



COLOR PALETTE

Grays and blues accentuate the signature Senco red, and unite to establish a bright, powerful palette. These hues and their corresponding shades contribute to flat, layered compositions.

This section details how color can be used in solids, transparencies and tints, allowing for consistency and variation.

Solids

Primary Palette (A)

SENCO Red (Pantone 186) is used within design elements to accentuate important messaging (headlines, tagline, logo, etc.).

This red can be used in large quantities for dramatic impact, especially in large-scale and digital applications (i.e. vehicles, tradeshow displays, website).

This red should never be tinted; it is always to appear bright and strong. It is ownable to SENCO, and should be present in every brand touchpoint.

Secondary Palette (B)

These hues complement SENCO red and help it stand off the page.

These hues will most often be used within design elements at larger quantities than SENCO red, but always to accentuate not overpower the red.

Tertiary Palette (C)

These hues are used in small quantities only, usually within technical callouts and iconography.

Black is appropriate for body text and other situations using small quantities. It is not used as a flood color.

Color Consistency and Production

Always consider color's final output when producing artwork:

PANTONE: spot color, print application

CMYK: process color, print application

RGB: onscreen/electronic application

HTML: web application



C2 M100 Y85 K6
R201 G0 B23
HTML #C90017

A



C8 M100 Y70 K33
R153 G4 B0
HTML #990400



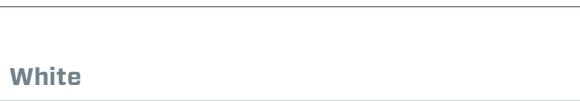
C100 M58 Y9 K46
R4 G31 B61
HTML #041F3D



C33 M18 Y13 K40
R100 G110 B117
HTML #646E75



C8 M5 Y7 K16
R200 G201 B199
HTML #C8C9C7



B



C60 M9 Y0 K0
R114 G202 B255
HTML #72CAFF



C0 M0 Y0 K100
R0 G0 B0
HTML #000000

C

Transparency and Tints

Purpose and overview

To reveal the building and layering of elements, specific hues can be used transparently and as tints.

Creating a transparent SENCOR red

For best communication of SENCOR red (Pantone 186) as transparent, color layering is recommended (A):

Layer 1: Image

Layer 2: White at 60% opacity

Layer 3: Pantone 186 at 100% multiplied

Using transparent secondary palette hues

Use palette hues only at 80% opacity (B).

Tints

Pantone 430 and Cool Grey 3 can be used as tints. Do not tint any other brand colors (C).

Note the specified percentages in which these hues can be tinted.



A-Creating a transparent red



B-Secondary palette at 80% opacity



C-Tints from secondary palette

Tint and transparency don'ts

Do not use transparent tints of hues (A).

Do not use hues at any other opacity other than 80% (B).

Do not use tertiary colors transparently (C).

Do not gradate hue; color should be evenly transparent throughout entire shape (D).

Do not use tints of colors that are not Pantone 430 or Cool Grey 3 (E).



A



B



C



D



E

Product Category Palette

In limited instances, it may be necessary to use an expanded color palette to distinguish product categories.

These colors are used for product categorization only.

Do not use other hues than these listed, including SENCO red, for categorization.



C0 M20 Y95 K0
R255 G203 B31



C0 M60 Y100 K0
R245 G130 B32



C30 M50 Y100 K0
R187 G135 B50



C30 M0 Y90 K0
R190 G215 B71



C80 M15 Y100 K0
R52 G158 B73



C90 M50 Y65 K20
R28 G95 B90



C35 M5 Y0 K0
R158 G210 B241



C60 M35 Y10 K0
R109 G147 B189



C75 M65 Y60 K25
R74 G79 B84