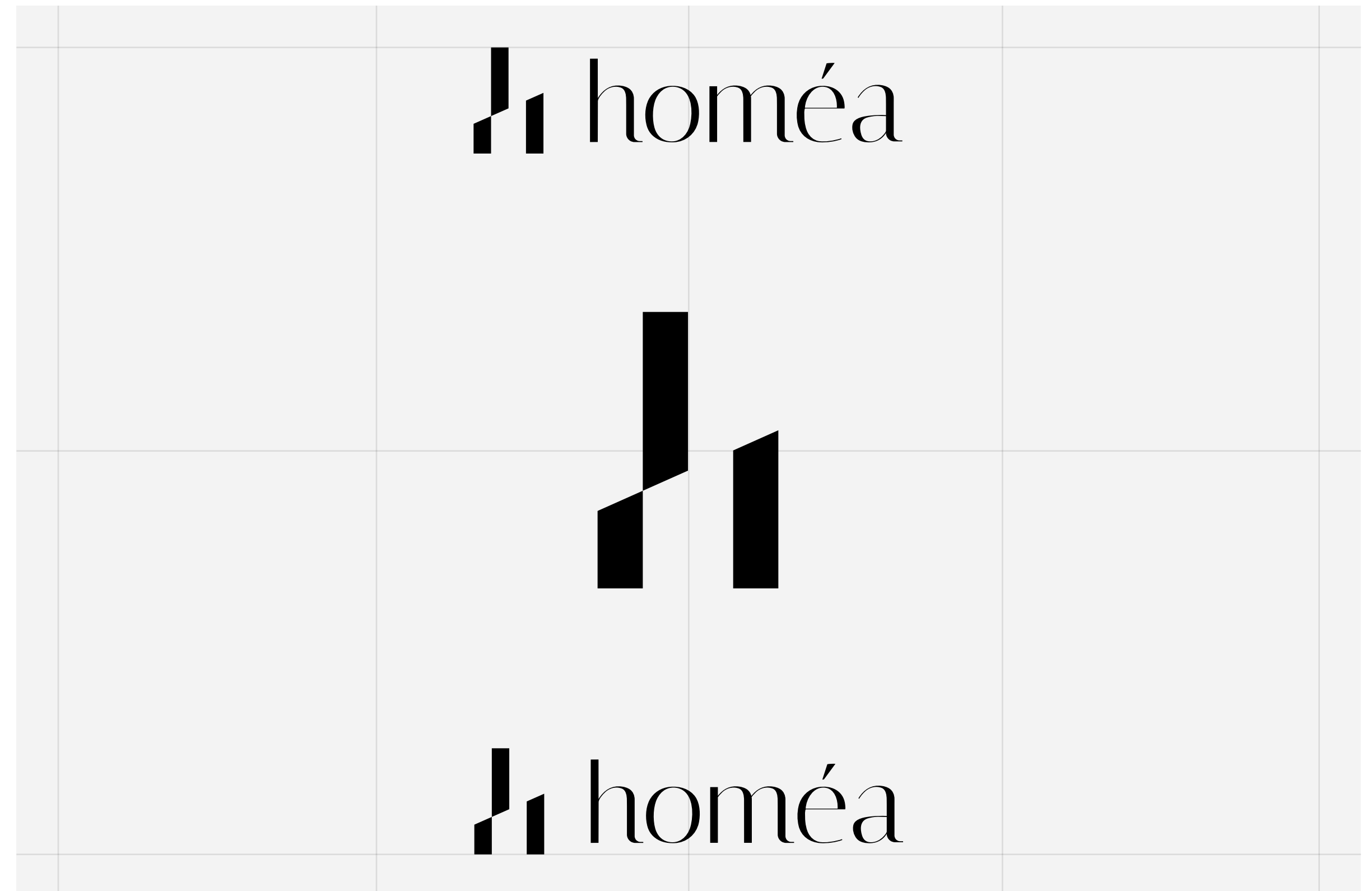
Logo

# Positioning

The logo can appear in the corners



or central to the page



# Things to avoid

✘ Don't change opacity



✘ Please don't use colors that are not part of the brand palette.



✘ Don't stretch or alter its proportions



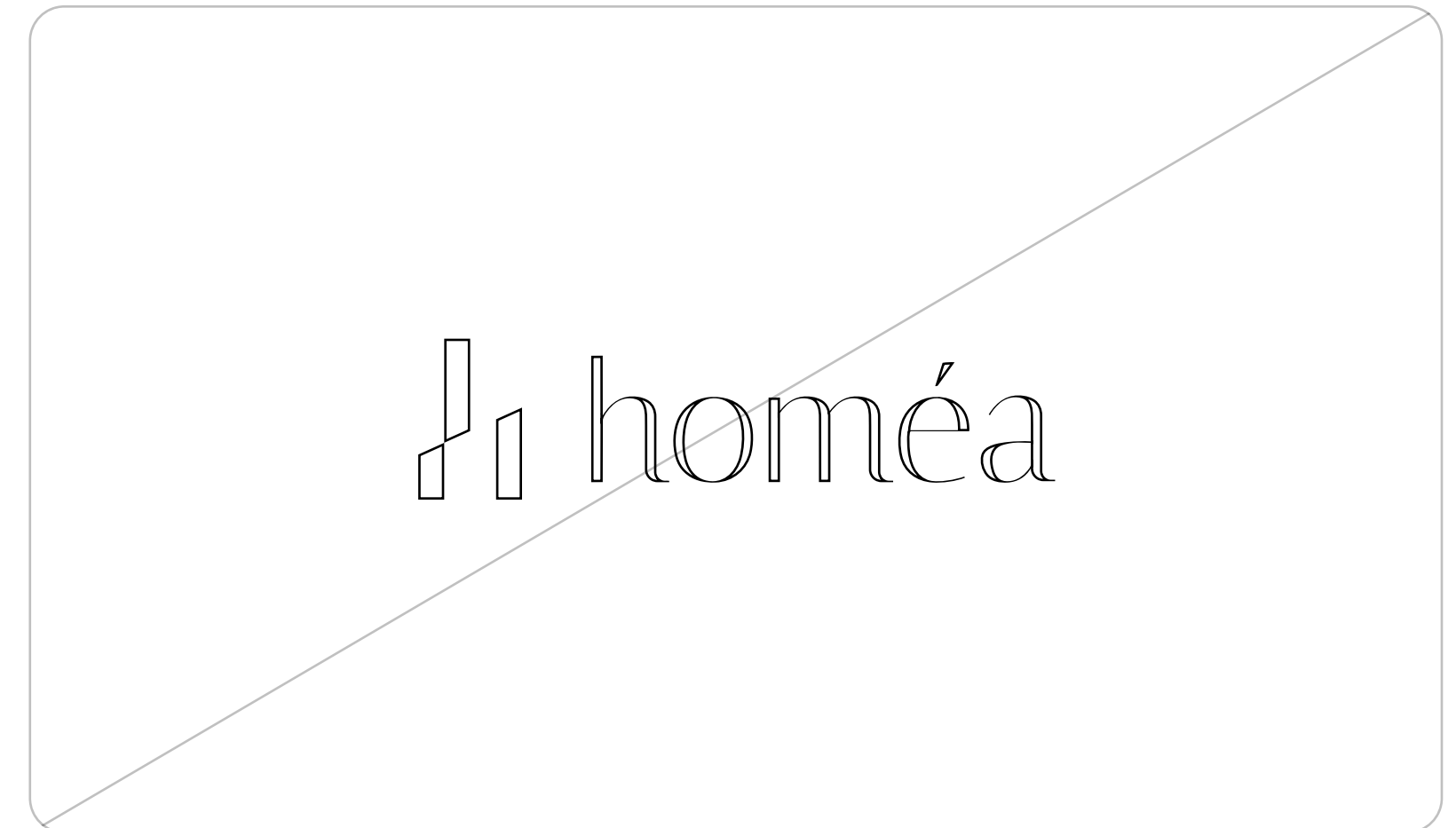
✘ Don't apply gradients



✘ Don't rotate



✘ Don't outline the logo



# 03 Color

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Colors

# Primary Palette

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

**Pale Beige**

R228 G222 B211

#e4ded3

**Black Olive**

R60 G60 B60

#3c3c3c

**Dark Cyan**

R37 G63 B56

#253f38

**Dark Gray**

R30 G30 B30

#1e1e1e

# Secondary Palette

The colors shown here are the secondary colors of the brand. They are intended to complement the primary palette and can be used to add variety and flexibility across different design elements while still maintaining brand consistency.

**Graphite**

R110 G113 B128

#6E7180

**Space**

R157 G162 B227

#9DA2B3

**Steel**

R188 G191 B204

#BCBFCC

**Smoke**

R211 G214 B224

#D3D6E0

**Cloud**

R237 G239 B247

#EDEFF7

# Pairings

This page outlines how the brand's colors should be combined to create balanced, cohesive compositions. These pairings ensure visual harmony, maintain brand recognition, and guide hierarchy across layouts, backgrounds, and typography.



# 04 Typography

## Primary typeface

**Suisse BP**

Medium

Regular

The Primary Typography defines the main typeface used across all brand communications. It establishes the brand's tone, clarity, and visual consistency, serving as the foundation for headlines, subheadings, and core messaging. The selected typeface reflects the brand's personality while ensuring readability, professionalism, and scalability across both digital and print applications.

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Type Hierarchy defines how typography is structured across different levels of communication, ensuring clarity and visual order. By establishing clear distinctions between headings, subheadings, body text, and supporting elements, the hierarchy guides the reader's attention and improves readability. Consistent application of size, weight, and spacing creates a cohesive system that reinforces the brand's professionalism and structure across all materials.

## Type hierarchy

**Display Title**

150 px | -3%

**H1 Headline**

100 px | -3%

**H2 Headline**

75 px | -3%

**H3 Headline**

60 px | -3%

**H4 Headline**

36 px | -3%

**Paragraphs & Running Text**

24 px | -2%

**Captions**

20 px | 0%

# 05 Design

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Graphic Elements

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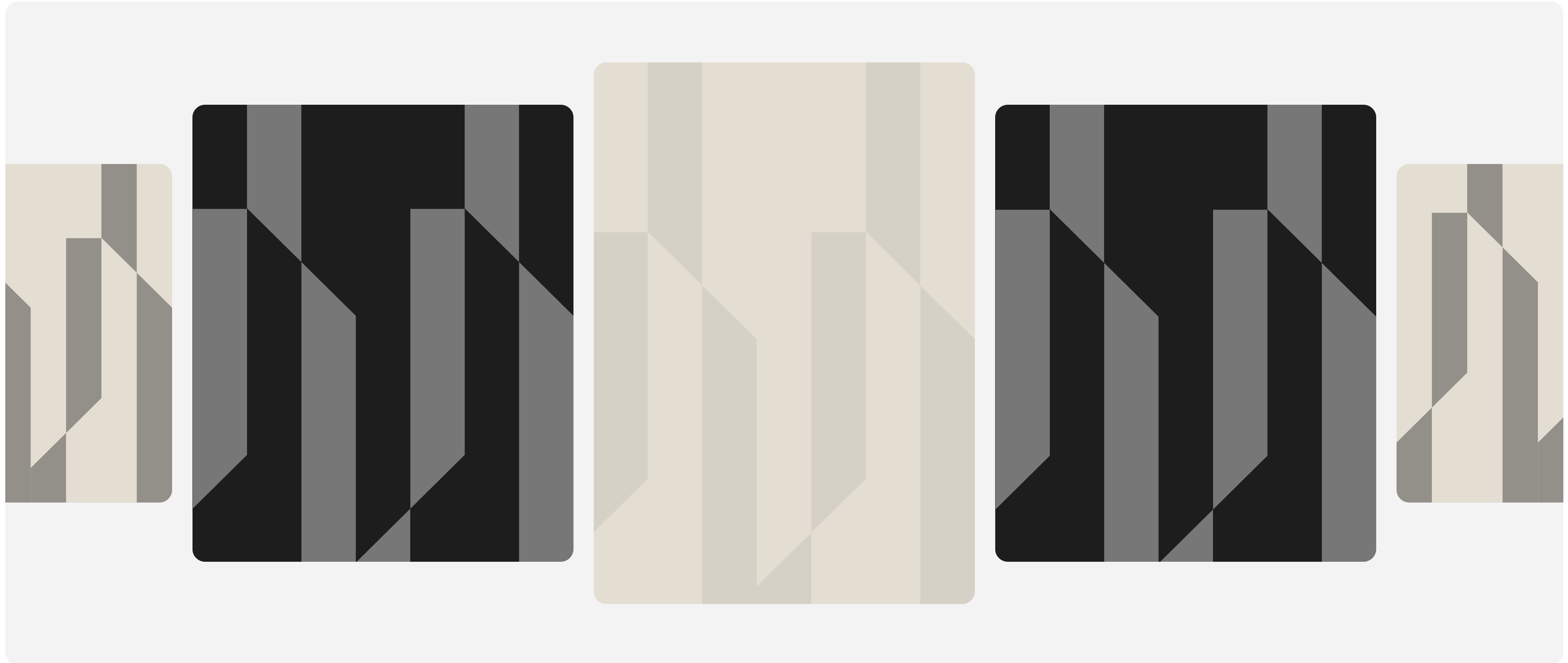
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Design Layouts

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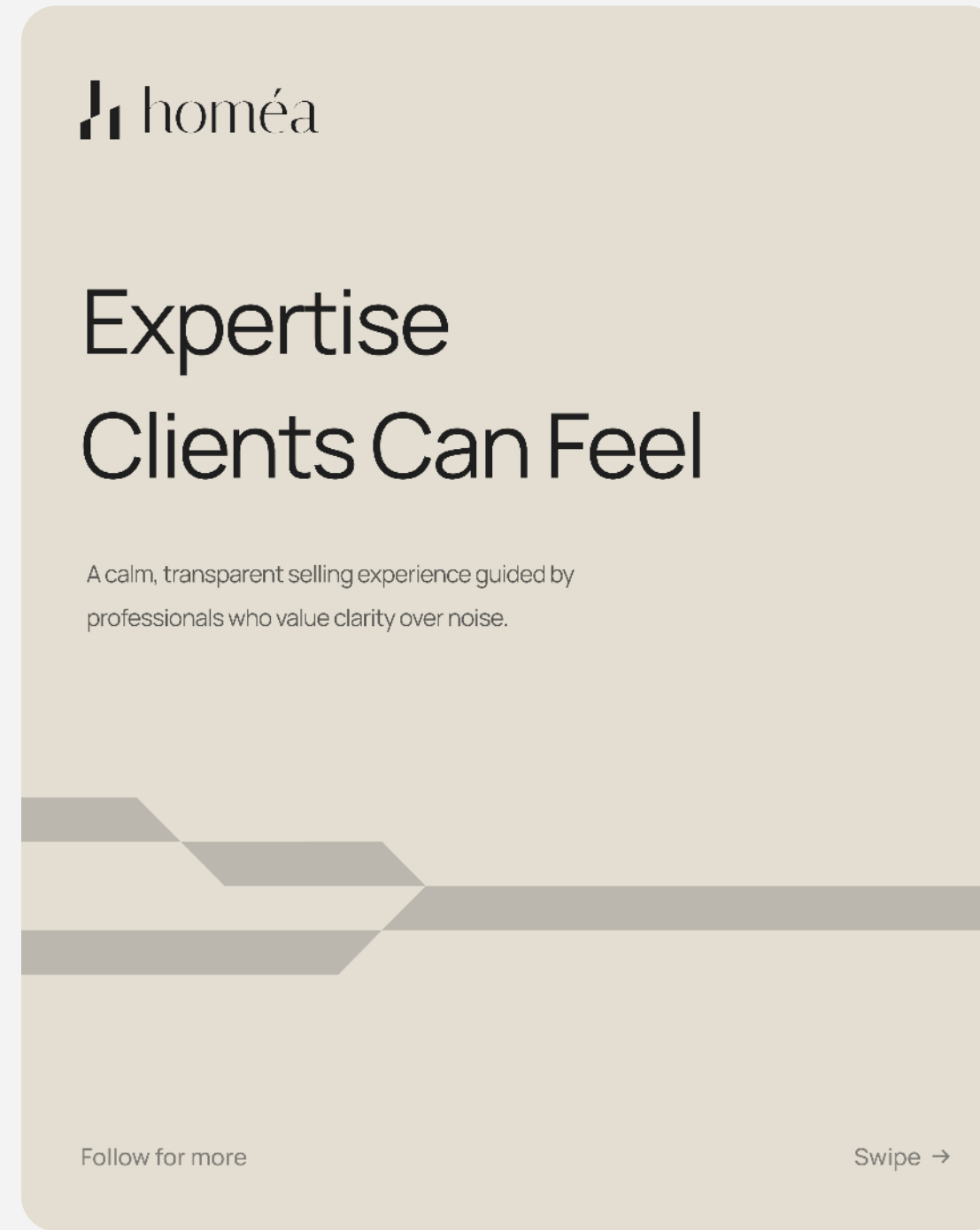
# Graphic Elements

This page defines the supporting visual components that enhance and extend the brand identity beyond the logo and typography. These elements add depth, structure, and recognition to layouts while maintaining consistency across applications.



# Design Layouts

This page defines the structural framework used across brand materials to ensure consistency, balance, and visual clarity. It outlines how elements such as typography, imagery, white space, and graphic components should be arranged to create cohesive and professional compositions.



4:5



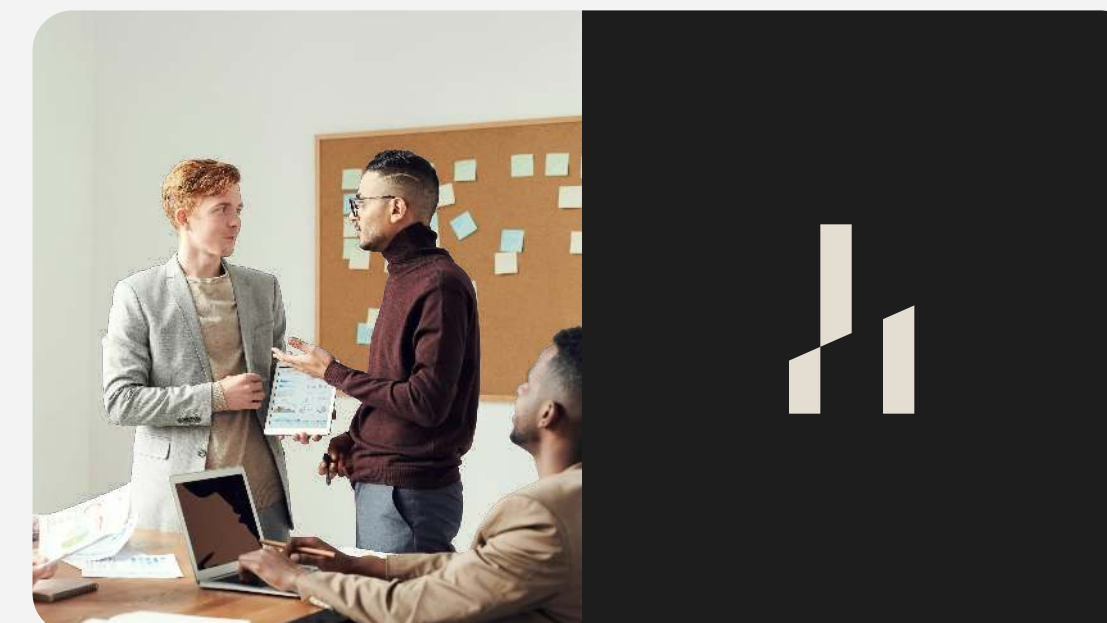
4:3



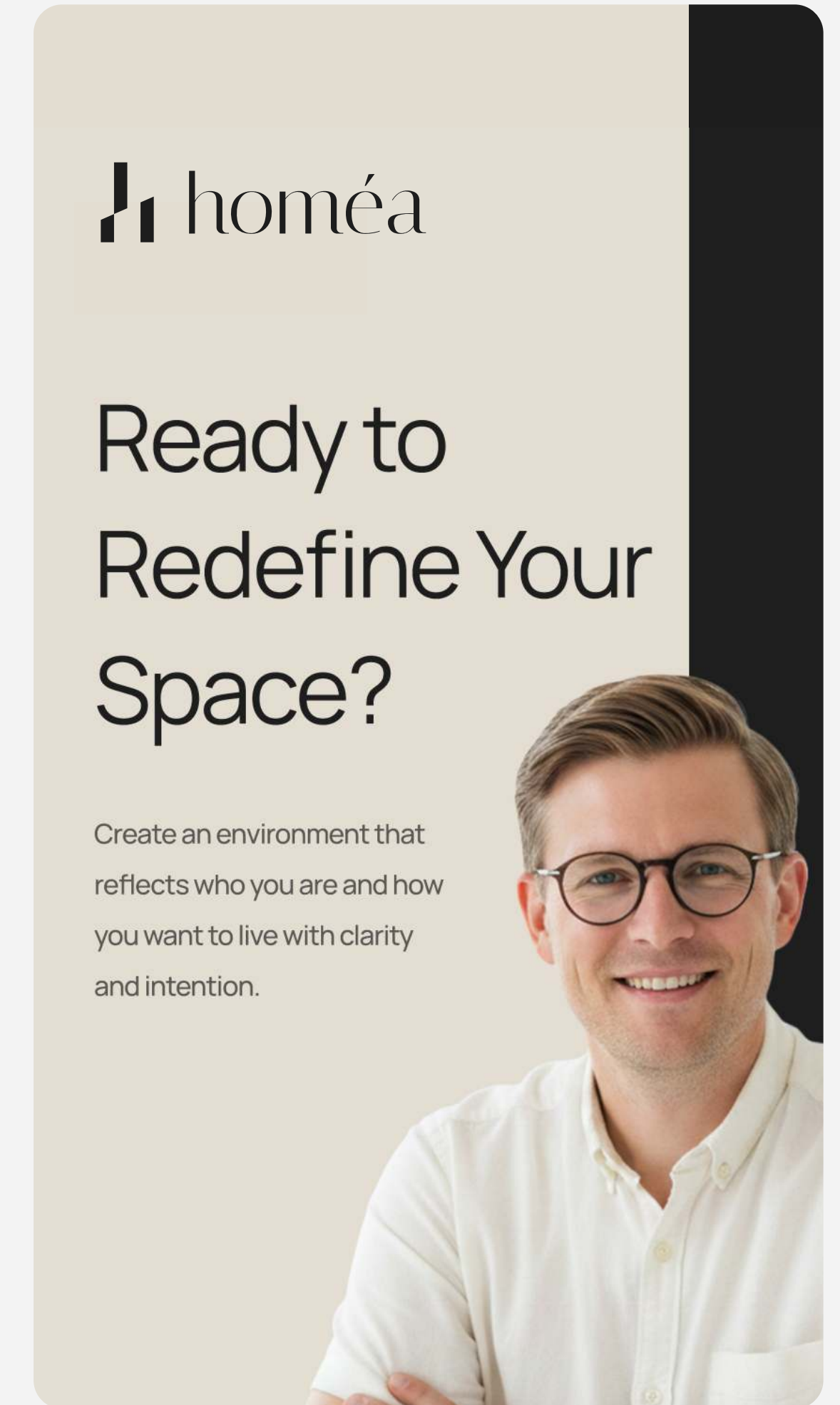
Banner



1:1



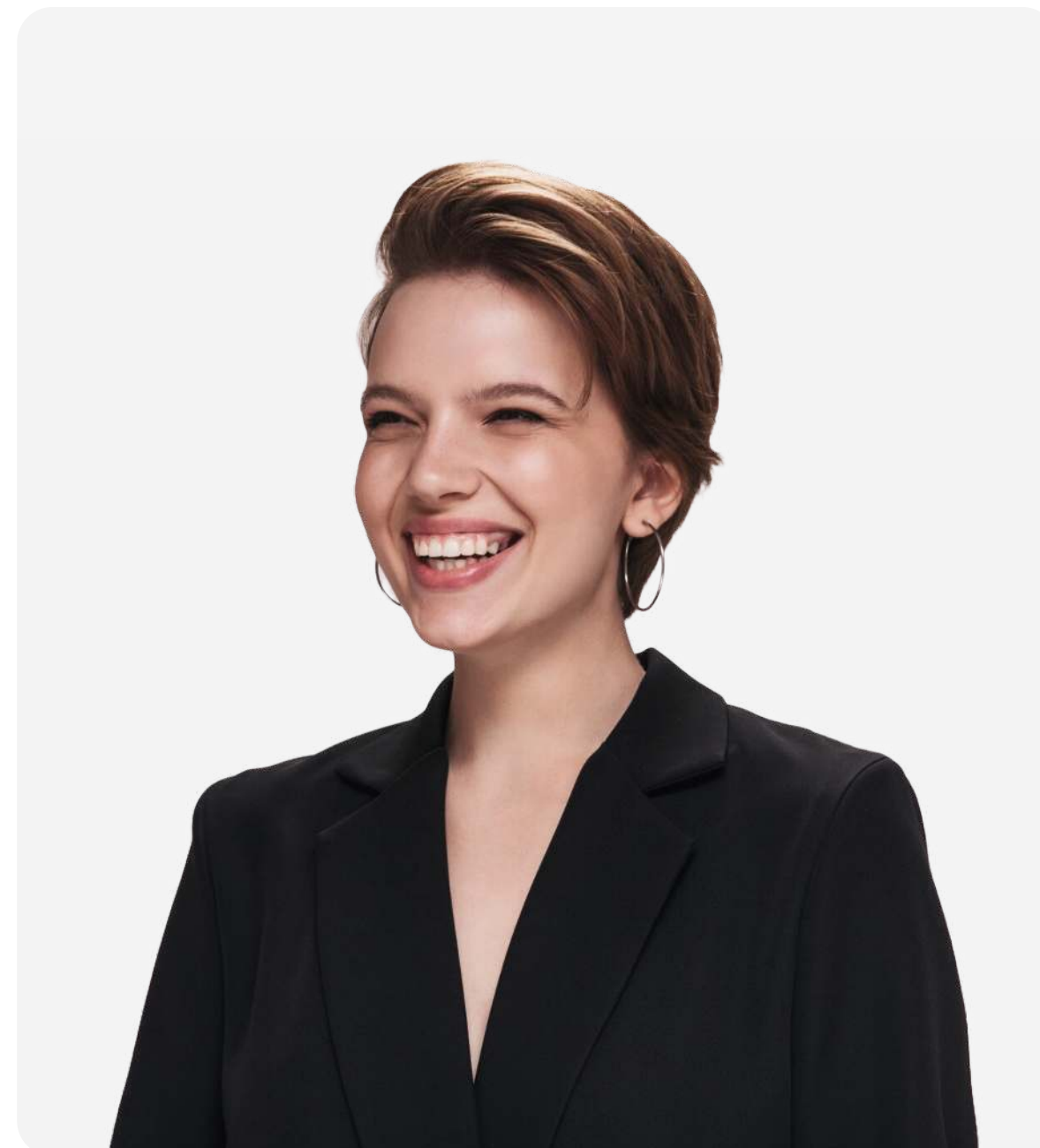
16:9



9:16

# 06 Imagery

# Photography Style



The Photography Style defines the visual tone and mood of all imagery used within the brand. It guides lighting, composition, color treatment, and subject matter to ensure consistency and emotional alignment with the brand's identity.

# 07 Brand Foundation

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# Brand Vision

Homéa is revolutionizing real estate in the Cologne region by offering a refined, premium platform that merges entrepreneurial freedom with digital sophistication. We empower ambitious agents to build personal brands while ensuring discerning property owners experience trustworthy, human-centered service. By balancing modern efficiency with elegance and competence without arrogance, homéa creates long-term relationships based on trust, strategic clarity, and excellence. Forging a new path between traditional brokerage and impersonal proptech, we're a future-oriented ecosystem fostering independence and quality over noise for those who value both.

# Brand Competitive Analysis

In the competitive landscape of the real estate industry in Germany and the United States, homéa is poised to carve out a unique space. The real estate sector traditionally oscillates between traditional, conservative brokerages and the impersonal, hyper-modern proptech platforms. In this existing duality, homéa has strategically positioned itself as a sophisticated middle ground a premium real estate ecosystem that blends the best aspects of both ends of the spectrum.

Key players in the market include Evernest, Engel & Völkers, and von Poll in Germany, alongside US-based Compass, Serhant., and Keller Williams. These brands often command attention due to their established presence and broad operational footprints. Each competitor carries distinct brand promises. For instance, Evernest and Compass are notable for their digital innovation and fresh market approaches, while Engel & Völkers and von Poll are synonymous with traditional luxury and global reach.

homéa can effectively position itself by capitalizing on its unique value propositions: combining entrepreneurial freedom with premium service and sophisticated personal branding. The company's focus on high professional standards, digital efficiency, and a contemporary aesthetic offers a compelling alternative for those seeking an independent yet structured environment. This positions homéa not just as another brokerage, but as a dynamic platform that facilitates personal and professional growth.

Opportunities for differentiation abound. In tone and market positioning, homéa can stand out by emphasizing its human-centric, empathetic communication.

By adopting a professional yet warm tone, homéa can appeal to the entrepreneurial agents who desire independence without losing the personal touch offered by traditional luxury brands. Ensuring a calm and confident brand personality one that resonates with the principles of competence without arrogance and elegance without opulence will draw discerning property owners who value substance over noise.

From a visual standpoint, homéa's emphasis on minimalism and sophistication permits it to draw connections to premium residential architecture and refined European aesthetics. A visual identity that harmonizes neutral shades with strategic color use invoking calm confidence and strategic clarity will foster an instant connection with their target audience. Avoiding decorative excess and focusing on strong typography and clear spacing will further reinforce homéa's positioning as a brand of understated luxury and efficiency.

In conclusion, homéa is well-placed to disrupt the real estate market by aligning its brand ethos with the intrinsic values of its target audiences. By fostering long-term trust and entrepreneurial dignity, homéa has the potential to appeal not only to experienced real estate agents seeking autonomy and growth but also to property owners who value professionalism and reliability. This dual focus, supported by a strong brand identity and unique market positioning, sets homéa apart as a beacon of modernity and trustworthiness within a crowded marketplace.

We're proud to have partnered with you in building this brand. For any future support, refinements, or additional brand needs, you can always reach us at [joy@sofriver.co](mailto:joy@sofriver.co).

We're always here to help your brand grow.

Thank  
You!