

BRAND



PLAYBOOK

A LETTER FROM LEADERSHIP

For over 119 years, the Coldwell Banker® brand has built a reputation for high standards and exceptional service. While these core values will always be at the heart of our company, this longevity also speaks to an ability to evolve with the times — innovating to meet changing market conditions and the changing needs of a new generation.

As we continue to uphold our traditions of excellence and leadership, we also remain committed to innovation and adaptation. This Brand Playbook introduces a set of updated identity standards and operational best practices designed to strengthen the brand's position as a premium service, helping you win premium price points and insulating your business from market fluctuations.

Recognition of the Coldwell Banker name, marks, and signage is at an all time high and these foundational aspects of the brand will not be subject to change. This evolution is instead aimed at elevating the look and feel of our supporting materials and developing a set of practices that can improve the experiences of your clients. Think of it as a toolkit to help your business perform at its best — without requiring significant financial investment or otherwise disrupting your daily operations.

This Playbook and the materials you'll find inside are part of an ongoing effort to provide the Coldwell Banker network with the most effective and most impressive marketing support in the industry. With it, we hope to ensure affiliated agents and brokers have the tools they need to shape the future of real estate.

Brandon Newman

Brandon Newman
Vice President of Marketing
Coldwell Banker



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THE NEXT CHAPTER



A LEGACY OF NEVER STANDING STILL

Since 1906, the Coldwell Banker® brand has done things differently; leading with integrity, innovating with purpose, and always standing for something real. It's not just history, it's our DNA.

But leadership can't be exemplified by staying still. Leadership is about knowing where you're headed. Today, we build on the brand's proud legacy of leadership — raising the bar, shaping new experiences, and redefining what a real estate brand can be. For over a century we've pushed the industry forward. It turns out, we were just getting started.



EXCELLENCE IS OUR REPUTATION

We've always believed that good business begins with listening. So we turned to the people who know us best — buyers and sellers. What they told us helps shape not just who we are today, but who we'll become tomorrow. Our latest brand research makes one thing clear: consumers consistently associate the Coldwell Banker® brand with service that goes beyond expectations.

The research shows unequivocally that now is the time to lean in and own excellence.

CLIENT PERCEPTIONS OF COLDWELL BANKER:

TRUSTED AGENTS

TRUE PROFESSIONALISM

SERVICE THAT GOES ABOVE & BEYOND





THE POWER OF PREMIUM

MAINSTREAM

PREMIUM

LUXURY



ASPIRATIONAL →

← ATTAINABLE

PREMIUM IS AN EXPERIENCE, NOT A PRICE POINT.

Positioning your business at the premium level creates opportunity across the entire market — from entry-level to high-end. It gives you the flexibility to meet your existing base where they are, while drawing in new clients who value elevated service and trusted expertise.

The broad trust and recognition of the Coldwell Banker® brand, paired with the prestige of Coldwell Banker Global Luxury® program, uniquely positions you to connect with today's evolving buyer and seller. The latest brand evolution is intended to attract new audiences, win higher listing prices, and grow overall volume; all while continuing to serve and strengthen our existing client base.



A BRAND BUILT TO DELIVER EXCELLENCE

We're always working to curate new offerings designed to help the Coldwell Banker® network deliver more elevated customer experiences. In a market that's constantly evolving, these updated materials, practices, and suggestions are designed to help you stand out.



Refreshed marketing materials that
work harder and look sharper



Strengthened perceptions to help you
win more leads and listings



Enticing perks and incentives that
enhance client experiences



Strategic partnerships with
well-known brands



Ongoing best-practice playbooks
designed to help boost your productivity



New media opportunities, experiences,
and touchpoints to give your business
a competitive edge

ELEVATE



THE NEW NORTH STAR

The Coldwell Banker® brand identity is reaching new heights. Featuring an editorial perspective, timeless design elements, and refined typography, every detail is crafted to set a higher standard. Set yourself apart every step of the way with newly polished materials, a refreshed and elevated tone of voice, and a renewed commitment to all-around excellence.



A REFINED PALETTE

The updated palette brings new energy, blending bold new digital tones with the sophistication established by classic brand hues. A signature blue nods to the brand's long-lasting heritage. Deeper shades add richness and depth. Brighter accents introduce a modern, forward-looking edge. Used together, the palette feels elevated yet familiar — a confident balance of tradition and innovation.

CB BLUE PMS 280C #012169



TYPOGRAPHY

We are introducing Bauziet to the brand's font library. Its clean, minimalist, and geometric design combined with subtle, refined details elevate its overall aesthetic for a look that's both modern and timeless.

A sleek, modern
upgrade to our
signature font

BAUZIET

ACCESS THE IDENTITY STANDARDS MANUAL

DOWNLOAD

Open House in Duck, NC

3 BED

2 BATH

1900 SQ FT

CHARMING COASTAL HIDEAWAY

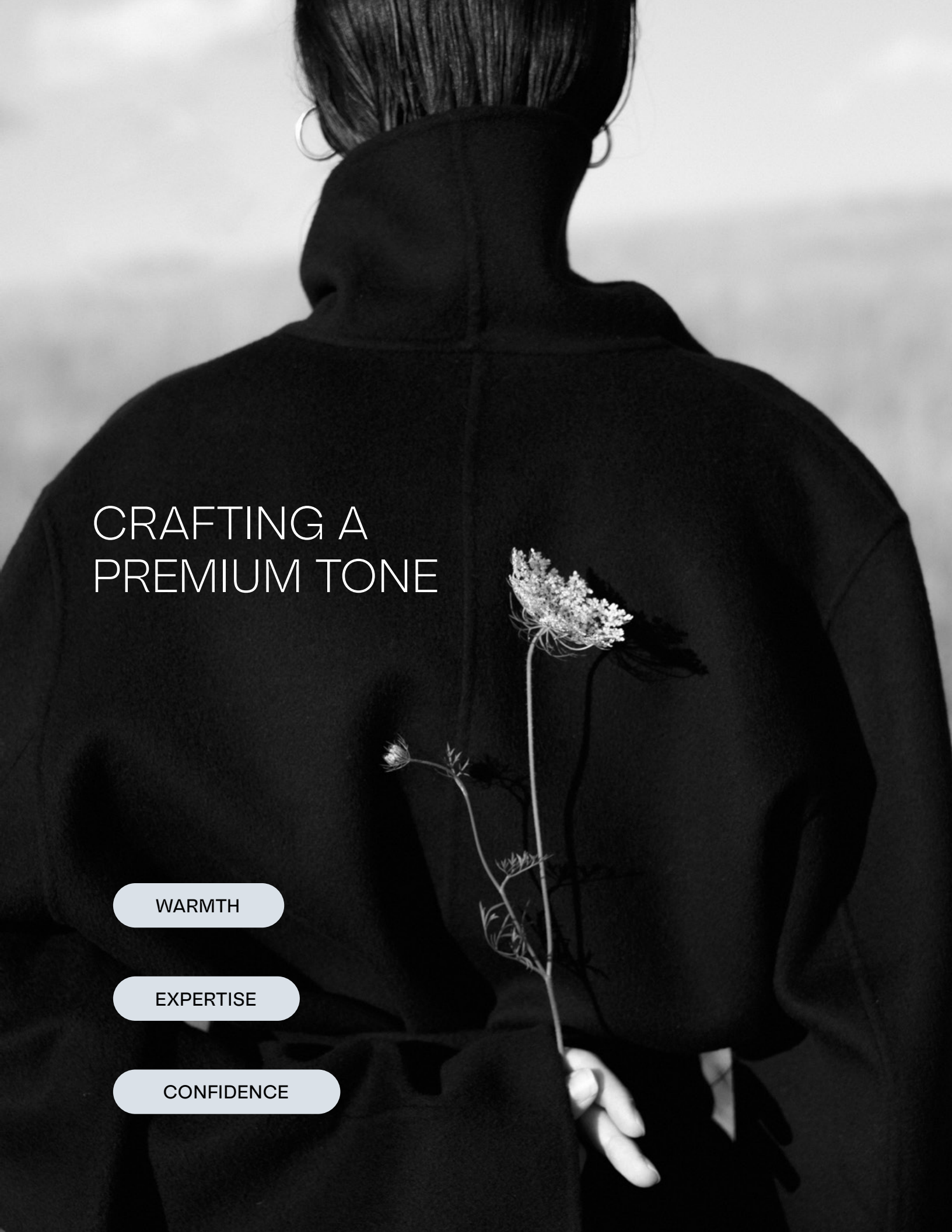
Set among rolling dunes, this coastal hideaway offers quiet and seclusion. A wood-burning fireplace, exposed beam ceilings, and a wraparound porch provide a simple, comfortable retreat.



Bauziet is the primary brand font. It can be used for headlines, subheads, and body copy.

Geometos should be used sparingly. It can be applied as a subhead or when statistics need emphasis.

Roboto is the body copy font. Roboto can be used in instances when legibility is a concern.



CRAFTING A PREMIUM TONE

WARMTH

EXPERTISE

CONFIDENCE

CALM ● LIVELY

AUTHENTIC ● PROFESSIONAL

ACCESSIBLE ● EXCLUSIVE

CASUAL ● SOPHISTICATED

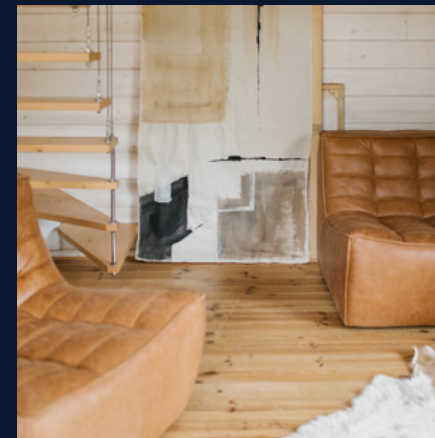
We’ve always understood the meaning of home. That sense of comfort, connection, and authenticity will always be at the heart of who we are.

Moving forward, the brand voice will add dimension and reflect a more refined and elevated tone — one that still feels warm, but communicates with clarity, confidence, and sophistication.

ENHANCING KEY IMAGERY

A picture doesn't just tell a story — it builds trust, shifts perception, and can be the difference between getting noticed or getting passed over. The right image says you're the right person for the job.

We're refreshing the brand's photo library to reflect a more premium look and feel — giving you the tools to create strong, high-quality imagery of your own. Because how you show up matters.



SHOWCASING EXTERIORS & INTERIORS

The brand's updated photography puts the spotlight where it belongs — on stunning homes, inside and out. No distractions, just great design and undeniable presence.

The look is warm, textured, and film-like. It's about depth, detail, and capturing a space that feels lived in without needing people in the frame.

We lean into rich, natural colors and the beauty of organic imperfections. This demonstrates design storytelling at its most natural: soulful, tactile, and effortlessly elevated.





PHOTOGRAPHY THAT FEELS LIVED IN

Lifestyle photography, especially inside the home, should feel human — like we're quietly observing real lives as they unfold. These are honest, natural moments that may seem simple at first glance, but are the ones that truly make a house feel like home.

The setting matters. We aim to feature impeccably designed, beautifully styled spaces brought to life by diverse talent who feel authentic and effortlessly put-together. We like a sense of movement — catching a moment mid-step, glance, or gesture.

While digital photography offers precision, it can often feel too perfect or too rehearsed. We lean into a film-inspired look that's textured, softer around the edges, and full of soul. It's less polished, more lived-in, and captures the feeling of home.



CAPTURING PORTRAITS

Portraits bring humanity to the feel of your business and reflect the deeply personal nature of home. They should feel warm, rich, and a little nostalgic; as if belonging to a family photo album. Candid moments are key, bringing a documentary-style feel that's real and unposed, like a friend is behind the camera. The goal is to truly see the person and the moment.

There's also space for more intentional portraits — where talent looks directly into the lens. These can be striking when done well, but should still feel personal and familiar, with a sense of trust between subject and photographer.

Key through-lines: impeccable wardrobe, diverse talent, film-inspired tones, and an effortlessly cool vibe.

FIRST-CLASS BRAND ASSETS AT YOUR FINGERTIPS

Looking for a headstart? Click the link below to access the brand's asset library and build your visual foundation.

ACCESS THE NEW ASSET LIBRARY

DOWNLOAD



ACTIVATE

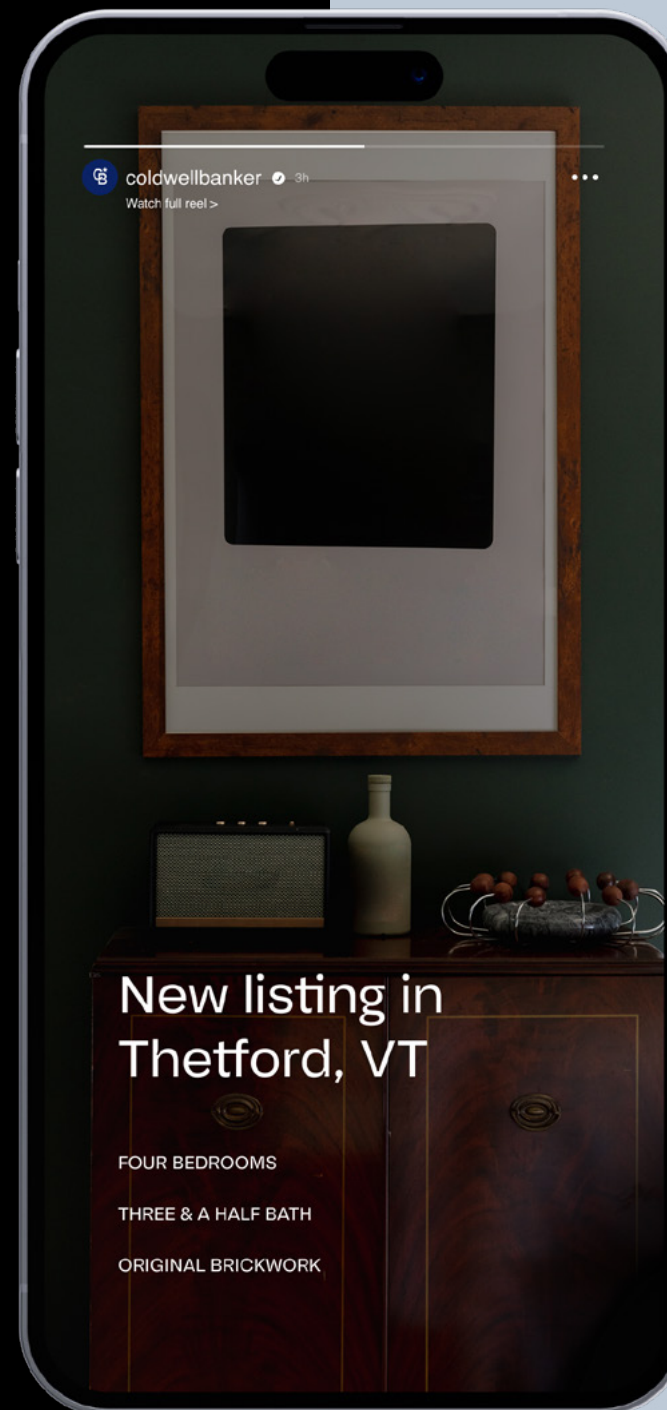


ELEVATE YOUR STORY

Sleek, modern, and effortlessly elevated — the brand's digital look is designed to feel premium without trying too hard.

HOW TO GET THE LOOK:

Let the photography do the heavy lifting, bringing richness, texture, and emotion to every piece. Then layer in a thoughtful, well-placed headline — subtle, stylish, and intentionally understated. Well-earned confidence elevates this premium aesthetic.



BECOME AN INBOX VIP

Email is a hugely influential, but highly competitive medium. To keep engagement high, email designs need the same degree of care and refinement to avoid a quick delete.

- Use captivating imagery to draw people in.
- Keep a clean aesthetic that's clear and to the point.
- Choose one dominant call to action.



SARAH SANDERSON

Weekly Newsletter

Hot properties in Santa Barbara, CA

VIEW LISTINGS

323 Rancho Dr.

3 BED / 3 BATH / OCEAN VIEW



WELCOME WITH DISTINCTION

An open house is an invaluable opportunity to create a first impression that feels intentional, memorable, and unmistakably Coldwell Banker®.

Every detail, from the first sign to the final follow-up, should reflect the quality of the brand.

- Ensure directional signage is clean, well-designed, and in keeping with brand guidelines.
- Stage the space with care — think intentional furnishings, fresh greenery, and natural light that feels warm and welcoming.
- Provide high-quality listing materials featuring strong visuals and copy that tells a story, not just specs.



DELIVER A SIGNATURE TOUCH

Whether it's a handwritten note on high quality paper stock, an embossed envelope to deliver closing papers, or that perfect welcome home gift that shows your understanding of their needs; always go the extra mile to surprise and delight your clients. Personalization and attention to detail separate Coldwell Banker® affiliated agents from the average.



CURATE THE MOMENT

Design your events to leave an impression.

Think thoughtful, refined, and elevated.

Tasteful

Every detail matters from the catering to the signage. Choose venues and settings that reflect your standard and your style. It's about the little things, done exceptionally well.

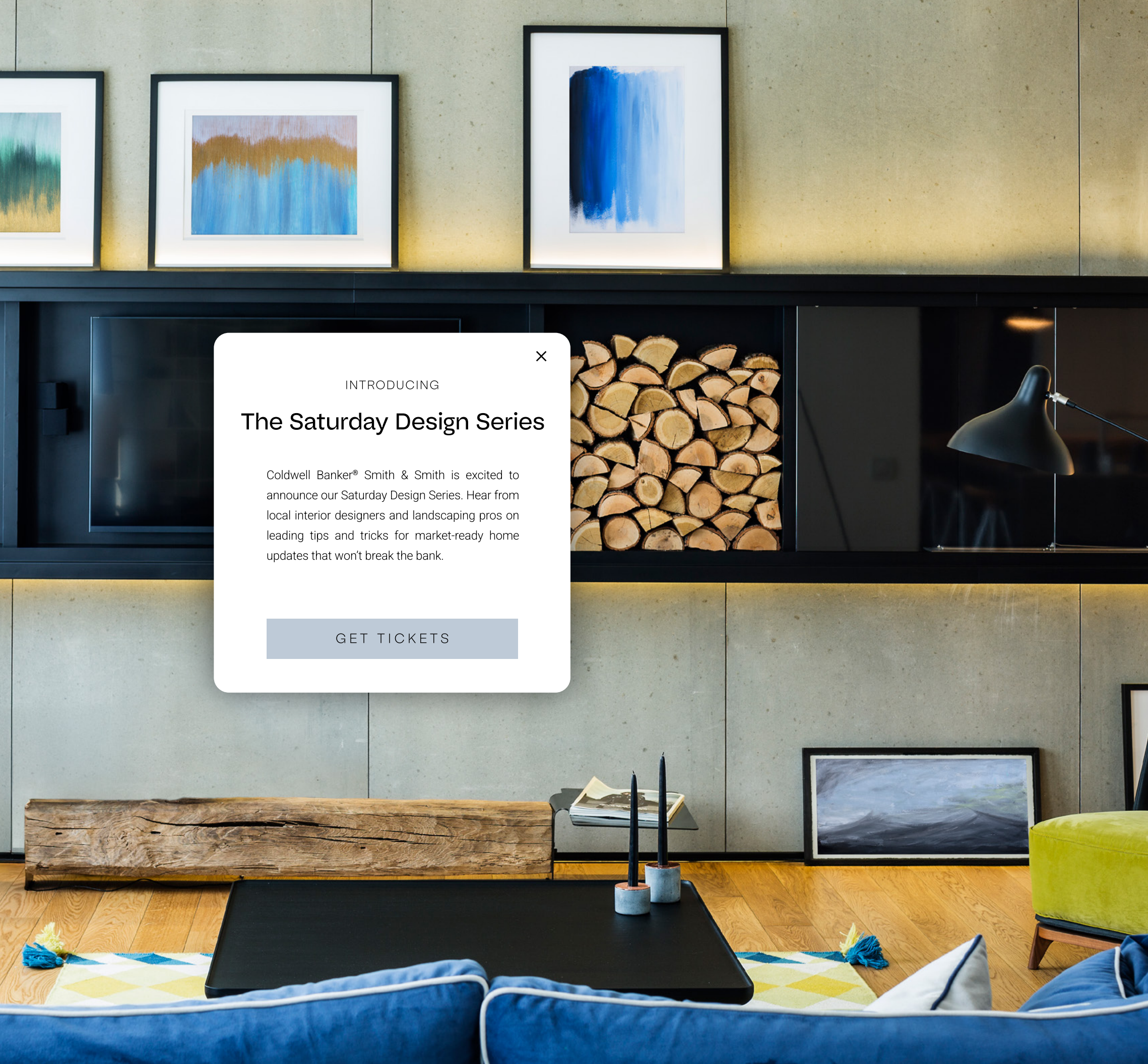
Considered

Nothing should feel accidental. From the invitation to the guest list, everything shapes how you're perceived. Design lounge spaces that invite connection. Build playlists that set the right tone. Create a flow that feels intentional.

Memorable

Surprise with thoughtful, unexpected touches like a unique gift or a personalized detail. Aim for more than just attendance, establish real connection.





INTRODUCING

The Saturday Design Series

Coldwell Banker® Smith & Smith is excited to announce our Saturday Design Series. Hear from local interior designers and landscaping pros on leading tips and tricks for market-ready home updates that won't break the bank.

GET TICKETS

INVITE MORE IMPACT

Spark conversations that matter. Consider bringing in local interior designers, garden gurus, or smart home innovators for a speaker series that feels more like community-building than marketing. These moments of connection build trust, add value, and keep you in the story; wherever your clients are in their journey.



WHERE TASTE MEETS INFLUENCE

We've all seen the power of a great brand collab. That 1 + 1 = 3 effect – the kind of cross-promotional effort that brings fresh energy and new audiences. While the Coldwell Banker® brand aims to build strategic business relationships at a national level, you have the opportunity to do the same in your own backyard.

Think about your opportunities to create meaningful connections with the tastemakers, creators, and local icons who reflect the spirit of your community. These collaborations don't just expand your reach, they elevate your presence.

Because at the end of the day, we are the company we keep.

UPGRADE THE ESSENTIALS

Even the most everyday materials, the ones we use to power our business day in and day out, offer an opportunity to stand apart. From open house mailers to “Just Sold” postcards, every touchpoint is a chance to deliver something exceptional in the expected.



Your goals
are my
number one
priority.

Buying or selling a home can be complicated. You need a knowledgeable and skilled agent like me to assist you with the purchase of a new home or the sale of your property.

I will diligently guide you through your real estate transaction from beginning to close.

Contact me today to discuss your real estate needs.



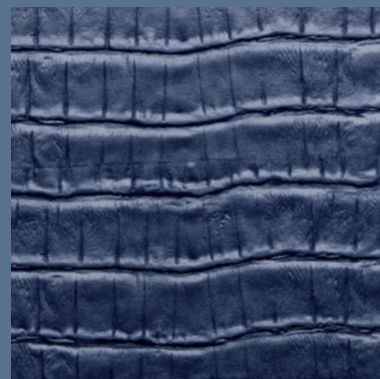
Sarah Brown
(000) 000-0000
sarahbrown@cbr.com
Place holder copy



FROM FANDOM TO FASHION

Raising the standard of branded merchandise to create
a label everyone is proud to represent.





THOUGHTFULLY DESIGNED

Take advantage of the opportunity to deliver even more value with all of your branded materials. Make your business and what you provide indispensable. Choose a higher quality fabric for your branded clothing or a stylish leather-bound notebook. These choices signify intention. When your materials feel exceptional, your service does too.



DISTINGUISH



A photograph of a modern luxury poolside at dusk. The pool is illuminated with a warm, golden light. To the right, several lounge chairs with white cushions are arranged on a dark wooden deck. In the background, a stone wall is covered in ivy, and a large tree stands prominently. The overall atmosphere is sophisticated and serene.

UPGRADING EXCELLENCE

Representing the Coldwell Banker Global Luxury® program is about to mean more. With a legacy of market leadership behind you and a sharper, more powerful brand experience ahead — you're positioned to lead.

Today's luxury clients expect more. They want a brand that looks the part, delivers with precision, and offers a level of service that feels different from the rest.

That's exactly what we're building — through smarter collaborations, elevated materials, and a more refined identity that helps you show up with even greater impact.

This is your advantage. This is your edge. And this is how you continue to lead in luxury.

WHO IS TODAY'S LUXURY CLIENT?

TRUSTS IN HERITAGE / LIVES GLOBALLY /

DIGITALLY NATIVE / COLLECTS EXPERIENCES /

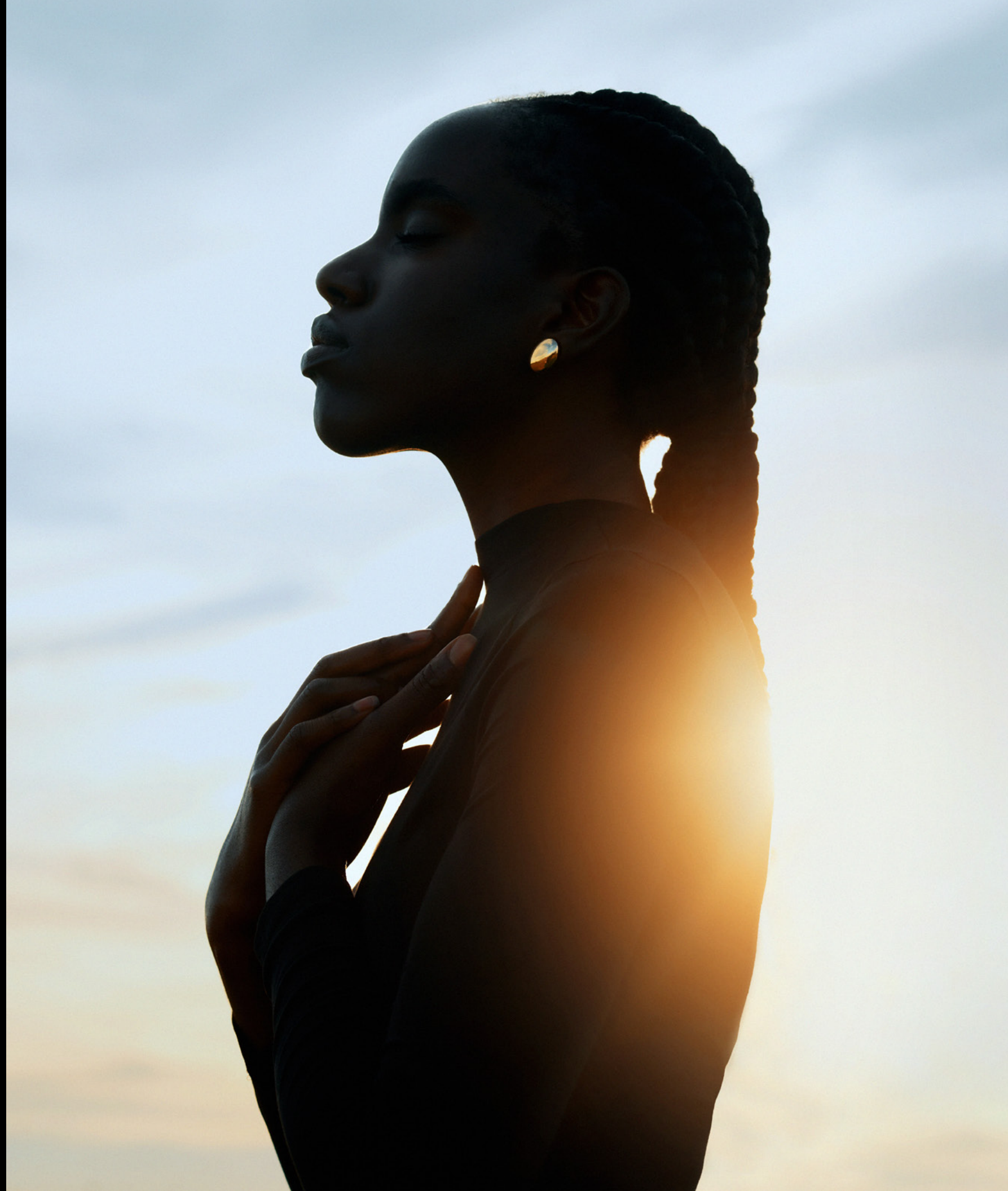
VALUES EXPERIENCES / VALUES RARITY /

EXPECTS PRIVACY, PRECISION, AND PERSONALIZATION /

DESIRES LOCAL INSIGHTS WITHIN GLOBAL CONTEXTS /

WANTS TO BE TOLD "WHAT DOES IT MEAN FOR ME?" /

RESEARCHES THOROUGHLY



RAISING THE BAR

We're curating a breadth of new offerings designed to help the Coldwell Banker® network deliver more elevated customer experiences. In a market that's always evolving, these updated materials, practices, and suggestions are designed to help you stand out.

DISCOVER THE EVOLUTION OF GLOBAL LUXURY

EXPLORE

UNMATCHED EXPERIENCES

ELEVATED MATERIALS

REIMAGINED OFFICES

EXCLUSIVE LUXURY COLLABS

PERSONALIZED DETAILS

NEW DESIGNATIONS AND BENEFITS

SPEAKING LUXE



Part of embodying the brand is speaking its language. Your words should reflect the poise, polish, and perspective of someone who moves comfortably in refined circles. Referencing names in business, design, food, or travel isn't just conversation — it's a signal that you understand the lifestyle your clients aspire to through a luxury home.



STONE WITH

RANGE

WARMTH
EXPERTISE
CONFIDENCE

COLDWELL BANKER®

SOPHISTICATION
EXCLUSIVITY
LEADERSHIP

COLDWELL BANKER GLOBAL LUXURY®

TYPOGRAPHY

Garamond will remain as an additional font option exclusive to the Coldwell Banker Global Luxury® program. With classical, serified letterforms it can be used to elevate headlines and make bold, typographic statements.

The refined serif exclusive
to the Coldwell Banker
Global Luxury® program

GARAMOND

ACCESS THE IDENTITY STANDARDS MANUAL

DOWNLOAD

Top 10 Luxury Backyard Trends

Garamond is the primary font of the Coldwell Banker Global Luxury® program. It can be used for headlines, subheads, and body copy.

HIGH-END BUYER PREFERENCES

Luxury backyards in 2025 are all about resort-style living with infinity pools, outdoor kitchens, and smart tech for lighting, irrigation, and entertainment. Wellness features like saunas, yoga decks, and cold plunges are popular, along with native landscaping, edible gardens, and stylish privacy solutions. Multi-level terraces, fire pits, and outdoor cinemas complete the high-end retreat feel.

Geometos should be used sparingly. It can be applied as a subhead or when statistics need emphasis.

Roboto is for body copy and for use in instances when legibility is a priority.



COLOR WITH CONFIDENCE

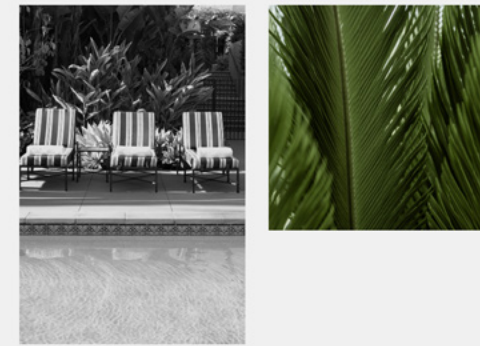
With greyscale shades spanning from white to black accompanied by a striking gold accent, the palette of the Coldwell Banker Global Luxury® program is designed to complement the colors of the core brand while adding an additional layer of style and sophistication.



HIGH-END, HIGHLY ENGAGING

Curate your social presence with assets crafted to resonate with a discerning, high-end audience. These samples are designed to spark interest, build connection, and inspire action — using premium photo and video content that reflects the tastes and expectations of the luxury market.

THE TOP 10 THINGS LUXURY
HOMEBUYERS ARE LOOKING
FOR IN WARMER CLIMATES.



OPEN HOUSE

1245 GREGORY LN.

5 BATHROOMS
3 BEDROOMS



LUXURY HOME TRENDS:
WHAT BUYERS WANT RIGHT NOW

JUST LISTED

1245 GREGORY LN.

5 BATHROOMS
3 BEDROOMS



STAGING SERIES

LEARN A LESSON IN TEXTURE AND
SHAPE WITH OUR IN-HOUSE EXPERTS



THE LOOK OF LUXURY

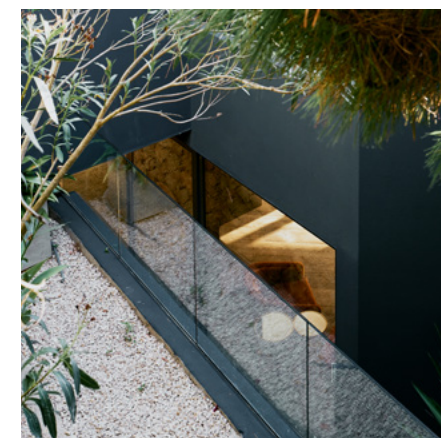
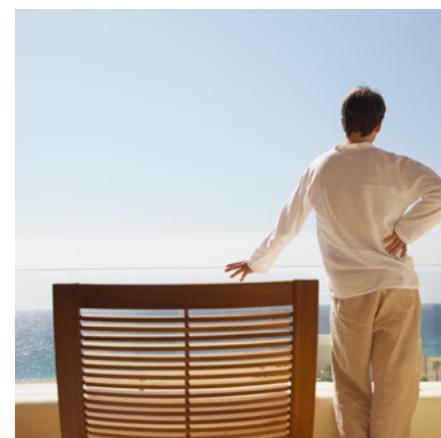
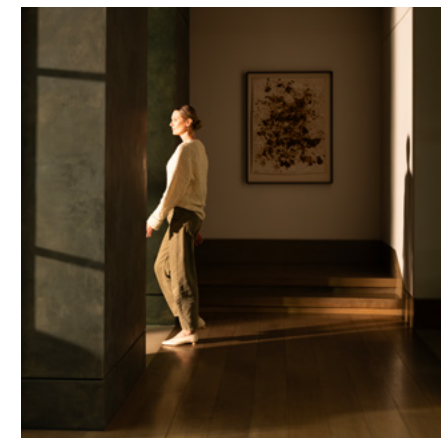
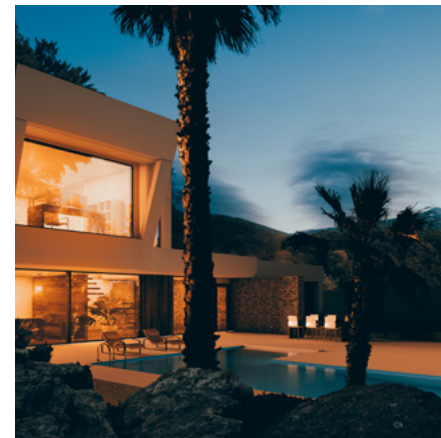
Visuals associated with the Coldwell Banker Global Luxury® program should feel elevated, and intentional. Think less staged, more editorial. Less obvious, more artful.

This is your opportunity to lead with a sense of taste.

Homes, people, and details should reflect the refined world your clients live in — where architecture, fashion, and design speak volumes without saying much.

Lighting should be moody and sculptural, adding depth and emotion. Compositions are clean, thoughtful, and always telling a story. Every frame should feel like a moment — not a setup.

Luxury here isn't loud. It's lived-in, effortless, and always a little aspirational.





LUXURIOUSLY ELEVATED ASSETS

Access the suite of updated Coldwell Banker Global Luxury®
program assets by clicking the link below.

ACCESS THE NEW ASSET LIBRARY

[DOWNLOAD](#)

COLLECTIBLES, CURATED

Merch. Elevated.

A brand you don't just represent, you embody.



SUMMARY





DISCOVER THE LATEST
MARKETING MATERIALS

DISCOVER OUR MOST RECENT ASSETS

DOWNLOAD



THE FUTURE IS BLUE

As we move forward with this elevated brand look and expression, it's essential that every member of the Coldwell Banker® system feels empowered to embrace and champion this transformation. The Coldwell Banker® brand is more than a font choice or a color palette; it's a reflection of who we are, what we stand for, and the exceptional experiences we deliver.

This is a collective effort and every member of the network plays a crucial role in bringing this vision to life. Whether you're engaging with clients, collaborating within internal teams, or sharing the brand's message with the world, your involvement and passion will help ensure the Coldwell Banker® brand shines its brightest.

We are counting on your participation to amplify the brand's impact and reflect a continued legacy of innovation and excellence.



GUIDING PEOPLE HOME SINCE 1906.

