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
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 SENCO red
For best communication of SENCO 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.
**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).
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.