SENCO®

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

Pantone 186-SENCO Red	C2 M100 Y85 K6 R201 G0 B23 HTML #C90017

A

Pantone 7427	C8 M100 Y70 K33 R153 G4 B0 HTML #990400

Pantone 541	C100 M58 Y9 K46 R4 G31 B61 HTML #041F3D

Pantone 430	C33 M18 Y13 K40 R100 G110 B117 HTML #646E75

Pantone Cool Grey 3	C8 M5 Y7 K16 R200 G201 B199 HTML #C8C9C7

White	

B

Pantone 2915	C60 M9 Y0 K0 R114 G202 B255 HTML #72CAFF

Black	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 SENCO red

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

Layer 1: Image
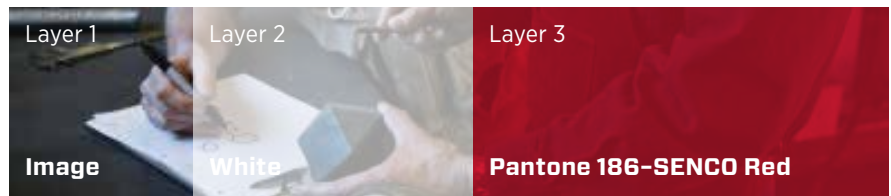Layer 2: White at 60% opacity
Layer 3: Pantone 186 at 100% multiplied

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.

| Layer 1 | Layer 2 | Layer 3 |
| Image | White | Pantone 186–SENCO Red |

A–Creating a transparent red

Pantone 7427

Cool Grey 3

Pantone 541

White

Pantone 430

B–Secondary palette at 80% opacity

Pantone 430		80	60	40	20
Pantone Cool Grey 3		80	60	40	20

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 **M**20 **Y**95 **K**0
R255 **G**203 **B**31

C0 **M**60 **Y**100 **K**0
R245 **G**130 **B**32

C30 **M**50 **Y**100 **K**0
R187 **G**135 **B**50

C30 **M**0 **Y**90 **K**0
R190 **G**215 **B**71

C80 **M**15 **Y**100 **K**0
R52 **G**158 **B**73

C90 **M**50 **Y**65 **K**20
R28 **G**95 **B**90

C35 **M**5 **Y**0 **K**0
R158 **G**210 **B**241

C60 **M**35 **Y**10 **K**0
R109 **G**147 **B**189

C75 **M**65 **Y**60 **K**25
R74 **G**79 **B**84